

Audience	Topic	Message
Students/ Families	Why attendance is important; advantages and benefits of attending; stay positive and focused	<p>Each day you show up matters! Attendance is part of the student success equation. #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>Absences add up! Missing two days or more per month means a student misses more than 10% of the school year. Build the habit of good attendance early: http://ow.ly/j7qi50KsphG #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>Missing school means missing opportunities to learn and connect. #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>In 2020-2021, 80% of students attended school at least 90% of their school days. #ShowingUpMatters because regular attendance is an important building block for student learning. #AttendTodayAchieveTomorrow -----</p> <p>#ShowingUpMatters because regular attendance is an important building block for student learning. #AttendTodayAchieveTomorrow</p>
Students/ Families	Routines/Getting ready for the school year	<p>Attending school regularly helps students feel better about school and themselves. Learn about ways to help you student be prepared: http://ow.ly/OKCS50KsoxK #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>Do your students have routines that help them get ready for school? Check out these ideas from @AttendanceWorks! Learn more: http://ow.ly/s1WO50KshaG #ShowingUpMatters #AttendTodayAchieveTomorrow</p>
Students/ Families	Messages for students and families that have been disconnected	<p>It's never too late to come back to school. #ShowingUpMatters, no matter how long you have been away. #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>The door to your education is always open, and there is no wrong door. #ShowingUpMatters #AttendTodayAchieveTomorrow -----</p> <p>Did you know chronic absence and truancy aren't the same thing? Learn about what chronic absence is and why #ShowingUpMatters: http://ow.ly/Rji950Kshh8 #ShowingUpMatters #AttendTodayAchieveTomorrow</p>

All	Sharing of district & community resources	Student success begins at attendance. Learn more about our attendance policy: _____ #ShowingUpMatters #AttendTodayAchieveTomorrow
District/ School Employees	OSPI guidance on mental health-related absences	OSPI recently published guidance to support schools and districts in implementing the new excused absence for mental health rule. Learn more: http://ow.ly/mqp550KshkR #ShowingUpMatters #AttendTodayAchieveTomorrow
District/ School Employees	Connection; positive relationships	#OneMeaningfulConnection can make all the difference in student success! What can you do to build connections with students? Check out these ideas: http://ow.ly/WcYL50Kshr2 #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Building positive relationships with students can make all the difference! Check out @AttendanceWorks' toolkit for ideas you can put into practice today: http://ow.ly/WcYL50Kshr2 #ShowingUpMatters #AttendTodayAchieveTomorrow
District/ School Employees	Teaming for students on attendance	Student success begins at attendance. #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Every staff member plays a role in student success. By taking a team approach to attendance, schools can engage students and families in many ways. Learn more: http://ow.ly/so2N50Kshxs #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Let's help students build a habit of good attendance early & often: http://bit.ly/1oqfID7 #ShowingUpMatters #AttendTodayAchieveTomorrow
District/ School Employees	All absences matter; each day counts; absences are a signal	Absences are a signal, no matter if they are excused or unexcused. Understanding the factors contributing to chronic absence is a key first step to breaking down the barriers to attendance. More: http://ow.ly/w1V850KshCw #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Attendance is a powerful signal and leading indicator of equity. It can signal when students might need additional support and areas for system and school improvement. #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Missing school, regardless of whether excused or unexcused, means missing opportunities to learn & connect. Learn ways families can support their students' attendance & how you can

		<p>offer your support for overcoming barriers. Learn more: http://ow.ly/BWaW50KsiM0 #ShowingUpMatters ----- Chronic absence and truancy are not the same thing. Learn about what chronic absence is and why it matters! http://ow.ly/JxGi50KsiRz #ShowingUpMatters #AttendTodayAchieveTomorrow</p>
District/ School Employees	Family connection - creating a warm and welcoming environment	<p>Building strong, trusting relationships that promote a feeling of belonging is fundamental to improving student attendance & engagement. #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Establishing a practice of warm welcomes as students enter the school or classroom is an incredible way to build safety and connection, which we know is key for learning. Easy & impactful strategies to try: http://ow.ly/zNo250KsnmZ #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Educators! Check out four strategies you can use throughout the year to create a welcoming environment that encourages students to come to school. Learn more: http://ow.ly/Zf9z50KshLJ #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Do you know how big of a difference a welcoming environment can make? A world of difference. Watch: http://ow.ly/s7Oh50KshPy #ShowingUpMatters #AttendTodayAchieveTomorrow ----- Attendance is a powerful signal and leading indicator of equity. It can signal when students might need additional support and it signals areas for system and school improvement. #ShowingUpMatters #AttendTodayAchieveTomorrow</p>