



Milwaukee's Hour of Code™ Media Kit

December 9 - 15, 2019

General Social Post Guidelines:

- Use the hashtags #MKEHourofCode and #HourofCode when posting about your event
- Tag @codeorg whenever applicable, as they could retweet or share your event from their national platform
- Keep social posts' tone conversational, but not overly informal (examples below)
- Engage with other participants through retweets, mentions and responses
- Include photos and/or graphics with your posts whenever possible
- Feel free to use the suggested posts below, or create your own

Scheduling Guidelines:

- Post at least FIVE times across applicable social media channels, including:
 - Two weeks before your event (week of November 25, 2019)
 - One week before your event (week of December 2, 2019)
 - One day before your event
 - At least once during your event
 - After your event is over
- When reusing the same suggested posts, please allow ample time between each instance; at least 10 days, longer if an organization is less active on social media

Photos:

- Please know that we will be using photos shared with the hashtag #MKEHourofCode in our general promotion and recap. If you object to having your photos used in any capacity, please email [wyatt@newaukee.com](mailto:w Wyatt@newaukee.com). After your event is over, please upload your best photos to <https://www.dropbox.com/request/BcD6UJUxwP3Rg4sFM6Hy>.

Suggested Social Posts

Encouraging others to join the challenge [prior to December 9, 2019]

- [Company/Organization Name] is getting ready for #MKEHourofCode, December 9-15. Are you? #HourofCode @codeorg bit.ly/mkehourofcode
- We're working with @NEWaukee and the #MKETech Hub Coalition on their goal to teach at least 5,000 hours of code across the #MKE region during #MKEHourofCode, December 9-15. #HourofCode @codeorg Join the challenge: bit.ly/mkehourofcode
- In 2015, 7 million openings in the U.S. were in occupations that value coding skills. But 60% of U.S. schools don't teach computer science. It's time for us to catch up to the 21st-century. Join us for #MKEHourofCode: bit.ly/mkehourofcode #HourofCode @codeorg
- [Company/Organization Name] is proud to participate in #MKEHourofCode, December 9-15! #HourofCode @codeorg Join the challenge: bit.ly/mkehourofcode
- During #MKEHourofCode, December 9-15, companies, organizations and #tech professionals from across the region are committing to teaching students computer science. Will you join the challenge? #HourofCode @codeorg bit.ly/mkehourofcode
- We're partnering with @NEWaukee and the #MKETech Hub Coalition in their challenge to teach at least 5,000 hours of code to students across the region! Learn more: bit.ly/mkehourofcode #MKEHourofCode #HourofCode
- To build a vibrant #tech ecosystem in #MKE, we need to provide students with STEM learning opportunities so they can develop an interest in tech from an early age. Help by participating in #MKEHourofCode on December 9-15: @codeorg #HourofCode bit.ly/mkehourofcode
- Last year, our #MKEHourofCode partners taught over 4,700 hours of code to regional students. Help us reach our goal of teaching over 5,000 hours this year on December 9-15! #HourofCode @codeorg Join the challenge: bit.ly/mkehourofcode
- #MKEHourofCode, December 9-15, sends a message to students that there is a community invested in their development and a place for them in our region. #HourofCode @codeorg bit.ly/mkehourofcode
- Whatever students do when they grow up – whether it be medicine, business, politics or the arts – knowing #tech will give them confidence & a competitive edge. That's why we're proud to participate in #MKEHourofCode. bit.ly/mkehourofcode @codeorg #HourofCode
- WI has nearly 7,000 open computing jobs, and more than 30,000 #tech job openings in the #MKE 7-county region are expected in the next 5 years. Help develop future tech talent during #MKEHourofCode! @codeorg #HourofCode bit.ly/mkehourofcode

Specific to your event

- #MKEHourofCode is just two short weeks away! We're getting ready to host **xx** students on **[DATE]** to teach an #HourofCode! @codeorg bit.ly/mkehourofcode
- Who's excited for #MKEHourofCode next week? Our team will be teaching code to **xx** local students on **[DATE]**! #HourofCode @codeorg bit.ly/mkehourofcode
- TOMORROW! We're hosting **xx** local students to teach an #HourofCode and get them involved in the in-demand field of computer science. #MKEHourofCode @codeorg bit.ly/mkehourofcode
- Today's the day! We can't wait to teach **xx** local students about computer science during our #MKEHourofCode activities. #HourofCode @codeorg bit.ly/mkehourofcode
- Thank you to all of the students who participated in our #HourofCode! We had so much fun teaching and learning #tech with you, and we can't wait to see what you do in the future! #MKEHourofCode @codeorg bit.ly/mkehourofcode