Sample Social Posts

Ready-to-use posts for schools and partners. Tag us (Instagram @rachelschalleng, X @RachelsChalleng, Facebook @rachelschallenge) and use #RachelsChallenge. Only post photos of students with photo releases on file.

Before your event

This [day] our students will hear the story of Rachel Joy Scott, and how one person's kindness can start a chain reaction. We're proud to welcome @RachelsChalleng to [School]! #RachelsChallenge

Image: Rachel's photo or the Rachel's Challenge logo

Family night

Families, join us [Day] at [Time] in [Location] for a free community night with Rachel's Challenge. Hear the story our students heard and learn how you can keep it going at home. #RachelsChallenge

Image: event flyer

After your event

Today our students accepted Rachel's Challenge. Now the real work starts: looking for the best in others, choosing kind words and starting our own chain reaction. Thank you @RachelsChalleng! #RachelsChallenge

Image: students at the assembly (with photo releases) or the signed banner

Quote post

"People will never know how far a little kindness can go." Rachel Joy Scott. What's one kind thing you can do for someone today? #RachelsChallenge

Image: quote graphic in brand red

Anytime

Rachel Scott made a point of sitting with the new kid and standing up for the one getting picked on. More than 35 million people have now heard her story. Learn more at rachelschallenge.org. #RachelsChallenge

Image: Rachel's photo

April 20

Today we remember Rachel Joy Scott and everyone lost at Columbine. Rachel believed one act of kindness could start a chain reaction. Let's keep it going. #RachelsChallenge

Image: Rachel's photo. Keep the tone quiet and respectful.

The five challenges

Rachel's five challenges: 1. Look for the best in others 2. Dream big 3. Choose positive influences 4. Speak with kindness 5. Start your own chain reaction. Which one will you take on this week? #RachelsChallenge

Image: simple list graphic in brand red

FOR Club spotlight

Our Friends of Rachel (FOR) Club is keeping the chain reaction going! This month they [describe project]. Small acts of kindness add up. #RachelsChallenge #FORClub

Image: club members at work (with photo releases)