



**the
To&Through
project**

Social Media Toolkit

Freshman Edition



THE UNIVERSITY OF
CHICAGO
SCHOOL OF SOCIAL SERVICE ADMINISTRATION

UEI

URBAN
EDUCATION
INSTITUTE

Topic	Facebook (English/Spanish)	Twitter (English/Spanish)
Freshman OnTrack	<p>Did you know if you pass ALL your courses in 9th grade, you are 4x more likely to graduate from high school? Learn more about the importance of freshman year: http://bit.ly/2yz4k32</p> <p>¿Sabías que si apruebas TODAS tus clases en noveno, cuadruplicas tu probabilidad de graduarte de secundaria? http://bit.ly/2yBpSMI</p>	<p>Students who pass all courses in 9th grade are 4x more likely to graduate from high school @uchitothrough</p> <p>Estudiantes que aprueban todos sus cursos en noveno cuadruplican su probabilidad de graduarse de secundaria</p>
Attendance	<p>Did you know a majority of CPS freshmen who earned a 3.0+ GPA missed fewer than 5 days per semester? Find out more about the importance of attendance at: http://bit.ly/2z8Bfs4</p>	<p>Attendance better predicts chances of graduating HS than student background characteristics do @uchitothrough</p> <p>Asistir clase mejor predice chance de graduar de secundaria que caracetrísticas de fondo de estudiantes</p>
	<p>Did you know that missing just 5 days of school per semester in ninth grade can mean a 20% drop in your odds of graduating from high school? Learn more about the importance of attendance at: http://bit.ly/2gnoaDz</p>	<p>Missing as few as 5 days per semester in 9th grade means a 20% drop in odds of graduating from HS</p> <p>Perdiendo tan poco como 5 días por semester en noveno significa un 20% descenso en chance de graduar de secundaria</p>

	<p>¿Sabías que perdiendo más de 5 días del colegio por semestre en novena puede significar un 20% descenso en tus chances de graduar de secundaria? Aprende más sobre la importancia de atender colegio: http://bit.ly/2yB52gb</p>	
GPA	<p>Did you know high school GPA—not an ACT or SAT score—is the strongest predictor of college graduation? Learn more about the importance of high school GPA: http://bit.ly/2y5mVAE</p> <p>¿Sabías que GPA de secundaria – no resultados del ACT o SAT- es el predictor más fuerte de graduar de universidad? Aprende más sobre la importancia de GPA en secundaria: http://bit.ly/2y608ml</p>	<p>HS GPA, more than test scores, is the strongest predictor of college success.</p> <p>GPA en secundaria, más que resultados de ACT o SAT, es el predictor mas fuerte de éxito en la universidad.</p>