



CELEBRATE 3.21 • SOCIAL MEDIA KIT

Preschool Social Media Kit

March 7–21, 2027



Six posts for preschools, child care centers, and parent groups during 3.21 Week, March 15–19, 2027. Matches the Preschool Kits, with an optional faith line on every post for faith-based programs.

WHAT'S INSIDE

- 1 The two-week plan
- 2 6 ready-to-post graphics
- 3 Captions to copy & paste
- 4 Alt text for every image
- 5 Privacy & photo tips
- 6 Bonus posts, stories & replies

TWO WEEKS, SIX POSTS

Your preschool's 3.21 countdown

Each post has a general caption and a faith-based version. Pick the one that fits your program.

WHEN	POST	GRAPHIC
Mon, Mar 8	1. 3.21 Week is coming! Tell families what's coming	
Wed, Mar 10	2. What we'll learn Share the five themes	
Mon, Mar 15	3. Day 1: every sock is different Show the week in action	
Wed, Mar 17	4. Look what we made! Show off the crafts	
Fri, Mar 19	5. Tiny toes, big celebration The big photo day	
Sun, Mar 21 (schedule it)	6. Happy World Down Syndrome Day! Close the week	

HASHTAGS

Always use both: **#Celebrate321**
#WorldDownSyndromeDay

Add one or two: #RockYourSocks · #LotsOfSocks ·
#CanalWinchester · #Every21st

Capitalize each word in a hashtag so screen readers can read it, and put hashtags at the end.

BEFORE YOU POST

- Follow your center's photo policy and Ohio child care licensing rules.
- Use the photo permission slip from the Preschool Kit.
- Tiny toes, busy hands, and art make the best photos.
- No children's names, and faces only with permission.
- Never identify a child's diagnosis in a post.

COPY, PASTE & PERSONALIZE

Posts 1 and 2

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File:

Preschool_Social_1_Coming_Soon.png

Alt text: Yellow graphic with socks that says: Coming soon. 3.21 Week is coming! March 15 to 19. Rock Your Socks Day is Friday, March 19.

1 MON, MAR 8 3.21 Week is coming!

Post this: The graphic.

GENERAL

Coming soon to [preschool name]: 3.21 Week! March 15-19, our little ones will celebrate World Down Syndrome Day with books, songs, crafts, and a whole lot of socks. Friday, March 19 is Rock Your Socks Day!
#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

Coming soon to [preschool name]: 3.21 Week! March 15-19, we'll learn that God made every one of us wonderful, with Bible stories, songs, crafts, and lots of socks. Friday, March 19 is Rock Your Socks Day!
#Celebrate321 #WorldDownSyndromeDay



File:

Preschool_Social_2_What_We_Learn.png

Alt text: Light blue graphic with socks that says: 3.21 Week at preschool. Everyone is different. Everyone belongs. Five days of books, songs, crafts, and socks.

2 WED, MAR 10 What we'll learn

Post this: The graphic.

GENERAL

Here's what we'll learn during 3.21 Week: Monday, every sock is different. Tuesday, I am one of a kind. Wednesday, kind eyes and kind hearts. Thursday, everyone has a part. Friday, friends help friends (and we rock our socks!).
#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

Here's what we'll learn during 3.21 Week: God MADE everyone. I am WONDERFULLY made. God SEES my heart. Every friend is NEEDED. Friends help CARRY each other. Families, the Seven Socks devotional follows the same themes at home!
#Celebrate321 #WorldDownSyndromeDay

COPY, PASTE & PERSONALIZE

Posts 3 and 4

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File: Preschool_Social_3_Day_One.png
Alt text: Coral graphic with socks that says: 3.21 Week, Day 1. Every sock is different! And every friend is, too. Different is good.

3 MON, MAR 15

Day 1: every sock is different

Post this: A photo of the sock basket, the sock sort, or the feely bin (hands only).

GENERAL

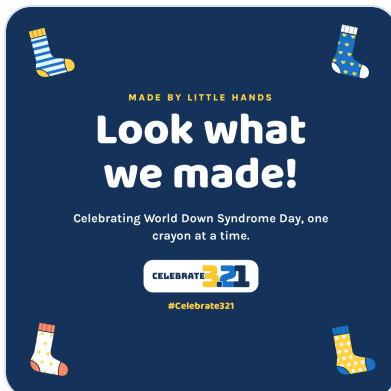
3.21 Week has begun! Today our friends sorted a basket of socks and discovered that no two are the same, just like us. Ask your child: "What is something different about you?"

#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

3.21 Week has begun! Today we learned that God made everyone, and it was very good (Genesis 1:31). Ask your child: "Who made you?"

#Celebrate321 #WorldDownSyndromeDay



File: Preschool_Social_4_Look_We_Made.png
Alt text: Navy graphic with socks that says: Made by little hands. Look what we made! Celebrating World Down Syndrome Day, one crayon at a time.

4 WED, MAR 17

Look what we made!

Post this: Photos of heart collages, portraits, or the name-sock wall. No names or faces.

GENERAL

Our artists have been busy! This week our friends made [heart collages / All About Me portraits / name socks] while learning that everyone is one of a kind. Proud of these little hands and big hearts.

#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

Our artists have been busy! Today we made heart collages and learned that God sees our hearts (1 Samuel 16:7). Proud of these little hands and big hearts.

#Celebrate321 #WorldDownSyndromeDay

COPY, PASTE & PERSONALIZE

Posts 5 and 6

Swap in anything in the highlighted [brackets]. Add an emoji or two if you like.



File: Preschool_Social_5_Tiny_Toes.png
Alt text: Blue graphic with socks that says: Rock Your Socks Day. Tiny toes, big celebration! Our preschool rocked our socks for World Down Syndrome Day.

5 FRI, MAR 19

Tiny toes, big celebration

Post this: A circle of tiny sock feet! Plus the sock parade and the teachers' socks.

GENERAL

Tiny toes, big celebration! Today [preschool name] rocked our socks for World Down Syndrome Day. We learned that friends help friends, and everyone belongs. Thank you, families, for the amazing socks!
#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

Tiny toes, big celebration! Today we rocked our socks and learned how four friends carried their friend to Jesus (Mark 2). Friends help friends, and everyone belongs in God's family.
#Celebrate321 #WorldDownSyndromeDay



File: Preschool_Social_6_Happy_WDSD.png
Alt text: Yellow graphic with socks that says: Happy World Down Syndrome Day! From all of our little friends: everyone belongs here.

6 SUN, MAR 21 (SCHEDULE IT)

Happy World Down Syndrome Day!

Post this: The graphic. Schedule it on Friday.

GENERAL

Happy World Down Syndrome Day from all of us at [preschool name]! Thank you, families, for a joyful 3.21 Week. Everyone is different, and everyone belongs here.
#Celebrate321 #WorldDownSyndromeDay

FAITH-BASED

Happy World Down Syndrome Day from [preschool name]! "I am fearfully and wonderfully made." Psalm 139:14. Thank you, families, for celebrating with us. God made every child wonderful.
#Celebrate321 #WorldDownSyndromeDay

BONUS

Parent group, stories & replies

Optional extras to keep the conversation going.

BONUS: FOR THE PARENT GROUP OR NEWSLETTER

Thank you for a wonderful 3.21 Week! Your children learned that everyone is different and everyone belongs, and they rocked some amazing socks. Keep the conversation going at home: ask what they remember, read one of our books together, and wear fun socks on the 21st of every month.

[#Celebrate321](#) [#WorldDownSyndromeDay](#)

STORY IDEAS (24-HOUR POSTS)

- The sock parade (feet only)
- A countdown sticker to Friday
- Teacher sock lineup
- One song clip, feet or hands only
- The finished sock wall

WHEN SOMEONE COMMENTS...

IF SOMEONE SAYS...	YOU COULD REPLY...
<i>"Why are the kids wearing crazy socks?"</i>	It's Rock Your Socks Day for World Down Syndrome Day! Socks come in all kinds, just like people.
<i>"Aren't they too young to learn about this?"</i>	Not at all! Little ones learn best with simple, happy messages: everyone is different, and everyone belongs.
<i>"We forgot socks!"</i>	No problem, we have spares, and any socks count!
<i>"Can I get the activities?"</i>	Yes! The free Preschool Kit is at Celebrate321.org .

PAIR IT WITH THE PRESCHOOL KITS

The **Preschool Kit** and the **Faith-Based Preschool Kit** have the daily plans, songs, printables, family letter, and photo permission slip that go with these posts.

KEEP IT GOING

After 3.21, wear fun socks on the 21st of every month and post with **#Every21st**. It's a small reminder that belonging is every day, not just one day.