



CELEBRATE 3.21 • SOCIAL MEDIA KIT

School Social Media Kit

March 7–21, 2027



Six posts for school pages, teacher accounts, and PTO groups, from save-the-date to Rock Your Socks Day on Friday, March 19, 2027, and World Down Syndrome Day on Sunday, March 21.

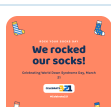
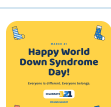
WHAT'S INSIDE

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

TWO WEEKS, SIX POSTS

Your school's 3.21 countdown

Schedule these on your school, classroom, or PTO pages. Post 6 lands on a Sunday, so schedule it ahead.

WHEN	POST	GRAPHIC
Mon, Mar 8	1. Save the date Give families time to plan	
Thu, Mar 11	2. Why socks? Explain the why	
Mon, Mar 15	3. It's 3.21 Week! Kick off the week	
Thu, Mar 18	4. Tomorrow: socks on! Friendly reminder	
Fri, Mar 19	5. We rocked our socks! 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 district's photo and media release rules. Check opt-out lists first.
- **Never identify a student as having Down syndrome** or any disability in a post, unless the family asks you to and the district approves.
- No student names with faces. Feet, hands, and art are great.
- Any socks count. Keep spare socks at the office so no one is left out.
- Participation is optional and never graded.

COPY, PASTE & PERSONALIZE

Posts 1 and 2

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



File:

School_Social_1_Save_The_Date.png

Alt text: Blue graphic with socks that says: Save the date. Rock Your Socks Day, Friday, March 19. Wear your wildest, most mismatched socks for World Down Syndrome Day.

1 MON, MAR 8 Save the date

Post this: The graphic, shared on every school channel.

SCHOOL PAGE

Save the date! **[School name]** is celebrating World Down Syndrome Day with Rock Your Socks Day on Friday, March 19. Students and staff are invited to wear their wildest, most mismatched socks. Any socks count, and we'll have spares at the office!

#Celebrate321 #WorldDownSyndromeDay

TEACHER OR CLASSROOM PAGE

Mark your calendars, **[class name]** families! Friday, March 19 is Rock Your Socks Day. We'll be learning about how everyone is different and everyone belongs.

#Celebrate321 #WorldDownSyndromeDay



File: School_Social_2_Why_Socks.png

Alt text: Yellow graphic with socks that says: Why socks? Socks come in all kinds. So do people! World Down Syndrome Day is 3/21, for three copies of the 21st chromosome.

2 THU, MAR 11 Why socks?

Post this: The graphic.

MAIN CAPTION

Why socks? Socks come in every color, pattern, and size, just like people! World Down Syndrome Day is March 21 (3/21) because Down syndrome means three copies of the 21st chromosome. Mismatched socks are a fun way to start conversations about how different looks good.

#Celebrate321 #WorldDownSyndromeDay

FAMILY CONVERSATION STARTER

Tonight at dinner, ask your student: "Why are we wearing mismatched socks next Friday?" This week at **[school name]** we're learning that everyone is different, and everyone belongs.

#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: School_Social_3_321_Week.png
Alt text: Navy graphic with socks that says: This week at school, it's 3.21 Week! Learning together that everyone is different, and everyone belongs.

3 MON, MAR 15 It's 3.21 Week!

Post this: The graphic, or a photo of your 3.21 bulletin board or sock wall.

MAIN CAPTION

It's 3.21 Week at [school name]! All week, students will [read books / learn in morning announcements / build a sock wall] about differences and belonging. Friday is Rock Your Socks Day. Get those socks ready!
#Celebrate321 #WorldDownSyndromeDay

PTO VERSION

3.21 Week is here! Thank you to our volunteers who [helped with the sock wall / donated spare socks]. Friday is Rock Your Socks Day. Want to help? [how to help].
#Celebrate321 #WorldDownSyndromeDay



File: School_Social_4_Tomorrow.png
Alt text: Light blue graphic with socks that says: Reminder. Tomorrow is Rock Your Socks Day! Any socks count. Mismatched is perfect. Spares at the office.

4 THU, MAR 18 Tomorrow: socks on!

Post this: The graphic. Great as a story, too.

MAIN CAPTION

Reminder: tomorrow is Rock Your Socks Day! Wear your wildest, most mismatched socks to celebrate World Down Syndrome Day. No new socks needed: any socks count, and we have spares at the office.
#Celebrate321 #WorldDownSyndromeDay

SHORT VERSION

Socks on tomorrow! Friday, March 19 is Rock Your Socks Day at [school name].
#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: School_Social_5_We_Rocked.png
Alt text: Coral graphic with socks that says: We rocked our socks! Celebrating World Down Syndrome Day, March 21.

5 FRI, MAR 19

We rocked our socks!

Post this: Class feet photos (a circle of socks is perfect), staff sock lineups, and the sock wall. Faces only per district policy.

SCHOOL PAGE

Look at these socks! Today **[school name]** students and staff rocked their socks for World Down Syndrome Day. Thank you for celebrating that everyone is different, and everyone belongs here.

#Celebrate321 #WorldDownSyndromeDay

TEACHER PAGE

[Class name] rocked our socks today! We learned that **[one thing your class learned]**. So proud of these kind, sock-rocking students.

#Celebrate321 #WorldDownSyndromeDay



File: School_Social_6_Happy_WDSD.png
Alt text: Yellow graphic with socks that says: Happy World Down Syndrome Day! Everyone is different. Everyone belongs.

6 SUN, MAR 21 (SCHEDULE IT)

Happy World Down Syndrome Day!

Post this: The graphic. Schedule it on Friday so it posts Sunday morning.

MAIN CAPTION

Happy World Down Syndrome Day from **[school name]**! Today we celebrate people with Down syndrome, and every student who makes our school a place where everyone belongs.

#Celebrate321 #WorldDownSyndromeDay

LONGER VERSION

Happy World Down Syndrome Day! Thank you to our students, staff, and families for a joyful 3.21 Week. Inclusion isn't one day. It's how we sit together at lunch, play together at recess, and learn together every day.

#Celebrate321 #WorldDownSyndromeDay

BONUS

Recap, stories & replies

Optional extras to keep the conversation going.

BONUS: MONDAY, MARCH 22 RECAP

What a week! **[Number]** classes rocked their socks, and our sock wall has **[number]** socks on it. Thank you, **[school name]** families, for helping us celebrate that everyone belongs. We'll keep it going on the 21st of every month!

#Celebrate321 #WorldDownSyndromeDay

STORY IDEAS (24-HOUR POSTS)

- Countdown sticker to Friday
- A sock poll: stripes or polka dots?
- Morning announcement clip (with permission)
- A timelapse of the sock wall filling up
- Teacher sock lineup

WHEN SOMEONE COMMENTS...

IF SOMEONE SAYS...

"Why is the school doing this?"

"We don't have fun socks."

"Is this required?"

"Which students have Down syndrome?"

YOU COULD REPLY...

To celebrate World Down Syndrome Day and teach that everyone is different and everyone belongs.

Any socks count, and mismatched is perfect! We also have spares at the office.

Not at all. It's a fun, optional way to celebrate together.

We celebrate every student, and we don't share students' personal information.

PAIR IT WITH YOUR SCHOOL RESOURCES

The **School Leader Kit** has five days of announcements and a bulletin board. The **Teacher Guides** have lessons for every grade band, and the **Classroom Slides** are ready to project.

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.