Social Media Ready Posts

In addition to the examples included in the **Social Media Strategy Master Doc**, Tier 2 deliverables come with **3 complimentary posts** that are fully written and ready to publish on the platform of your choice.

These posts are designed to:

- Be **plug-and-play**, so you can post them directly if you're short on time.
- Pair seamlessly with **visual content** (e.g., installation photos, classroom shots) for added impact.
- Speak directly to your **top three audience personas**: principals, teachers, and tech coordinators.

Whether you use them as-is or adapt them with your own images and updates, these posts are built to give you a **head start in building credibility, trust, and engagement** online.

✦ Post 1 — Principals | The Currency of Attention

Headline-style opening:

The real currency in schools is attention.

Every minute spent fixing an old projector is a minute lost for students. Every hallway detour to “make the tech work” chips away at trust.

At L.J Frame, we install hardware with a very simple mission: to give principals back the most valuable resource in the building: teacher and student attention.

See how our AV + training re-centers classrooms on learning: ljframe.com

#LJFrameImpact #BackToSchool #EducationLeadership #CPSProud #EdTech #SchoolLeadership #DigitalClassrooms

✦ Post 2 — Teachers | Digital Natives, Classroom Anchors

Headline-style opening:

Digital natives need classrooms that speak their language.

Today's students swipe with ease, but learning sticks when lessons move beyond passive watching. Interactive boards, annotation tools, and teacher-ready audio aren't extras; they're anchors for focus and inclusion.

At L.J Frame, every install comes with training. Because tools only change outcomes when teachers feel confident using them.

Discover teacher-first solutions: ljframe.com

#LJFrameImpact #TeachersOfLinkedIn #ClassroomEngagement #InclusiveEducation #DigitalClassroom #StudentSuccess #CPSProud

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✦ Post 3 — Tech Coordinators | Sustained Success

Headline-style opening:

Day 1 shows if the system powers up. Day 100 shows if the rollout really worked.

Classroom tech fails when the planning stops at install. At L.J Frame, we pair nationally recognized AV brands with training, wiring, and system checks designed for the long haul.

That's how tech coordinators reduce support tickets and keep classrooms running smoothly.

The real win? Teachers who can teach without calling IT.

Check out our Product Line Card and visit us at **ljframe.com**

#LJFrameImpact #TechCoordinators #EdTech #AVIntegration #EducationInfrastructure #CPSProud #DigitalClassrooms