



Social Media Copy

Before posting

Copy the caption you need and replace every bracketed field. Use the school's date, even if another community observes the day on a different date. Suggested hashtag: #RubyBridgesWalkToSchoolDay. This is a suggested kit hashtag, not a verified official requirement. Add your school's hashtag if useful. Verify account handles before tagging; none are assumed here. Use only cleared images. Add descriptive alt text to image posts.

Facebook announcement

[SCHOOL] is joining Ruby Bridges Walk to School Day on [DATE]!

Students will honor Ruby's courage through [ACTIVITY] and talk about how they can make a difference in our school and community. When Ruby was six, her first steps into William Frantz Elementary School helped change history. Her story reminds our students that they, too, have a voice.

[ADD CONFIRMED FAMILY PARTICIPATION DETAILS, OR DELETE THIS LINE.]

Learn more: <https://RubyBridges.foundation>

#RubyBridgesWalkToSchoolDay

Facebook event day

Today, students at [SCHOOL] are observing Ruby Bridges Walk to School Day through [ACTIVITY]. We're learning about Ruby's story, listening to one another and thinking about the choices that help everyone feel welcome.

Thank you to [CONFIRMED PARTICIPANTS/PARTNERS] for helping make this day possible.

#RubyBridgesWalkToSchoolDay

Facebook recap

What does courage look like at [SCHOOL]?

For Ruby Bridges Walk to School Day, our students [DESCRIBE WHAT ACTUALLY HAPPENED]. They reflected on Ruby's story and discussed [ACTUAL TOPIC].

We're grateful to our students, educators and [PARTNERS, IF APPLICABLE] for taking part. [ADD AN ACTUAL NEXT STEP, OR DELETE.]

#RubyBridgesWalkToSchoolDay



Instagram announcement

A day to remember Ruby's courage and discover our own.

On [DATE], [SCHOOL] will observe Ruby Bridges Walk to School Day with [ACTIVITY]. Together, we'll reflect on her story and how we can help one another feel welcome at school.

Learn more at RubyBridges.foundation.

#RubyBridgesWalkToSchoolDay

Posting note: Instagram caption URLs are not clickable in many contexts. If your account has added the resource link to its bio, replace the resource sentence with "Find resources through the link in our bio."

Instagram recap

Today at [SCHOOL], we [ACTIVITY] in honor of Ruby Bridges Walk to School Day.

Our students explored [ACTUAL TOPIC] and shared [ACCURATE DESCRIPTION OF REFLECTIONS]. Thank you to everyone who helped bring Ruby's story into our classrooms and conversations.

#RubyBridgesWalkToSchoolDay

Instagram Stories

Frame 1: We're joining Ruby Bridges Walk to School Day.

Frame 2: [SCHOOL] • [DATE] • [ACTIVITY]

Frame 3: Learn about Ruby. Listen to one another. Consider how you can make a difference.

Frame 4: Find information and resources at RubyBridges.foundation.

Add a link sticker to <https://RubyBridges.foundation> where available. Add clear on-screen text and captions to spoken content. Do not use a public invitation unless your school welcomes public attendance.

LinkedIn announcement

On [DATE], [SCHOOL/DISTRICT] will participate in Ruby Bridges Walk to School Day through [ACTIVITY].

The observance honors Ruby Bridges' historic first steps into William Frantz Elementary School and creates space for students to talk about courage, empathy and inclusion. Our educators and student organizers are preparing [SPECIFIC LOCAL DETAIL].

We're pleased to join schools and communities across the country in helping young people connect Ruby's story with the choices they make today.

Information and resources: <https://RubyBridges.foundation>

#RubyBridgesWalkToSchoolDay



LinkedIn recap

Thank you to the students, educators and community partners who helped [SCHOOL/DISTRICT] observe Ruby Bridges Walk to School Day.

Through [ACTIVITY], students explored [ACTUAL TOPIC] and considered how they can create positive change in their school and community. [ADD CONFIRMED OUTCOME OR FOLLOW-UP, OR DELETE.]

We're grateful for the opportunity to carry these conversations forward.

#RubyBridgesWalkToSchoolDay

X announcement

We're joining Ruby Bridges Walk to School Day! On [DATE], [SCHOOL] will honor Ruby's courage through [ACTIVITY].

Resources: RubyBridges.foundation #RubyBridgesWalkToSchoolDay

Keep the customized post within your account's character limit. Shorten the school name or activity if needed.

X event day

Today we honor Ruby Bridges and the courage to make a difference. Students at [SCHOOL] are taking part in Ruby Bridges Walk to School Day through [ACTIVITY]. #RubyBridgesWalkToSchoolDay

Threads announcement

What can one child's courage teach a whole school?

On [DATE], students at [SCHOOL] will observe Ruby Bridges Walk to School Day through [ACTIVITY]. We'll learn about Ruby's story and talk about how we can make our school more welcoming.

Resources: <https://RubyBridges.foundation>

#RubyBridgesWalkToSchoolDay

Check the final customized post against your account's character limit.

Short video for Reels or TikTok

Suggested voiceover, approximately 20 seconds:

"Ruby Bridges was six years old when her first steps into William Frantz Elementary School helped change history. On [DATE], [SCHOOL] will honor her courage through [ACTIVITY]. Join us in learning her story and thinking about how we can make a difference."

Caption:

[SCHOOL] is joining Ruby Bridges Walk to School Day on [DATE]. We're honoring Ruby's courage and reflecting on our own choices. #RubyBridgesWalkToSchoolDay

Use captions and cleared footage. Adjust "join us" if the activity is limited to enrolled students. Use platform-cleared audio.



Optional local partner credit

Thank you to [LOCAL PARTNER] for supporting our school's observance.

Optional national partnership acknowledgment, subject to Foundation/AAA approval of placement: "Ruby Bridges Walk to School Day is supported through a partnership between AAA and the Ruby Bridges Foundation."

Image descriptions

For the included square graphic: "Ruby Bridges Walk to School Day logo showing a young Ruby walking, with November 14 beneath it. A day of dialogue. Courage begins with a first step. Learn more at RubyBridges.foundation."

For a local photo: "[NUMBER OR GROUP] students at [SCHOOL] [VISIBLE ACTIVITY] during Ruby Bridges Walk to School Day on [DATE]."

Describe the actual image. Avoid naming individual students unless approved; do not infer identities or feelings.