

Local Outreach Tips

Hello, local ambassador! Your work in your community is crucial to getting more certified teachers into classrooms, so we want to make sure you are fully equipped to promote American Board. A key part of this is local outreach, so below are some tips to aid you in that process. Feel free to use every method or a combination you feel would be most effective in your area – we trust you to know your communities best.

Online: This method is best in more metropolitan areas or areas where social media use is prevalent. Prevalent social media use and good internet connection are useful determinants for whether online promotion will be effective in your community.

- When you receive the link to your event, publish it on social media or send it to your friends/family/community members.
- Post your event link on local community calendars and library websites.
- Share American Board's Facebook/Twitter/Instagram/Pinterest postings.
- Direct people to American Board's website or social media pages.

In Print: This method is best for more rural communities or communities where physical promotion is likely to be more effective than virtual promotion. As before, use your discretion for deciding which avenue(s) are best for your community, and keep in mind the centers of information in your area.

- Email us to request business cards, info cards, or state coupon cards to distribute in your community.
- Take out an ad in your local paper, or the newspapers of surrounding communities with your event information.
- Post flyers at local community boards and info boards.
- Please note: printed ads must be pre-approved.

Local School Districts: If you would like to reach out to specific school districts/schools in your area, contact me at the email below. After discussing your outreach plan, I can provide you with an outreach packet which will allow you to increase your community presence, get more teachers certified, and increase your commission payments.

Thank you all for the work you do! If you have any questions, please feel free to get in touch via email at representative@americanboard.org or via phone at 202-263-8313.