

Funded by the Illinois Department of Human Services (IDHS)



# Ready to Lead

## SOCIAL MEDIA TOOLKIT

# WHAT IS THE READY TO LEAD LEADERSHIP ACADEMY?

Ready to Lead (RTL) is an open and inclusive professional learning community designed specifically for recently hired (one-day to five years of experience) center-based, early childhood administrators of all backgrounds.

**Develop Leadership Essentials.** Attendees will delve into topics that identify their leadership strengths, engage in interactive learning activities, and fine-tune strategies for dealing with real-life challenges experienced by new directors. Content in RTL is aligned with the Illinois Director Credential and Illinois Gateways to Opportunity.

## For \$150\*, participants receive:

- One, two hour virtual orientation  
(a working computer with Internet accessibility, audio, and video capability is required)
- Three, full-day in-person sessions  
(lunch and snacks included)
- 22 contact hours of Illinois Gateways to Opportunity approved professional development
- Books, handouts, and materials
- One, two hour virtual professional development coaching session

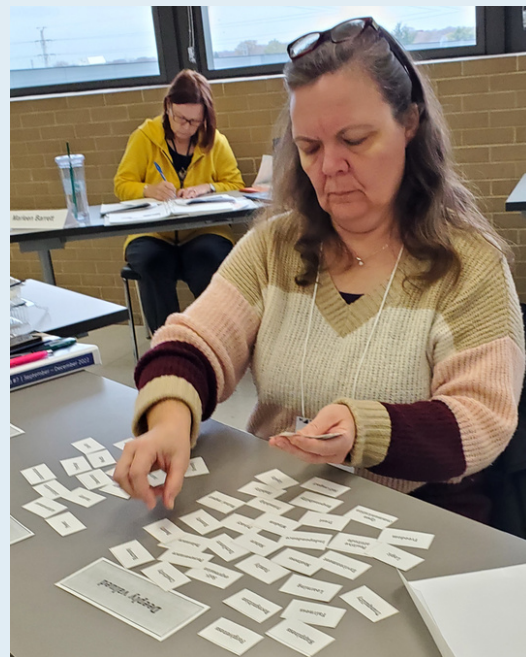
## Additional opportunities:

- Earn IL Director Credential credits through participation in AIM4Excellence™ online modules
- Select up to three modules at no additional cost
- Five undergraduate college course credit hours from NLU available for an additional course tuition charge

\*Valued at over \$4,000.

The registration fee is only for Illinois administrators.

Out-of-state administrators, please contact [MCECL.LA@nl.edu](mailto:MCECL.LA@nl.edu)





# HOW TO USE THIS TOOLKIT

Our goal is to make it as easy as possible for you to share the news about RTL. In this toolkit, you will find sample social media posts, shareable images, and hashtags that you can simply copy, paste, and share in three easy steps. We also included our social media channels so you can follow, like, share, and connect with us!

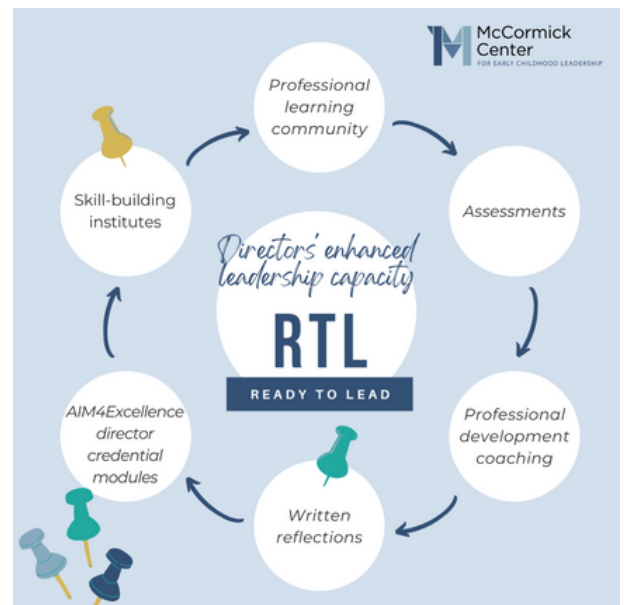
**Ready to Lead** is designed to support recently hired (one-day to five years of experience) center-based, early childhood administrators of all backgrounds. Spread the word to help them find this supportive, professional community!

## HELP US SPREAD THE WORD ABOUT #READYTOLEAD!



# DOWNLOAD AN IMAGE

These ready-made images are perfect to catch the attention of your followers. Just click an image, download, and pair with a caption in the next step.



# COPY AND PASTE

Choose one of the captions below, copy, and paste into your social media platform of choice with your selected image.

Empower yourself and get the resources you need with Ready to Lead, a professional learning community for recently hired #ECE administrators. [buff.ly/35wqzm6](https://buff.ly/35wqzm6) #ReadytoLead

Develop leadership essentials with Ready to Lead, a professional learning community for recently hired (one-day to five years of experience) center-based, early childhood administrators: [buff.ly/35wqzm6](https://buff.ly/35wqzm6) #ReadytoLead

New in your role as an #ECE #Leader? Receive the support and guidance you need to succeed with Ready to Lead! [buff.ly/35wqzm6](https://buff.ly/35wqzm6) #ReadytoLead

Ready to Lead provides new #ECE directors with the resources, supports, and inclusive community needed to succeed. Learn more: [buff.ly/35wqzm6](https://buff.ly/35wqzm6) #McCormickCenter #ReadytoLead

Ready, Set, Lead! If you are an early childhood administrator new to your role, Ready to Lead is an inclusive professional learning community where directors of all backgrounds and experiences can find the support and resources they need. Get Ready to Lead! [buff.ly/35wqzm6](https://buff.ly/35wqzm6) #McCormickCenter #ReadytoLead #ECE



# SHARE USING HASHTAGS

With your caption ready and image downloaded, you are now just moments away from sharing! Don't forget to include our hashtags, as shown below. Also, please tag or mention us in your post. We'd love to reshare it on our page to spread the excitement!

Check in on what others are posting by searching for these hashtags on social media.

**#READYTOLEAD** **#MCCORMICKCENTER**



# CONNECT ON SOCIAL MEDIA

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# RTL

READY TO LEAD

# GET TO KNOW OUR Leadership Academies

The McCormick Center's Leadership Academies – Ready to Lead (RTL) and Taking the Lead (TTL) – offer transformational professional learning for center-based and home-based ECE administrators. These communities of practice meet throughout the year. Credit for college and professional development credentials are available.

ACADEMY	WHO	WHAT	COST
<b>READY TO LEAD</b>	Newly-hired center-based administrators (One day to five years of experience)	Newly-hired early childhood administrators will delve into the power of self-reflection, understand the transition from peer to supervisor, explore leadership styles, and learn strategies for increased productivity.	<b>\$150</b>
<b>TAKING THE LEAD</b>	Home-based program administrators	Family child care providers will focus on growing and sustaining their business by delving into topics such as fiscal management, recordkeeping, marketing, learning environments, family partnerships, and practice strategies to become a change agent.	<b>\$150</b>

***"(Ready to Lead) is worth every second. I have always been reflective, and this academy has given me the ability to increase my level of reflection. It is also so wonderful knowing you are not alone."*** – Jennifer Feeney, RTL 6

***"This course helps you look from within to discover what type of leader you want to be."*** – Melissa Herrera, RTL 7