

# Messaging Campaign Social Media Toolkit

## Week 1 - Introducing the 'Focus to Flourish' messaging campaign

Download the  
campaign assets

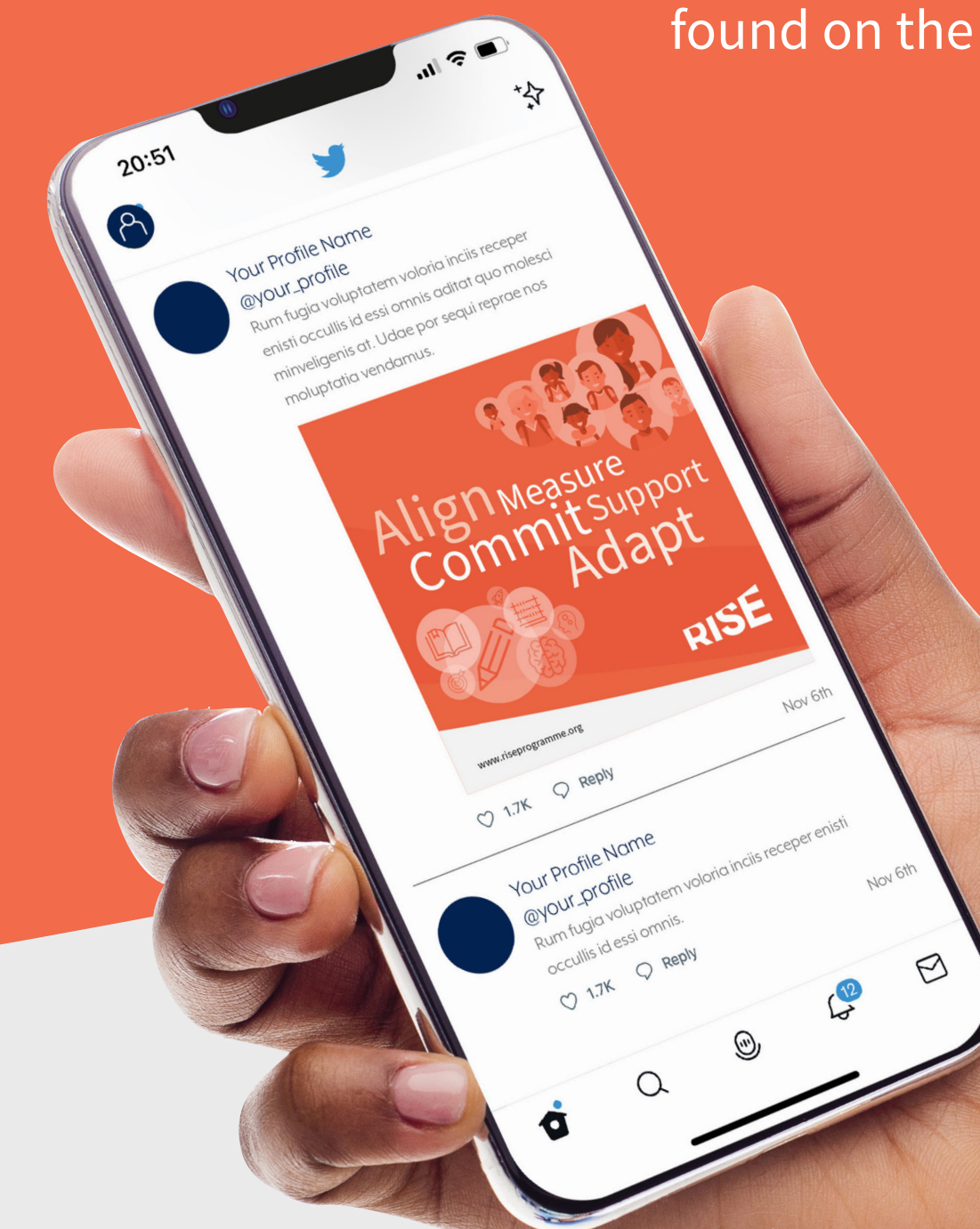
All assets related to the RISE  
**#FromSchoolingToLearning**  
social media campaign can be  
found on the **RISE website**.

## Focus to Flourish » Five Actions to Accelerate Progress in Learning

The severity of the global learning crisis is increasingly clear: while most children go to primary school, far too many are not learning during the years they spend there. The RISE Programme's Five Actions to Accelerate Progress in Learning bring together RISE research into key policy messages and recommended actions for stakeholders.

### How can you get involved?

Now that most children are in school, the world's focus must shift to learning, which requires fundamental changes in our approach to education. From 24 October to 9 December, please join us in sharing weekly messages on your social media platforms. Each week, we will distribute sample content that you can share directly on your own platforms, or feel free to create your own content that aligns with the message and your local context. You can also re-share the messages from our official platforms as you see fit. Please remember to use the hashtag **#FromSchoolingToLearning** and tag us.



### Questions

Feel free to get in touch if you have any questions regarding the campaign or how to get involved:  
**rise@bsg.ox.ac.uk**

# Social Media Toolkit » Week 1

## Introducing the ‘Focus to Flourish’ messaging campaign

There has been tremendous progress toward ensuring that every child has access to school—and now that most children are in school, the focus must shift to ensuring universal learning, which requires fundamental changes. There have been great efforts worldwide to improve education, with some notable successes. However, most of the developing world is still experiencing a severe learning crisis in which learning levels are low and, in some cases, worsening.

### Download the campaign assets

All assets related to the RISE **#FromSchoolingToLearning** social media campaign can be found on the [RISE website](#).

### Sample Tweets...



Most countries have had fantastic success in expanding access to schooling but must make further progress on learning.

Head to @riseprogramme to find out what's needed to put education systems on a path to ensuring learning for all children. #FromSchoolingToLearning

In many education systems, the proportion of children in school who gain foundational learning is low—and stagnant or decreasing.

5 actions are needed to put education systems on a path to universal early foundational learning & subsequent goals. #FromSchoolingToLearning

Focus to Flourish! 5 actions to accelerate progress in learning:

Commit, Measure, Align, Support & Adapt

Over the next 7 weeks, @riseprogramme will look at how we can put education systems on a path to ensure learning for all children. #FromSchoolingToLearning



# Social Media Toolkit » Week 1

## Introducing the 'Focus to Flourish' messaging campaign

This week's campaign assets, including social media graphics and slides, can be downloaded from the 'Focus to Flourish' landing page on the [RISE website](https://riseprogramme.org).

Download the campaign assets

All assets related to the RISE **#FromSchoolingToLearning** social media campaign can be found on the [RISE website](https://riseprogramme.org).



# Social Media Toolkit

## What is RISE?

The Research on Improving Systems of Education (RISE) Programme is a global research endeavour that seeks to understand how education systems in developing countries can overcome the learning crisis.

RISE is producing new, rigorous scholarship that bridges research and policy and catalyses education reform to improve learning outcomes for all. The Programme aims to spur a paradigm shift in the way the world thinks about how to overcome the learning crisis by demonstrating the importance of education systems coherence and alignment to learning. RISE aims to provide local, national and global actors with an analytical framework that will enable them to understand education systems; identify incoherences; undertake systemic, prioritised reform; and deliver learning for all.

### Research Sources

- Seven Country Research Teams: Ethiopia, Indonesia, India, Nigeria, Pakistan, Tanzania, Vietnam
- Two Political Economy Teams: Adoption, Implementation
- A Research Directorate
- An Intellectual Leadership Team
- A Theme Team synthesising research
- RISE Fellows
- Commissioned papers

### Outputs

- Over 100 original research (non-synthesis) working papers
- Over 75 synthesis products
- A dozen detailed studies of the politics of education systems
- Over 280 other written works (Insight Notes, blogs)
- Over 600 academic citations of RISE work

### Questions

Feel free to get in touch if you have any questions regarding the campaign or how to get involved: [rise@bsg.ox.ac.uk](mailto:rise@bsg.ox.ac.uk)

Download the  
campaign assets

All assets related to the RISE  
**#FromSchoolingToLearning**  
social media campaign can be  
found on the [RISE website](#).