

Toolkit

Thank you for your help in spreading the word about the work the Baylor Center for School Leadership (BCSL) is doing! We created this toolkit to guide you and (hopefully) make it easier for you to share your support for the BCSL.

Inside you will find pre-made social media posts, ideas to create your own posts, hashtags, and information about the way we brand the BCSL.

We help school leaders catalyze growth through professional learning, research, and degree programs.

About Us

Professional Learning

Culture of Joy is designed as a half-day professional learning event to inspire and educate Christian school leaders in bringing joy back into their schools and classrooms through feedback, engagement and well-being.

Just Schools Academy is a two-day professional learning event for educators and administrators in public and independent education. The Academy is designed to host teams of teachers and administrators working to improve their schools together.

Degree Programs

MA in School Leadership is a hybrid program that offers flexibility that will catalyze your leadership for human flourishing. We will form cohorts of Christian leaders with two tracks—Texas principal certification or school leadership in other states or independent schools. We are better together and united in our calling.

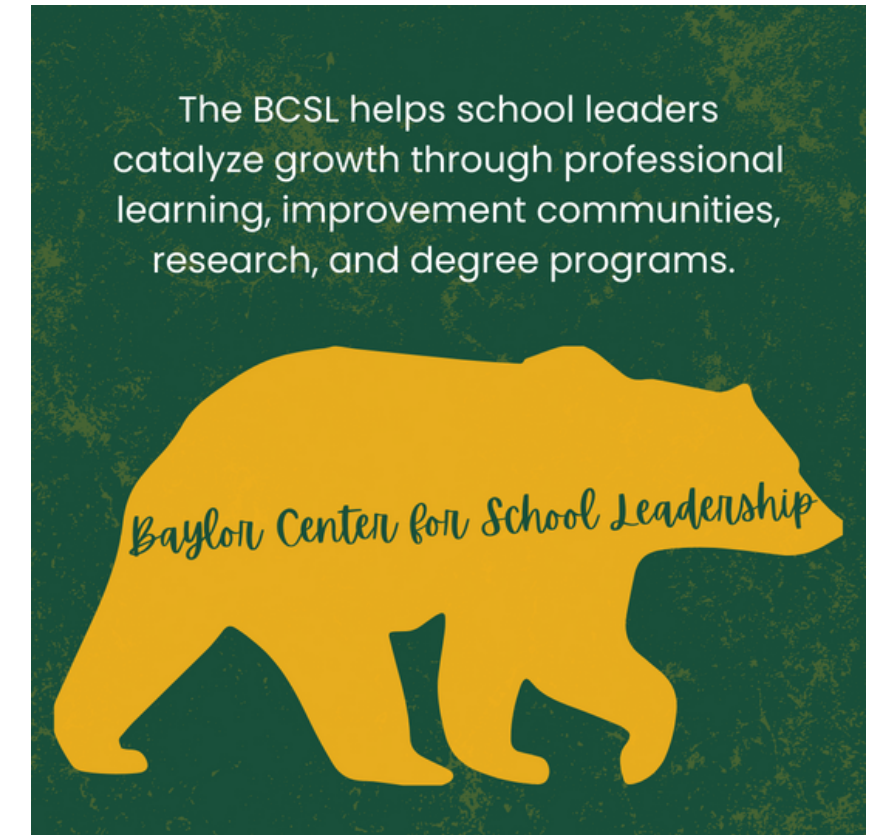
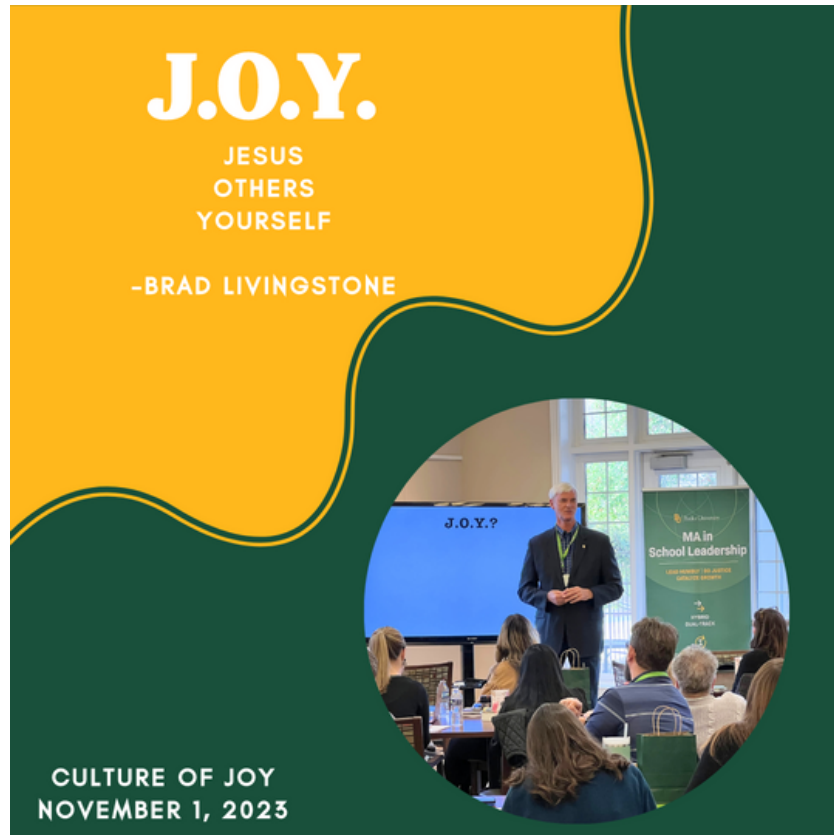
Networks

The BCSL Networks are learning communities dedicated to developing leaders, strengthening school conditions and improving student outcomes. Each network begins with a 3-hour virtual deep dive introducing the network members to research, content, and an overall plan.

Research

BCSL Research Scholars are both resident (housed at Baylor) and non-resident (located around the world) scholars who collaborate to initiate, publish, and maximize the scholarly output of research. Generally, scholars have an appointment in a higher education institution or as a researcher in an educational context.

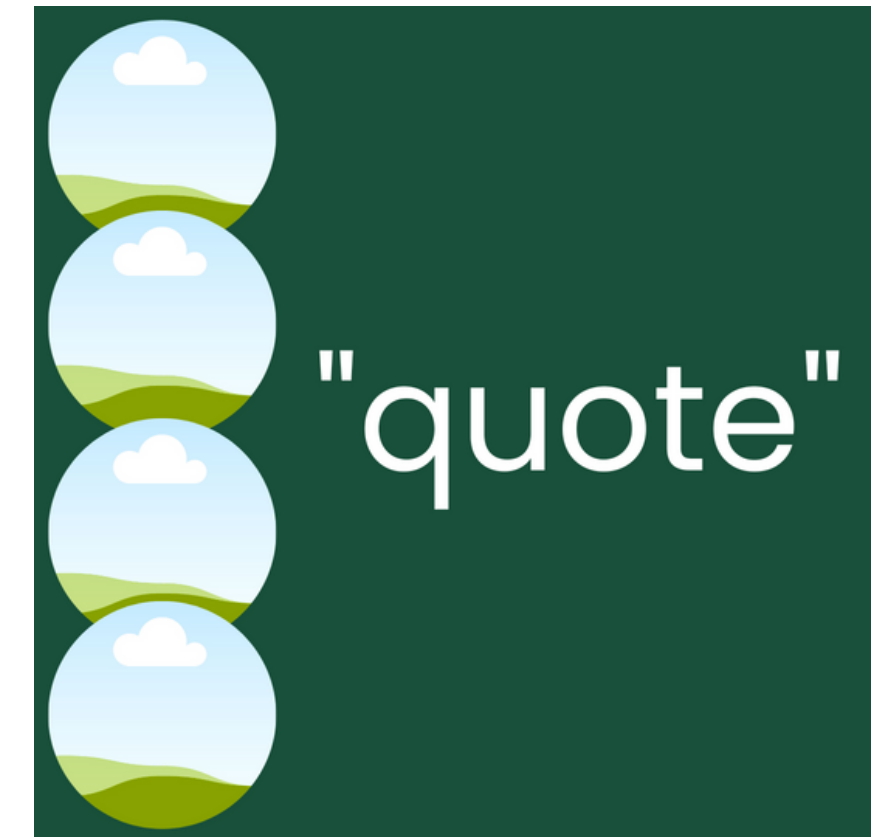
Pre-Made Posts



To download pre-made graphics to share on your social media platforms, follow the link below.

[Pre-Made Folder](#)

Example Posts



To view example graphics, follow the link below. You can make your own copy of the Canva posts. For these posts add your own photos and quotes. Make them unique to you!

[Example Posts](#)

Stock Photos



To view stock photos, follow the link below. These will help you create your own example posts.

[Stock Photos](#)

Hashtags & Tagging

#BaylorLeads
#BaylorCSL
#JustTeaching
#MASchoolLeadership

@baylorcsl
@jonathan.m.eckert
@baylormasl_mascot
@epellefsen
@sahirakodra1
@herb.cox or @coxherb

Based on what you are showcasing you can use the following hashtags and tag any of the following people. Always make sure you tag @baylorcsl.

Thank you

&

Sic 'Em!

