

Use Twitter and Help
Dan O. Root II
Elementary School
WIN \$5,000!



2017 Kaiser Permanente MLK Day of Service Twitter Challenge

Dan O. Root II Elementary has been selected by **Kaiser Permanente** as a project site for this year's Martin Luther King Jr. Day of Service! Kaiser Permanente volunteers, in partnership with **Rebuilding Together**, will be working on beautification projects at your school on **Monday, January 16**.

You can help by using **Twitter** to spread the word! Kaiser Permanente is sponsoring a social media challenge at more than 20 school sites throughout northern California. **The school with the most tweet impressions will win \$5,000!** Second and third place schools will get \$2,500 and \$1,000!

Here is how to participate:

- Your Twitter account must be public for your tweets to count
 - Your tweets **MUST** include **BOTH** of these hashtags:
#KPCares21 and **#MLKDay**
- To maximize your tweet's impressions, ask others to re-tweet it, include **@KPNapaSolano** or any other Twitter users you want to re-tweet it. You can also include a photo or video
- All tweets between **Fri., Jan. 13 and Tues., Jan. 17 (midnight)** will be counted.
 - **Sample tweet:**

RT to help @DORroadrunners win 5k for #MLKDay! Thanks @KPNapaSolano ! #KPCares21

Thank you for your support!