



FOR IMMEDIATE RELEASE
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DEED Launches Campaign to Recognize and Encourage the Importance of Learning

JUNEAU – The Alaska Department of Education and Early Development (DEED) today launched a multi-media campaign to recognize and encourage the sharing of positive messages and conversations about education in Alaska and the importance of lifelong learning. The campaign is called “Alaska learns because...” and will be highlighted through social media as #aklearns.

“Whether it’s through a video, photo, or a tweet, we want to support conversations that help recognize the endless reasons why learning is so important” said Dr. Michael Johnson, Alaska Commissioner of Education and Early Development.

This social-media-driven campaign kicked off with a short video featuring Commissioner Johnson. To watch the video visit: <https://vimeo.com/186307149>. The video release will be followed up with social media posts throughout the year. DEED encourages public participation.

Commissioner Johnson and DEED staff are excited to explore ways social media can support positive conversations about education in Alaska. Do you have an idea? Let DEED know using #aklearns.

To participate, Like/Follow DEED on social media (@AlaskaDEED):

- Twitter: <https://twitter.com/AlaskaDEED>
- Facebook: <https://www.facebook.com/AlaskaDEED>
- Instagram: <https://www.instagram.com/alaskadeed/>
- Flickr: <https://www.flickr.com/photos/alaskadeed/>
- Vimeo: <https://vimeo.com/alaskadeed>

For more information, go to: https://education.alaska.gov/social_media.html.

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