

Brightwheel Posting Guidelines: Showcasing Learning & Growth

1. Content Criteria

Each photo or video should:

- Capture authentic classroom moments —children actively engaged in learning or play
- Choose the curriculum categories that are demonstrated in the photo(s) or video(s).
- Include brief, descriptive captions explaining how the activity supports the child's growth.

3. Whole-Child Development Coverage

Over a course of each month documentation to reflect all **five categories** to show balanced support for the **whole** child.

Example: Maya explored pouring and measuring, water today in our sensory center, practicing hand-eye coordination while learning early math concepts of volume and measurement.

Example ▲ Caption: The goal of each post is to communicate how we nurture growth across developmental domains.

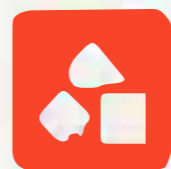
2. Curriculum Categories to Include in Captions



Gross & Fine Motor Physical Development



Language & Literacy Development



Math & Reasoning



Social-Emotional Development



Science Exploration

4. Posting

- Variety: Individual, small group, and whole-class moments
- Clarity: ensure photos are well lit, focused, and faces are visible
- Connection: Describe how the activity connect to milestones, skills; or classroom themes
- At minimum, one small group or large group photo/video and one individual photo per day. If there is more time or you feel inspired, you are welcome to post more!