365 Days of Reading Science on TikTok

The series that puts real reading science in every teacher's pocket — free, fast, and backed by research.

The Problem Nobody's Fixing Fast Enough

Here's what we're up against: 65% of American 4th graders can't read proficiently. That number hasn't meaningfully budged in decades. And while there's plenty of hand-wringing about it, the actual bottleneck is surprisingly simple — most teachers were never taught the science of how kids learn to read.

It's not their fault. Education programs have been teaching approaches that sound intuitive but don't hold up under research. Teachers graduate, enter classrooms, and do what they were trained to do. The problem is what they were trained to do doesn't work for a huge number of kids.

And the current fix? It's broken too.

The gold standard of reading science training right now is LETRS. It's thorough, it's evidence-based, and it's also $667 per teacher, 160 hours over two years, and only available through district purchase. A passionate teacher in an underfunded school who wants to get better at her job? She's locked out.

So we've got a situation where the knowledge exists, the demand exists, and the delivery system is failing. That's a gap worth closing.

Our Solution: 365 Days of Reading Science in 120 Seconds

We're taking the most expensive, exclusive professional development in education and putting it on TikTok. Free. Daily. 95-second videos, every single day for a year.

That might sound like we're oversimplifying things. We're not. This is a carefully sequenced, year-long curriculum disguised as the kind of content teachers already scroll past their bedtime watching. Every video is grounded in peer-reviewed research. Every episode includes a practical "equity nudge" — a concrete action that helps level the playing field for all kids, not just the ones who were going to be fine anyway.

What makes this different from random EduTok content:

- **It's systematic.** This isn't tips and tricks. It's a structured progression that builds real expertise over 365 days.
- **It's science, not vibes.** Every claim is backed by peer-reviewed research and neuroscience — not feel-good theories.
- **Equity is baked in, not bolted on.** We don't teach reading strategies and then add a diversity module. Serving diverse learners is the foundation of every single video.
- **It's built to stick.** Daily micro-learning with spaced repetition — the approach that research shows creates 200% better retention than marathon training sessions.

Head to Head: Equity Nudges vs. LETRS

We respect what LETRS has done for bringing reading science into the conversation. But their model was built for a different era. Here's how we stack up:
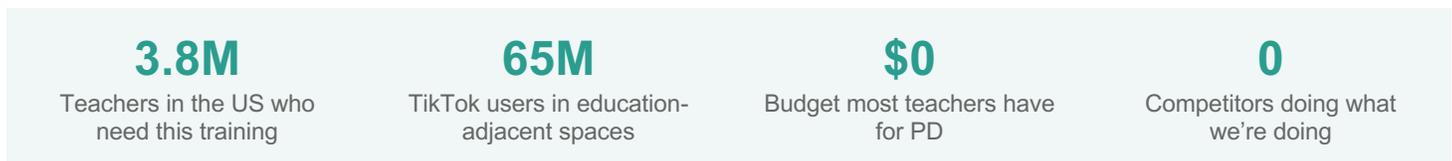
	LETRS	Equity Nudges (365)
Cost	$667/teacher, district purchase only	Free (TikTok)
Time	160 hours over 2 years	2-5 min/day, fits real schedules
Access	Requires admin approval & budget	Any teacher, any time, anywhere
Format	6-hour sessions, heavy theory	120 sec videos + daily practice

Equity	Diversity as add-on module	Equity woven into every lesson
Community	Solo completion, minimal support	Built-in TikTok community
Retention	Massed learning, poor transfer	Spaced repetition, daily application

The bottom line: a teacher making $45K can access our entire system for the cost of a dinner out. The same teacher would need district approval and $700 she doesn't control for LETRS — if her district can even afford it.

The Market

This isn't a niche. This is massive unmet demand.

3.8M	65M	$0	0
Teachers in the US who need this training	TikTok users in education-adjacent spaces	Budget most teachers have for PD	Competitors doing what we're doing

The competitive landscape is wide open

- **Traditional PD companies** (LETRS, etc.): Expensive, slow, limited reach
- **Education influencers:** Entertaining, but often not evidence-based
- **Academic researchers:** Right information, wrong delivery
- **Reading program vendors:** Biased toward selling their own products

Nobody is combining rigorous science with viral delivery and a daily equity focus. That's our lane, and it's empty.

The Voice: Why It Works

We deliver reading science through a specific persona — think of a well-informed, slightly exasperated teacher who's done the research and genuinely can't believe everyone's still getting it wrong. It's not condescending. It's the teacher in the break room who actually reads the studies.

Why this voice hits:

- Teachers trust peers over experts — this feels like one of them, not a lecture from above
- The frustration with bad practices is universal and deeply felt
- Confidence in the science builds credibility without sounding academic
- A little bit of sass makes complex topics memorable and shareable

Content that's built to go viral:

- *"Unpopular opinion: Balanced Literacy isn't balanced."*
- *"Things I wish I knew about dyslexia when I started teaching."*
- *"Red flags that your reading program is trash."*
- *"Plot twist: Reading levels don't mean what you think."*

The Strategic Rollout

This isn't "post and pray." It's a four-phase content strategy designed to build an audience, earn trust, deliver depth, and sustain long-term engagement.

Phase 1 — Hook & Build Credibility (Days 1–60)

Lead with mind-blowing brain science that teachers can't resist sharing. Myth-busting, surprising research reveals, and quick wins that prove we know what we're talking about.

Phase 2 — Systematic Skill Building (Days 61–180)

Core reading science delivered with strategies teachers can use the next morning. This is where we build the foundational knowledge that actually changes what happens in classrooms.

Phase 3 — Equity & Inclusion Deep Dive (Days 181–270)

With the audience invested and trusting the science, we go deep on serving diverse learners, addressing bias, and creating classrooms where every kid gets what they need.

Phase 4 — Advanced Practice (Days 271–365)

Sophisticated teaching strategies, assessment approaches, and the kind of nuanced expertise that takes good teachers and makes them exceptional.

Why TikTok is the Right Platform

This isn't a random platform choice. TikTok is where teachers already are, and the algorithm actively rewards what we're building.

- **The algorithm loves educational content.** TikTok actively prioritizes it in recommendations.
- **Daily posting builds massive organic reach.** 365 consecutive days of content is an algorithm dream.
- **Teachers scroll during breaks and after school.** We're meeting them in a space they're already using.
- **Educators share content that makes them look informed.** Our content is designed to be shared, not just watched.

And here's the thing about teacher behavior on social media: they're looking for validation that they're doing it right, and they want practical tips they can use tomorrow. We deliver both, every single day.

The Bottom Line

The TikTok series is the front door, not the whole house. Once we've built the audience and proven the model, we're positioned to influence teacher preparation programs, shape reading curriculum adoption at the district level, and build a nationwide community of teachers who actually understand reading science.

We're not building another education influencer account. We're building a **year-long, research-backed, equity-centered professional development system** that happens to live on the platform where 3.8 million teachers are already spending their time.

The reading crisis isn't waiting. Kids are falling behind every single day while the knowledge that could help their teachers sits behind a $667 paywall and a 160-hour time commitment. We're blowing that door open.

One 120 second video at a time.