**Digital Day on the Hill Social Media Toolkit, Wednesday March 15**

Social Media is another platform for us to use to amplify our advocacy for afterschool, tax-free Diapers, and other issues, all while highlighting their importance to children and families in the state of Tennessee.

**You can download this page and other social media and messaging resources at** <http://www.tnafterschool.org/resource-page-for-hill-day/>

These links are for your use, but you may share themwith your online supporters and encourage them to join your digital campaign – but it would be easier to simply ask them to follow your social media channels on March 15 and ask them to like and share your posts that day. If you have a social media manager, ask her or him to share some of our suggested copy. Feel free to make alterations as you see fit.

Hashtags for Digital Day on the Hill are **#UWTNHillDay23** and **#TANHillDay23**. They should be added to the posts below as you feel comfortable, but you should use at least one.

The posts/tweets below are just suggestions. Just be sure to talk about your work, what you are advocating for, and post lots of pictures from your programs or your capitol visit, if you make one.

**Sample Tweets and Facebook Posts Thanking Legislators (include pictures of legislators):**

**Thanking people on social media is one of the most valuable things you can do.**

Legislators want to be thanked and highlighted in a positive manner. No one wants to be called out.

If a legislator supports our positions, say that you thank XYZ legislator for his or her support – highlight the fact that they are doing the right thing and acting in the state’s best interests.

If a legislator is not a supporter but they meet with you, at least thank them for taking time out of their busy schedule to listen to your point of view - say that you met with XYZ official to ask for their support and you appreciate the valuable time they took out of their busy schedule to hear about ABC issue. People always appreciate being thanked in public.

* Thanks to (@Legislator) for meeting with (@Organization) and having a great conversation about the importance of [afterschool or specific bill] to the well-being of Tennessee students. [add hashtags here]
* (@Organization) is excited and grateful to meet with (@Legislator) to advocate on behalf of [afterschool or specific bill] for TN students during (#UWTNHillDay23 and/or #TANHillDay23)
* So grateful to (@Legislator) for meeting with us today to discuss the importance of [add bills or issue here] for the future wellbeing of TN children. (add hashtags here)

**Sample Tweets and FB Posts About Afterschool’s Importance**

* 80% of TN parents say that afterschool provides children with opportunities to learn life skills, like the ability to communicate and work in teams. Learn more at [www.tnafterschool.org](http://www.tnafterschool.org) #TANHillDay23
* 78% of TN parents report that their afterschool program offers learning opportunities in STEM. STEM jobs are among the fastest growing and highest paying in America.
* Afterschool programs build character through social emotional learning and provide a safe haven after classes are over. 76% of TN parents believe afterschool reduces the chance their kids will engage in risky behaviors. Learn more at [www.tnafterschool.org](http://www.tnafterschool.org) #TANHillDay23
* The gap between families’ work and school schedules can be up to 25 hours per week. 80% of TN parents say afterschool programs help working parents keep their jobs.
* Research shows that every $1 invested in afterschool programs saves at least $3 by: Increasing kids’ earning potential, improving kids’ performance at school, and reducing crime and juvenile delinquency.
* For every TN student in afterschool, 3 more would participate if a program were available. That means 464,049 students are waiting for a program compared to the 134,307 students currently enrolled in one.

**More Social Media posts about Afterschool and other issues will be on separate pages.**

**Digital Dos and Don’ts for the Day (we are not putting actual bill numbers in because they may change by the 15th)**

1. If possible, DO take lots of pictures with your phones! Post them on social media and share them with Tennessee Afterschool Network and United Way – text photos to the cell numbers listed below, but be sure to tell us who is in the photos.
2. DO ask your elected officials to support your causes and specific legislation (**EX**: Dear Rep, please vote yea on XYZ Bill because low-income families need a break.)
3. DO ask your social media followers to ask their elected officials to support our causes and legislation (**EX:** Help us make a difference – contact your state elected officials and tell them to vote yea on ABC Bill, because afterschool should be part of school funding.)
4. DO educate your elected officials and social media followers about the issues (**EX:** the new tax break formula should be equitable and not pull money away from the state. Ask your elected officials to vote yea on HB xyz)
5. Always use our hashtags listed below for the day (or week) in your posts on Facebook and Twitter. It helps them stand out.
6. Always tag the hosts, elected officials, your organization, the media, and others in your social media posts.
7. Do be polite, positive, civil, grateful, and encouraging.
8. Don’t call officials out or be aggressive, condescending, hateful, or anything less than your gracious self.

**Hashtags: #UWTNHillDay23 #TANHillDay23**

**United Ways of Tennessee & TAN** - Mary Graham, **Cell:** 615-495-9970

**Email:** [mary.graham@uwtn.org](mailto:mary.graham@uwtn.org)

**FB & Twitter Tags:** @UnitedWaysTN

**Tennessee Afterschool Network (TAN)** - Kelley Nave, **Cell:** 423-304-3579

**Email:** [kelley.nave@epbfi.com](mailto:kelley.nave@epbfi.com)

**FB & Twitter Tags:** @TNAfterschool