**Digital Day on the Hill Social Media Toolkit, Wednesday March 2**

Social Media is another platform for us to use to amplify our advocacy for afterschool, tax-free Diapers, Pre-K funding, a beneficial Education funding formula, and the Handle with Care bill, 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/do-a-digital-day-on-the-hill-2022/> and <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 2 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 **#UWTNHillDay22** and **#TANHillDay22**. 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 (#UWTNHillDay22 and/or #TANHillDay22)
* 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**

* Afterschool programming is a powerful tool in addressing our state’s opioid crisis. (add hashtags here) Learn more at <http://www.tnafterschool.org/about/afterschool-heals-tennessee/>
* In addition to providing drug-use prevention education, afterschool programming builds social-emotional skills, including character development, self-awareness, and responsible decision-making. (add hashtags here) Learn more at <http://www.tnafterschool.org>
* Afterschool is a safe haven that helps kids avoid risky behaviors - online and offline - from 3 to 6 p.m., which is when juvenile crime and victimization peaks. (add hashtags here) Learn more at <http://www.tnafterschool.org>

**More Social Media posts about Afterschool, Pre-K, Diaper bills, Handle with Care, and the education funding formula will be on separate pages.**