

Digital Day on the Hill Social Media Toolkit

Social Media is a great platform you can use to amplify your advocacy by spreading the word about your work and its value to children and families in the state of Tennessee.

You can download this page and other social media resources at:
www.tnafterschool.org/digital-day-on-the-hill/

Today's hashtags are **#UWTNHillDay**, **#TANHillDay**, and **#InvestinChildren**. They should be added to the posts below as you feel comfortable, but you should use at least one.

Remember, the person or organization with a Facebook post or Tweet that gets the most likes and/or shares (any combination, just needs to be the most) wins a \$50 Amazon Gift Card. The only stipulation is that you must use at least two of the three hashtags for today (any combination). You can also win just by sharing or retweeting one of our posts.

The posts below are just suggestions. Just be sure to talk about your work, what you are advocating for, and post lots of pictures from your visit today (which we want you to share).

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

- Thanks to (@Legislator) for meeting with (@Organization) and having a great conversation about the importance of afterschool to the well-being of Tennessee students. (add hashtags here)
- (@Organization) is excited and grateful to meet with (@Legislator) and advocate on behalf of afterschool for TN students during (#UWTNHillDay and/or #TANHillDay)
- So grateful to (@Legislator) for meeting with us today to discuss the importance of ACEs Innovation Grants for the future prosperity of TN. (add hashtags here)
- Congratulations to @SenBoWatson and @repdavidhawk (twitter) or @david.hawk.16 (private Facebook) on being named Legislative Champions on #UWTNHillDay (or #TANHillDay)! Thank you for sponsoring the Breakfast Bill so TN students can get the fuel they need to succeed.
- Thank you to @LoveForHouse58 for sharing his time with (@organization) to educate and inspire us to advocate on behalf of children and families across TN. (add hashtags)

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>
- 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>

Sample Tweets and FB Posts About ACEs

- A 2016 study on adverse childhood experiences in Tennessee found 61% of participants had at least one ACE and 27% had three or more. (add hashtags) Learn more at www.tn.gov/tccy
- Productivity loss, such as absence from the work force or missed days due to sickness or mental health or substance abuse issues, is the greatest economic toll. (add hashtags) Learn more at www.tn.gov/tccy