**Digital Week on the Hill Social Media Toolkit, March 23 to 27, 2020**

Social Media is another platform for us to use to amplify our advocacy for afterschool, the proper use of TANF funds, and anti-smoking/vaping legislation and 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-week-on-the-hill/> <http://www.tnafterschool.org/resource-page-for-hill-week/>

**The week of March 13, post and tweet using the links above.** Drive your online supporters to these resources and encourage them to join our digital campaign. If you have a social media manager, ask her or him to pre-post or tweet some of our suggested copy. Feel free to make alterations as you see fit.

Hashtags for Digital Week on the HIll are **#UWTNHillWeek**, **#TANHillWeek**, and **#InvestinChildren**. They should be added to the posts below as you feel comfortable, but you should use at least two.

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) between March 23 and 27 wins a $50 Amazon Gift Card. The only stipulation is that you must use at least two of the three hashtags for March 23-27 (any combination). You can also win just by sharing or retweeting one of our posts.

The posts/tweets provided 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 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 (#UWTNHillWeek and/or #TANHillWeek)

**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>