

Raise Your Voice!

Social Media Advocacy 101 for Educators & School Staff



Getting Started:

- Check your district policies regarding social media guidelines. Don't put your job at risk.
- Choose your online handles intentionally: do you want to use your real name or stay anonymous?

Posting:

- Speak your truth. It is your First Amendment right! ...
- ... but maintain confidentiality of families, students, and colleagues.
- Be authentic. Don't feel pressured to post or retweet anything that doesn't feel right.
- Include images & videos to attract more attention to your posts.
- If you're posting a link to an article, add your own thoughts or pull out a key quote.

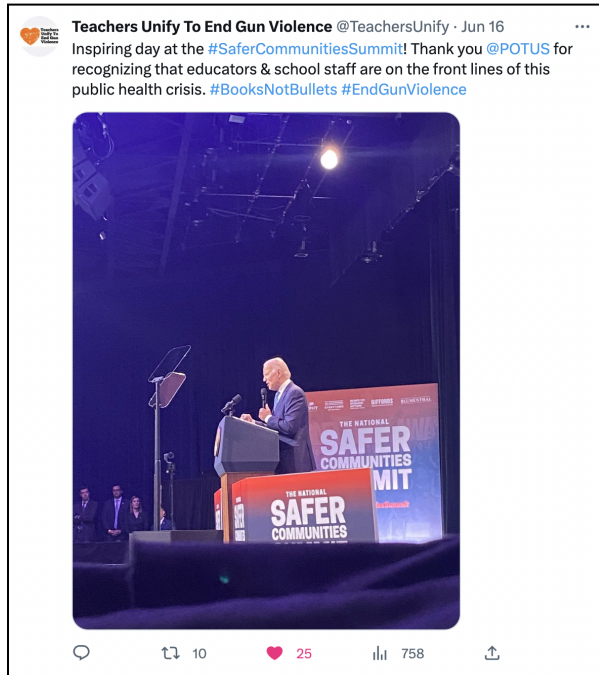
Building Your Network:

- Follow people and organizations whose ideas and posts reflect your values. This will help you stay on top of what's happening.
- Tag lawmakers and union leaders to amplify your messages.
- Support others by amplifying their messages: retweet or quote with your own thoughts.
- Use hashtags and participate in Twitter chats to join ongoing conversations.
- Ignore the mean comments & trolls.

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Sample Posts

Tag lawmakers and union leaders to amplify your messages:



If you're posting a link to an article, add your own thoughts or pull out a key quote:



Use hashtags to join ongoing conversations:



Support others by amplifying their messages with a retweet:



Include images to attract more attention to your posts:

