**Digital Day on the Hill Social Media Toolkit, for Wednesday March 26**

Social Media is another platform for us to use to amplify our advocacy for afterschool 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 leading up to and on March 26, and ask them to like and share your posts during this time. If you have a social media manager, ask her or him to share some of this suggested copy. Make alterations as needed.

Hashtags for Digital Day on the Hill are **#UWTNHillDay25** and **#TANHillDay25**. They should be added to the posts below as you see fit, but you should use at least one.

The posts on these pages 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. If you don’t join us on the 26th, share posts from those who do.

**General Afterschool Sample Posts and Tweets to use before and after Hill Day.**

**Use your own program photos or go to** [**https://sites.google.com/view/aa-communications-toolkit/graphics-and-social-content**](https://sites.google.com/view/aa-communications-toolkit/graphics-and-social-content) **or** [**https://www.flickr.com/photos/185646564@N08/**](https://www.flickr.com/photos/185646564%40N08/) **to find suitable photos.**

You can begin making some posts up to a week before Hill Day on the 26. Use tags according to which medium/channel you are using. Also, try to use statistics and provide links that go back to those statistics, as we’ve done here. Legislators want to see numbers and proof.

* Join us on March 26 as we visit @(legislator handle here) to advocate for afterschool and other programs that help TN families and their children.
* More than 70 percent of students in STEM afterschool programs reported positive gains in science career interest and knowledge and building skills such as perseverance and critical thinking. Tell your legislators that #AfterschoolWorks in Tennessee. <http://afterschoolalliance.org/AA3PM/data/geo/Tennessee/stem>
* 86% of TN parents want afterschool programs funded! Public funding brings greater opportunities for students to explore hands-on STEM learning in their afterschool programs. #AA3PM <http://afterschoolalliance.org/AA3PM/data/geo/Tennessee/overview>
* In TN, 78% of parents report that their child's afterschool program offers STEM learning opportunities. See more on #AfterschoolSTEM in the new #AA3PM report. <http://afterschoolalliance.org/AA3PM/data/geo/Tennessee/overview>
* TN parents value STEM learning in afterschool and summer programs – 75% of parents say they agree that afterschool programs help children gain interest and skills in STEM! #AA3PM <http://afterschoolalliance.org/AA3PM/data/geo/Tennessee/overview>
* Credit for learning expands educational opportunities for youth, allowing them to pursue experiences that speak to their interests. See how afterschool is playing a role. <http://afterschoolalliance.org/documents/issue_briefs/issue_credit_for_learning_79.pdf>
* #AfterschoolSTEM learning is on the rise! See what STEM looks like in afterschool in #AA3PM report: <http://afterschoolalliance.org/AA3PM/data/geo/Tennessee/stem>
* Unmet demand for afterschool programs has spiked for youth in rural communities. For every rural child in an afterschool program, four more children are waiting to get in. New #AA3PM report reveals the struggles families are facing in rural communities. [aa3pm.co/rural](http://aa3pm.co/rural)
* Survey results from @BeALearningHero & @WallaceFnd find that the top reason parents enroll their children in extracurricular activities is for their child to gain new experiences, ideas, and perspectives.
* 83% of rural parents agree that all young people deserve access to quality afterschool and summer programs! Investment in afterschool programs helps expand learning opportunities for youth in underserved communities and communities of color. [www.aa3pm.co/rural](http://www.aa3pm.co/rural)
* More families than ever are struggling to find an afterschool program for their kids—42% of parents nationwide report a lack of available programs. #HelpKidsRecover <https://helpkidsrecover.org/>
* New #AA3PM data shows that 92% of rural parents are satisfied with their child’s afterschool program and 96% are satisfied with their child’s #SummerLearning experience! [www.aa3pm.co/rural](http://www.aa3pm.co/rural)
* New #AA3PM data finds more families than ever are struggling to access afterschool, with barriers including cost (55%), transportation (50%), and program availability (45%). Learn more about challenges facing families in rural areas: [www.aa3pm.co/rural](http://www.aa3pm.co/rural)
* Afterschool programs help encourage positive outcomes for youth and are #HelpingKidsRecover. But nearly 25 million kids are missing out. <https://helpkidsrecover.org/>
* 4.5 million children in rural communities who are not enrolled in an afterschool program would be enrolled in one were available - a 43% increase from 2014. See new #AA3PM data on youth in rural communities. [www.aa3pm.co/rural](http://www.aa3pm.co/rural)

**Sample X and Facebook Posts Thanking Legislators to use on March 26 (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 (#UWTNHillDay25 and/or #TANHillDay25)
* 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 X 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) #TANHillDay25
* 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) #TANHillDay25
* 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.

**Digital Dos for Hill Day**

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. **Be sure to list in the post 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.

**Hashtags: #UWTNHillDay25 #TANHillDay25**

**United Ways of Tennessee (UWTN)** – **FB & X Handles:** @UnitedWaysTN

**Tennessee Afterschool Network (TAN)** – **FB & X Handles:** @TNAfterschool