

Using Social Media for Advocacy

May 4, 2016

How you can use social media to advocate for TK:

- Advocate effectively by widely sharing the benefits of TK and why it should be saved, plus updates, and pictures
- Engage policymakers, reporters, and fellow educators and advocates
- Post photos from legislative visits and give shout outs to legislators or staffers
- Today's event hashtag is #TKConf2016. Another strong hashtag to use during this budget season is #ProtectTK

Tips:

- Write for social media – keep it brief and interesting
- Analyze what kind of posts your network responds to
- Keep it social and be collaborative with partners
- Give it a purpose: Share a resource – graphics, links – or state your advocacy goal
- Catch their attention: When possible, share visuals such as photos and videos
- It's not all about followers and fans – it's about engagement. Be interactive and tag others, say thanks, give shoutouts, reply, favorite/like, post open-ended questions or polls, and ask people to comment and share.

Samples:

- 350 educators at #TKConf2016 today who are dedicated to TK as legislators consider block grant proposal eliminating TK guarantee
- Record #TKConf2016 turnout speaks to hard work that's gone into providing TK for CA kids to prepare them for success in K and beyond!
- Meeting with legislative offices to advocate for my students as policymakers consider block grant that would remove stable TK \$! #TKConf2016
- Excited to advocate for my TK students today! We're heading out to talk to *[insert a legislator]* handle about importance of maintaining TK #TKConf2016
- As a TK teacher in *[insert county, town, district, or school]* who sees the benefits to students and schools, I ask that you maintain stable TK \$ in the #CABudget *[your legislator's handle]*!

Legislator Twitter handles for in-person meetings (they are also on Facebook):

Legislator: Counties	Twitter Handle
Assembly Speaker Anthony Rendon: LA County (incl. LAUSD)	@Rendon63rd
Asm. Rob Bonta: Alameda County	@RobBonta
Asm. Ken Cooley: Sacramento County	@KenCooley
Asm. Cristina Garcia: LA County	@AsmGarcia
Asm. Miguel Santiago: LA County (incl. LAUSD)	@SantiagoAD53
Asm. Patrick O'Donnell: LA County	@AsmPatODonnell
Asm. Phil Ting: SF & San Mateo County	@PhilTing
Senate President pro Tempore Kevin de León: LA County (incl. LAUSD)	@kdeleon
Sen. Loni Hancock: Alameda, Contra Costa County	(no Twitter handle)
Sen. Mark Leno: SF & San Mateo County	@MarkLeno
Sen. Connie Leyva: LA & San Bernardino County	@SenatorLeyva
Sen. Richard Pan: Sacramento & Yolo County	@DrPanMD

Legislator Twitter handles for packet drop offs:

Asm. Catharine Baker: Alameda & Contra Costa County	@BakerAD16
Asm. Frank Bigelow: Alpine, Amador, Calaveras, El Dorado, Madera, Mariposa, Mono, Placer, & Tuolumne County	@FrankBigelowCA
Asm. Cheryl Brown: San Bernardino County	@AsmCherylBrown
Asm. Jim Cooper: Sacramento & San Joaquin County	@AsmJimCooper
Asm. James Gallagher: Butte, Colusa, Glenn, Sutter, Tehama, & Yuba County	@J_GallagherAD3
Asm. Rich Gordon: San Mateo & Santa Clara County	@RichGordon24
Asm. Adam Gray: Merced & Stanislaus County	@AdamGrayCA
Asm. Chris Holden: LA & San Bernardino County	@ChrisHoldenNews
Asm. Marc Levine: Marin & Sonoma County	@MarcLevine
Asm. Kevin McCarty: Sacramento & Yolo County	@KMcCartyAD7
Asm. Kristen Olsen: San Joaquin & Stanislaus County	@KristenOlsenCA
Asm. Jim Patterson: Fresno & Tulare County	@JimPatterson559
Asm. Tony Thurmond: Alameda & Contra Costa County	@TonyThurmond
Asm. Jim Wood: Del Norte, Humboldt, Mendocino, Sonoma, & Trinity County	@JimWoodAD2
Sen. Tom Berryhill: Amador, Calaveras, Fresno, Inyo, Madera, Mariposa, Mono, Sacramento, Stanislaus, Tulare, & Tuolumne County	@TomBerryhill
Sen. Anthony Cannella: Fresno, Madera, Merced, Monterey, San Benito, & Stanislaus County	@AnthonyCannella
Sen. Ted Gaines: Alpine, El Dorado, Lassen, Modoc, Nevada, Placer, Plumas, Sacramento, Shasta, Sierra, & Siskiyou County	@TedGaines
Sen. Cathleen Galgiani: Sacramento, San Joaquin, & Stanislaus County	@SenatorGalgiani
Sen. Steve Glazer: Alameda & Contra Costa County	@Steve_Glazer
Sen. Jerry Hill: San Mateo & Santa Clara County	(no Twitter)
Sen. Carol Liu: LA & San Bernardino County	@SenCarolLiu
Sen. Mike McGuire: Del Norte, Humboldt, Lake, Marin, Mendocino, Trinity, & Sonoma County	@ilike_Mike
Sen. Tony Mendoza: LA & Orange County	@MrTonyMendoza
Sen. Jim Nielsen: Butte, Colusa, Glenn, Placer, Sacramento, Sutter, Tehama, & Yuba County	@CASenatorJim