

## SOCIAL MEDIA TOOLKIT FOR **#HearOurEdStories**

This toolkit will equip you to start an online conversation about raising the federal education budget in the United States. Our goal is to increase federal education investments to 5 percent of the budget. The campaign's official hashtags are **#HearOurEdStories & #5Cents4EdFunding**.

### TOOLKIT COMPONENTS

#### Step-by-Step Instructions on How to Engage Online

Whether you are a social media novice or maven, the step-by-step instructions will help you understand how to participate in a social media campaign using personal videos and a call to action.

#### Sample Post

In addition to the step-by-step instructions in this toolkit, there are a few draft posts that you can mimic or draw inspiration from.

#### List of Elected Officials' Accounts to Tag

This toolkit shows you how to identify and tag your federal elected officials in your posts.

#### Federal Education Funding Data

To help you craft your personal narrative, there is a list of federally-funded programs that you can reference when describing your education story.

### OBJECTIVES

1. **Tell Members of Congress why federal education funding is important to you.**
2. **Ask them to increase federal investments in education.**
3. **Support the education community — teachers, administrators, parents, students, etc. — in telling their stories.**

Link to more CEF information:  
<https://cef.org/>



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[@edfunding](https://www.instagram.com/edfunding)



[@edfunding](https://twitter.com/edfunding)

### WHY A SOCIAL CAMPAIGN?

Using the power and reach of social media, our collective voices will be heard and recognized by millions of Americans, including influential policy makers, journalists, business executives and civic leaders.

#### CEF #HEAROURDSTORIES TOOLKIT

The Committee for Education Funding (CEF) is a coalition of 110 education organizations and institutions representing the continuum of education from early learning to postgraduate education to adult education and education enhancements. CEF's "5¢ Makes Sense" campaign demonstrates the need to increase education investments from the current two percent of the federal budget to five cents on the federal dollar, providing evidence behind the effectiveness of investing along the entire education continuum.

## OVERVIEW

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We are asking for your help in urging Congress to increase federal education funding — investments that make a real difference every day in the lives of students, teachers, families, schools and communities. Education funding currently accounts for about two percent of the federal budget and is crucial to preparing students to become active participants in the 21<sup>st</sup> century global economy. Our goal is to increase federal education investments to 5 percent of the budget — the call to action for our “#5Cents4EdFunding” campaign.

By using social media to share personal stories about the impact of federal education funding on people’s lives, we can influence policymakers, elevate important education funding issues and mobilize grassroots support to advocate for vital investments in education.

Creating your personal message and engaging in this campaign matters. Policymakers *are* influenced by what their constituents want, and this campaign’s goal is to have Congress “#HearOurEdStories” and your needs loud and clear.

This toolkit allows teachers, students, administrators, parents and anyone else involved in education to easily communicate the importance of federal investments in education. The following sections give you the tools to share your personal story in a meaningful way.

If you’d like additional information or help with participating in this campaign, please email us at: [info@cef.org](mailto:info@cef.org)

# STEP-BY-STEP INSTRUCTIONS ON HOW TO ENGAGE ONLINE

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## STEP ONE

We encourage you to make a video about your education story and share it with your followers on social media, but you can also participate by sharing a written post. If you plan on recording a video, you will need a smart phone or other video recording device that enables you to upload videos to social media. Whether you share a video or written post, you will need a Twitter, Facebook, LinkedIn or Instagram account.

## STEP TWO

Whether you are recording a video or typing out your story, you will need to create a short script that describes how federal education funding impacts you. In your script include your name, the city and state you live in, how federal funding impacts you and why you are asking Congress to increase the federal education budget. The script should be short and sweet but also include a relatable personal anecdote. We recommend that the script be between 130-150 words so that the video is around 1-minute long. If you are not recording a video, the script will be the bulk of the story you post on your social media account.

*Below is an outline of a script:*

“My name is [INSERT FIRST (*and last name if you feel comfortable*)], I’m from [CITY, STATE] and I am a [TEACHER, STUDENT, SCHOOL ADMINISTRATOR, AIDE, PARENT, ETC.]. Federal education funding [*OR INSERT SPECIFIC FEDERALLY FUNDED PROGRAM*] helps me [INSERT HOW FEDERAL FUNDING IMPACTS YOU] and without it I [INSERT THE CONSEQUENCES OF A FUNDING LAPSE]. This is my education story and I know I am not alone, which is why I am asking my federal Representative and Senators to increase investments in education.”

## STEP THREE

1. If you decided to record a video, take the following steps:
  - a. Practice telling your story aloud a few times.
  - b. Find somewhere quiet to record your story.

*Pro tip:* Whether you're inside or outside, try not to record your story with the sun or a bright light behind your back.

- c. Record yourself telling your story!

Feel free to personalize your video with a colorful background, props like books or a calculator, and humor. This is *your* story, so feel free to be yourself!

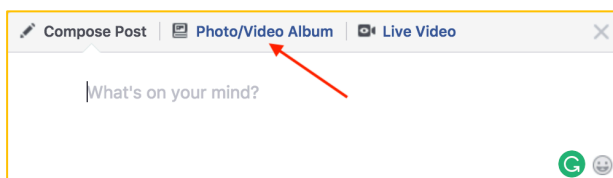
## STEP FOUR

Pick the social media platform or platforms you plan to post your message on. We suggest using Twitter because it is the best platform to increase visibility around issues related to the federal government — users can easily tag elected officials and get noticed by the media since the hashtag function on Twitter is a publically discoverable metadata tag. Congress and journalists follow Twitter conversations closely. If you do not have a Twitter account, feel free to use your Facebook, LinkedIn or Instagram account.

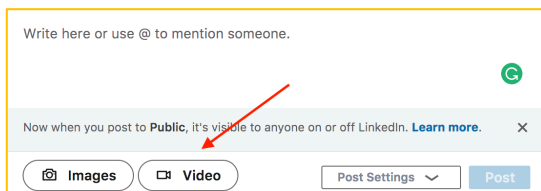
## STEP FIVE

Whether you created a video or wrote a story, upload your narrative to the social media platform(s) you selected. Each social media platform has a button for uploading a video when you post on your newsfeed. Below are screenshots to help you find the video upload button.

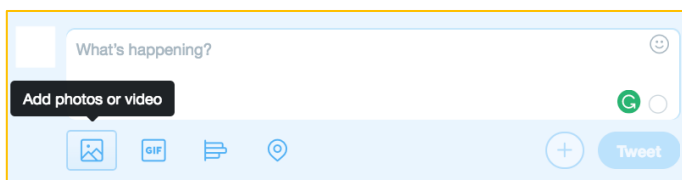
### Facebook



### LinkedIn



### Twitter



## STEP SIX

After you upload your video or story, write a supplementary post to accompany it.

***The post you share with your video or written narrative is very important.***

This is very important because we want to make sure the maximum number of people see your story and that your elected representatives are notified when you click “share” or “tweet.” **In order to do that, your post must include the handles of your Representative and Senators. You can find your elected officials’ handles on [this website](#).**

**The post must also include the campaign’s hashtags #HearOurEdStories and #5Cents4EdFunding so anyone following you can click the hashtag and see the scope of the conversation.**

*We have included several post examples you can mimic or draw inspiration from in the following section titled “SAMPLE POSTS.”*

## STEP SEVEN

Ask your friends and followers online to take action on this issue by sending a letter to their elected officials. We created a template letter that asks Congress to increase federal education funding. You can download the letter through this link: [bit.ly/CEFlatter2congress](https://bit.ly/CEFlatter2congress). We encourage you to share the link to this letter in your posts.

## STEP EIGHT

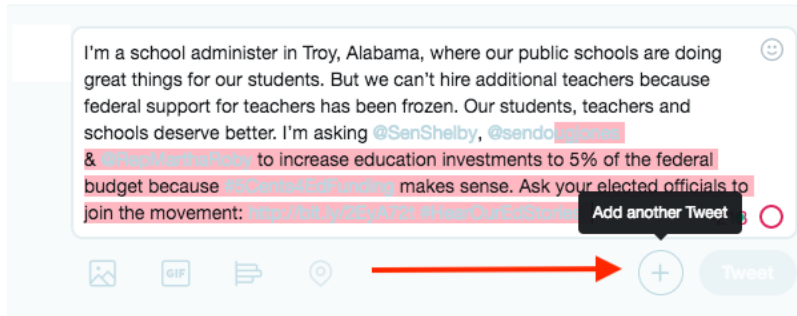
Press share, post or tweet to send your story out to the world!

## SAMPLE POSTS

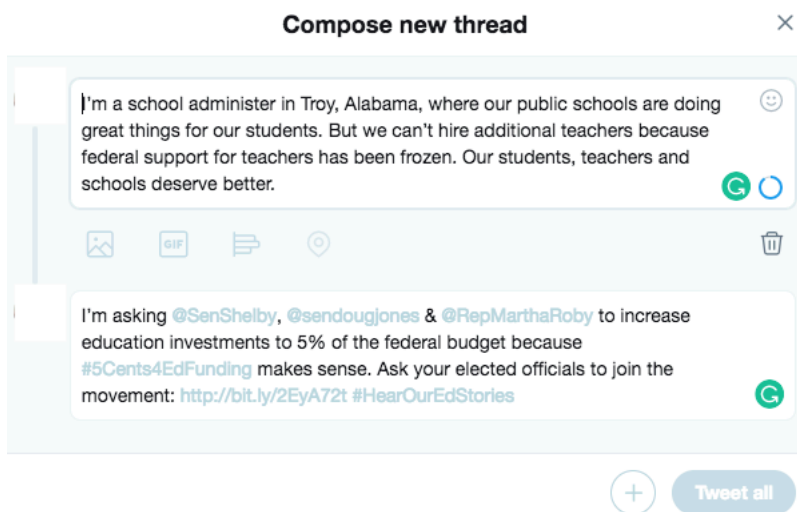
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If you are posting your message on Twitter, you will need to “thread” your message because the messages we want to send contain a lot of important information that can’t be condensed into one tweet. To thread a message, you need to press the + in blue to complete the post.

Below is an example of how to do that.



Click the blue button the arrow is pointing to.



Separate the tweets as you see fit and click "Tweet all" to post.

Below are a few sample posts to use in sharing your video or written narrative. If you are posting a written narrative, some of this information may be duplicative so please edit accordingly.

I'm a school administrator in Troy, Alabama, where our public schools are doing great things for our students. But we can't hire additional teachers because federal support for teachers has been frozen. Our students, teachers and schools deserve better. I'm asking @SenShelby, @sendougjones & @RepMarthaRoby to increase education investments to 5% of the federal budget because #5Cents4EdFunding makes sense. Ask your elected officials to join the movement:  
[bit.ly/CEFletter2congress](http://bit.ly/CEFletter2congress) #HearOurEdStories

As the parent of a child who requires special education services in Beckley, West Virginia, I know the toll that a lack of federal education funding takes on my school. That is why I'm asking my elected officials, @RepEvanJenkins, @SenCapito & @Sen\_JoeManchin to increase federal funding for education because #5Cents4EdFunding makes sense. Ask your elected officials to join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

I've taught early education in Lincoln, Washington for over 20 years because I love teaching and it's important. But early education programs need more federal funding. I'm calling on @CathyMcMorris, @SenatorCantwell & @PattyMurray to help their constituents by increasing the federal education budget because #5Cents4EdFunding makes sense. Ask your elected officials to join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

As a college junior, I've already learned a lot, but I've also accrued more debt than my parents did when they bought our first home. We need to increase funding for Pell grants, work study and other federal aid. That's why I'm asking my elected officials, @SenAlexander, @SenBobCorker & @repdavidkustoff to increase the federal education budget because #5Cents4EdFunding makes sense. Ask your elected officials to join the movement: [bit.ly/CEFletter2congress](https://bit.ly/CEFletter2congress) #HearOurEdStories

## HOW TO FIND YOUR ELECTED OFFICIALS' ACCOUNTS TO TAG

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If you aren't sure who your Senators and Representative are, you can find that information on [this website](#). The search result on this website will also provide you with most elected officials' Twitter handles.

## DATA & FACTS ABOUT FEDERAL EDUCATION FUNDING

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The Committee for Education Fund tracks federally-funded early childhood, K-12, higher education, career & lifelong learning and educational enhancement programs that you can reference in your personal narrative.

Below is a partial list of programs funded by the federal government. You can read CEF's description of what these programs do at [this link](#), and see how their funding would change under the President's Fiscal Year 2019 budget request at [this link](#). And you can look up how much each state receives from Department of Education formula grants and student aid at this [bit.ly/EdFundingStats](http://bit.ly/EdFundingStats).

- Title I - Education for the Disadvantaged - Grants to Local Educational Agencies
- Comprehensive Literacy Development Grants
- Impact Aid
- Title II - Supporting Effective Instruction State Grants
- Teacher and School Leader Incentive Grants
- 21st Century Community Learning Centers
- Title IV-A -- Student Support and Academic Enrichment State Grants
- Charter Schools
- Magnet Schools
- Indian Education
- English Language Acquisition
- Rural Education
- Homeless Children and Youth Education
- Special Education--Grants to States
- Career and Technical Education State Grants
- Adult Education State Grants



- Pell Grants
- Supplemental Educational Opportunity Grants
- Work-Study
- Strengthening Historically Black Colleges and Universities
- Aid for Hispanic-serving Institutions
- TRIO programs
- GEAR UP
- Institute of Education Sciences
- Head Start
- Child Care and Development Block Grant
- Library Services Technology Act
- Museum Services Act