Social Media Advocacy Toolkit

www.tndisability.org

@tndisability
#TeamWorkTN
#DDH2022
Let's Team Together on **SOCIAL MEDIA**

The easiest way to show your support for people with disabilities and to get your legislator's attention is to participate on social media.

- **Spread Awareness**
  by sharing content from disability thought leaders.

- **Take Action on Disability Issues**
  by commenting, tagging and direct messaging your local government and elected officials.

- **Share Your Experiences**
  by creating original posts about challenges (accessibility issues, confusing informational materials, etc) and tagging your representatives.

- **Stay Alert**
  by following local disability groups that notify you to policy changes.

- **Speak Up!**
  by signing and sharing digital petitions in opposition or support of a piece of legislation.

- **Plus**
  tag us @tndisability and we will share your posts!
The Basics on **HASHTAGS**

Including hashtags in your posts means that you are taking part in a conversation happening on social media. They make your posts visible to non-followers.

- **Do NOT** use spaces, punctuation or symbols.
- **Do NOT** string too many words together. The best hashtags are short and memorable.
- Use relevant and popular hashtags. If it is too obscure, it will be hard to find.
- **Limit the number of hashtags you use.** More isn’t better.
- **Make sure your accounts are public.** Otherwise only your followers see your posts.

**TOP DISABILITY HASHTAGS**

- #Disability
- #DisabilityRights
- #DisabilityAwareness
- #InvisibleDisability
- #inclusion
- #DisabilityPride
- #DisabilityJustice
- #DisabilityBenefits

**TOP POLITICAL HASHTAGS**

- #TNleg
- #TN
- #CripTheVote
- #tenncare
- #medicare
- #TNpol
- #TNpolitics
- #TNsenate
- #COVID19
- #systemic
Leaders in State Government to **FOLLOW & TAG**

- **GOVERNOR BILL LEE**
  - Twitter: @GovBillLee

- **LT. GOVERNOR RANDY McNALLY**
  - Twitter: @ltgovmcnally

- **SPEAKER OF THE TN HOUSE OF REPRESENTATIVES CAMERON Sexton**
  - Twitter: @CSexton25
  - Facebook: @cameronsextontn

**PLUS**

Your **LOCAL** representatives work for you!
look them up and stay connected:
The Tennessee Disability Coalition has created a GIPHY account with custom DDH2022 gifs and stickers to add to Facebook and Instagram Stories.

Search GIPHY for "tndisability" or download and share from https://giphy.com/tndisability

Social Posts for **DDH 2022**

Create your own social media post for Disability Day on the Hill! You can add text to the templates by using the Facebook app on your smartphone or we will make and send you a completed graphic, just fill out this form: https://form.jotform.com/220205771936152

**EXAMPLES:**

- My name is [Name] and I am a [Identity]. I advocate for people with disabilities.
  - I live in [Location], Tennessee.

For templates and more info, go to... https://www.tndisability.org/ddh-2022-social-media