SOCIAL MEDIA ADVOCACY TOOLKIT

#DDH2024 #NothingWithoutUs
@tndisability
www.tndisability.org
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 about 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!

TNESSEE DISABILITY COALITION
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
#DisabilityAdvocates
#InvisibleDisability
#inclusion
#accessibility
#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**
[@GovBillLee](https://twitter.com/GovBillLee)

**LT. GOVERNOR RANDY McNALLY**
[@ltgovmcnally](https://twitter.com/ltgovmcnally)

**SPEAKER OF THE TN HOUSE OF REPRESENTATIVES CAMERON SEXTON**
[@CSexton25](https://twitter.com/CSexton25)
[@cameronsextontn](https://twitter.com/cameronsextontn)

**PLUS**

Your **LOCAL** representatives work for you!
look them up and stay connected:
[https://wapp.capitol.tn.gov/Apps/fml2022/search.aspx](https://wapp.capitol.tn.gov/Apps/fml2022/search.aspx)
Advocacy Areas to **FOLLOW & TAG**

**EDUCATION**

LIZZETTE REYNOLDS  
COMMISSIONER, DEPARTMENT OF EDUCATION  
@TNedu  
@TennesseeEducation  
Commissioner.Education@tn.gov

**ELECTIONS & VOTING**

TRE HARGETT  
SECRETARY OF STATE  
@secretshargrett  
@TennesseeSecretaryofState  
@tnsecofstate  
Tre.Hargett@tn.gov

**INTELLECTUAL & DEVELOPMENTAL DISABILITY SERVICES**

BRAD TURNER  
COMMISSIONER, DEPARTMENT OF DIDD  
@BradTurnerDIDD  
@tnidd  
Brad.Turner@tn.gov

**VOCATIONAL REHAB SERVICES**

CLARENCE H. CARTER  
COMMISSIONER, DEPARTMENT OF HUMAN SERVICES  
@TNHumanServices  
@tennesseedepartmentofhumanservices

**HOUSING**

RALPH PERREY  
EXECUTIVE DIRECTOR, TENNESSEE HOUSING DEVELOPMENT  
@TN_Housing_Dev  
@TNHousing

**MEDICAID SUPPORTS & SERVICES**

BUREAU OF TENNCARE  
@tenncarerep  
@TennCare  
Tenn.Care@tn.gov

**TRANSPORTATION**

BUTCH ELEY  
DEPUTY GOVERNOR & COMMISSIONER OF TRANSPORTATION  
@TDOTCommish  
TDOT.Comments@tn.gov

**EMPLOYMENT**

DENIECE THOMAS  
COMMISSIONER, LABOR AND WORKFORCE DEVELOPMENT  
@DenieceThomas

**HEALTH CARE**

TN DEPARTMENT OF HEALTH  
@TNDeptoHealth  
tn.health@tn.gov

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TENNESSEE DISABILITY COALITION