

MY  
TENNESSEE  
LIFE



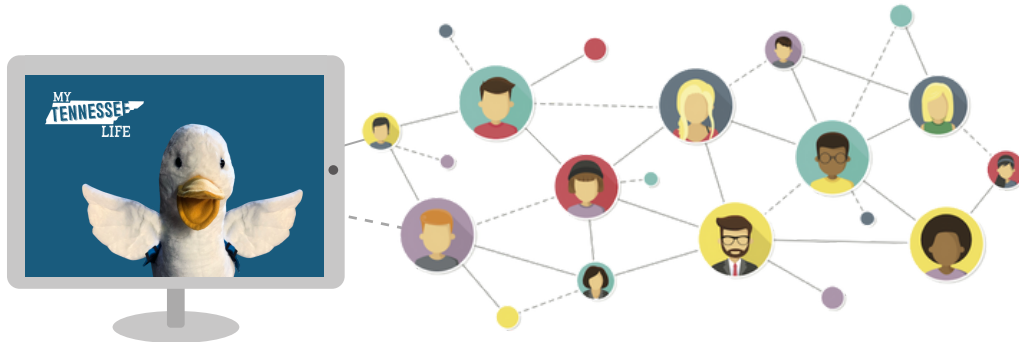
## Social Media Advocacy Toolkit

[www.tndisability.org](http://www.tndisability.org)

@tndisability  
#MyTNLife  
#DDH2023



# 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.

## STAY ALERT

by following local disability groups that notify you about policy changes.

## TAKE ACTION ON DISABILITY ISSUES

by commenting, tagging and direct messaging your local government and elected officials.

## SPEAK UP!

by signing and sharing digital petitions in opposition or support of a piece of legislation.

## SHARE YOUR EXPERIENCES

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

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

## **TOP POLITICAL HASHTAGS**

#TNleg	#TNpol
#TN	#TNpolitics
#CripTheVote	#TNsenate
#tenncare	#COVID19
#medicare	#systemic



## Leaders in State Government to ***FOLLOW & TAG***



Your ***LOCAL*** representatives work for you!

look them up and stay connected:

***<https://wapp.capitol.tn.gov/Apps/fml2022/search.aspx>***



# Advocacy Areas to **FOLLOW & TAG**

## **EDUCATION**



### **PENNY SCHWINN**

COMMISSIONER, DEPARTMENT OF EDUCATION

🐦 @TNedu

📘 @TennesseeEducation

✉ Commissioner.Schwinn@tn.gov

## **ELECTIONS & VOTING**



### **TRE HARGETT**

SECRETARY OF STATE

🐦 @sectrehargett

📘 @TennesseeSecretaryofState

📺 @tnsecofstate

✉ Tre.Hargett@tn.gov

## **INTELLECTUAL & DEVELOPMENTAL DISABILITY SERVICES**



### **BRAD TURNER**

COMMISSIONER, DEPARTMENT OF DIDD

🐦 @BradTurnerDIDD

📘 @tndidd

✉ 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**

🐦 📘 📺 @TNDeptofHealth

✉ tn.health@tn.gov



# Stickers & GIFS

The Tennessee Disability Coalition has created a GIPHY account with custom DDH gifs and stickers to add to your Facebook and Instagram Stories.

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

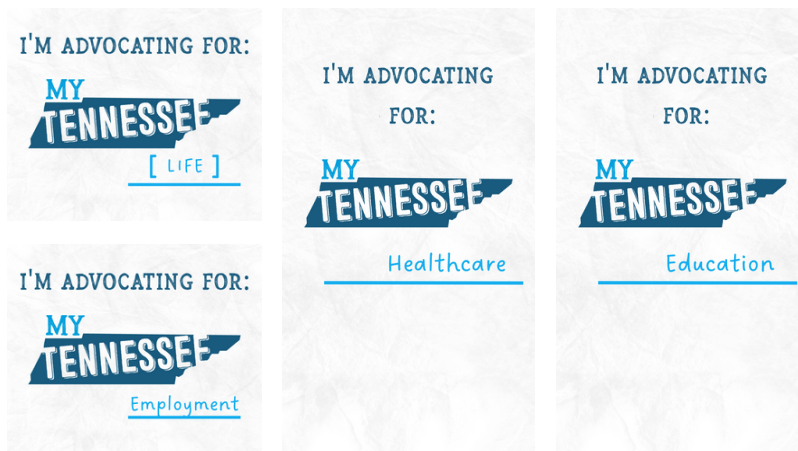


## Social Posts for **DDH 2023**

Create your own social media post for Disability Day on the Hill! You can add text to our "My Tennessee Life" templates by using Canva or the Facebook app on your smartphone. If you would like some help filling out your graphic, fill out the form below, and we'll send you a completed one! Link to form:

<https://form.jotform.com/230405300120027>

### EXAMPLES:



For templates and step-by-step instructions, go to...

[www.tndisability.org/ddh-social-media](http://www.tndisability.org/ddh-social-media)





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