Social Media Advocacy Toolkit

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.

- **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](https://twitter.com/tndisability) and we will share your posts!

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**TENNESSEE 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
- #InvisibleDisability
- #inclusion
- #DisabilityPride
- #DisabilityJustice
- #DisabilityBenefits

**TOP POLITICAL HASHTAGS**

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

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Leaders in State Government to FOLLOW & TAG

GOVERNOR BILL LEE
@GovBillLee

LT. GOVERNOR RANDY McNALLY
@ltgovmcnally

SPEAKER OF THE TN HOUSE OF REPRESENTATIVES
CAMERON SEXTON
@C Sexton 25
@cameronsextontn

PLUS

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

**INTELLECTUAL & DEVELOPMENTAL DISABILITY SERVICES**

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

**HOUSING**

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

**TRANSPORTATION**

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

**EDUCATION**

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@TennesseeEducation  
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@TDOTCommish  
TDOT.Comments@tn.gov

**ELECTIONS & VOTING**

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

**VOCATIONAL REHAB SERVICES**

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

**MEDICAID SUPPORTS & SERVICES**

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

**EMPLOYMENT**

DENIECE THOMAS  
COMMISSIONER, LABOR AND WORKFORCE DEVELOPMENT  
@DenieceThomas

**HEALTH CARE**

TN DEPARTMENT OF HEALTH  
@TNDeptoofHealth  
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

For templates and step-by-step instructions, go to... www.tndisability.org/ddh-social-media