

LET'S GO
FURTHER

DDH 2021



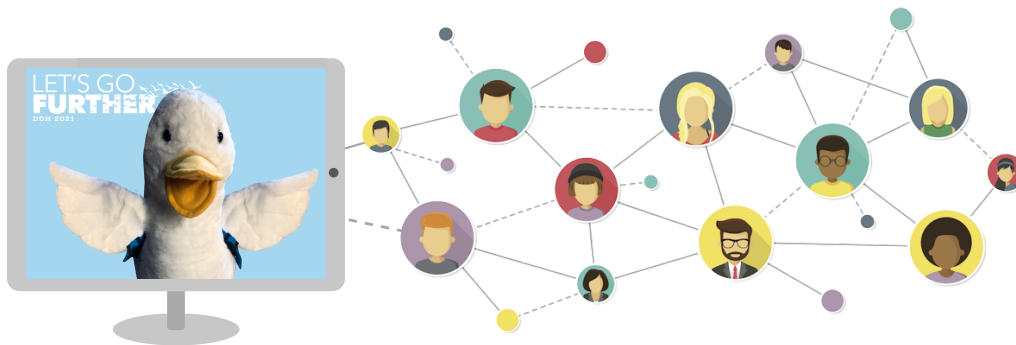
Social Media Advocacy Toolkit

www.tndisability.org

@tndisability
#LetsGoFurtherTN
#ddh2021



Social Media Takes Us **FURTHER**



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 to 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](https://www.instagram.com/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
@GovBillLee



LT. GOVERNOR RANDY McNALLY
@ltgovmcnally



CAMERON SEXTON
SPEAKER OF THE TN HOUSE OF REPRESENTATIVES
@CSexton25
@cameronsextontn



Your **LOCAL** representatives work for you!

look them up and stay connected:

<https://wapp.capitol.tn.gov/Apps/fmlv3/lookup.aspx>



Advocacy Areas to **FOLLOW & TAG**

EDUCATION



PENNY SCHWINN
COMMISSIONER, DEPARTMENT OF EDUCATION
@TNedu
@TennesseeEducation
Commissioner.Schwinn@tn.gov

ELECTIONS & VOTING



TREY 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
@tenncareep
@TennCare
Tenn.Care@tn.gov

TRANSPORTATION



CLAY BRIGHT
COMMISSIONER, DEPARTMENT OF TRANSPORTATION
@TDOTCommish
@clay.bright@tn.gov

EMPLOYMENT



JEFF McCORD
COMMISSIONER, LABOR AND WORKFORCE DEVELOPMENT
@JeffMcCordTN

HEALTH CARE



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

Stickers & GIFS

The Tennessee Disability Coalition has created a GIPHY account with custom DDH2021 gifs and stickers to add to Facebook and Instagram Stories.

Search GIPHY for "[tndisability](https://giphy.com/tndisability)" or download and share from <https://giphy.com/tndisability>

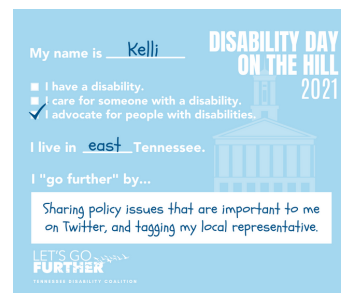


Social Posts for *DDH 2021*

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://www.tfaforms.com/4875746>

EXAMPLES:



For templates and more info, go to...

<https://www.tndisability.org/ddh-2021-social-media>





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