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 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**
@CSexton25
@cameronsextontn

PLUS

Your **LOCAL** representatives work for you!
look them up and stay connected:
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” 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