Social Media for Parent Advocates

"we're cuter AND we have better bagels!
"In your dreams! Just keep your dirty diapers on your side of the Hudson"
"You're both wrong #westcoastbestcoast"
Agenda

- Why social media?
- What do we need from you?
- What are we posting?
- How do you do it?
- Questions
Social Media

- Advocacy and awareness tool
  - Share messages, accomplishments, and your hard work
- Keep the issues on people's minds
- Accountability
Our Ask

1. Like, Comment, Share ACNJ posts
2. Re-post YOUR legislative visit content
3. Tag your legislator
4. Send us a pic with your ST t-shirts
The posts

Facebook
Instagram
Twitter
How to...

Interact
Post
Re-post
Step 1: Go to your Facebook Homepage

Step 2: Type "Advocates for Children of New Jersey" into the search box

Step 3: Click on the ACNJ page

Step 4: Like and comment on Strolling Thunder Posts

Step 5: Find a post you want to share

Step 6: Click the share button and click 'share to feed'

Step 7: Tag your legislator(s) and add appropriate hashtags

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Step 8: Post!
Step 1: Go to your Twitter Homepage/Timeline

Step 2: Type "ACNJForKids" into the search box

Step 3: Click on the ACNJ page

Step 4: Like and comment on Strolling Thunder Posts

Step 5: Find a post you want to share

Step 6: Click the Retweet button and click 'Quote Tweet'

Step 7: Tag your legislator(s) and add appropriate hashtags

Step 8: Post!
Step 1: Go to your Instagram Search Page

Step 2: Type "ACNJForKids" into the search box

Step 3: Click on the ACNJ page

Step 4: Like and comment on Strolling Thunder Posts

Step 5: Find a post you want to share

Step 6: Click the Share button and click 'Add post to your story'

Step 7: Tag your legislator(s) and add appropriate hashtags

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Step 8: Post!
Hashtags

#strollingthunder
#reimaginechildcare
#njbabies
#thinkbabies
#childcare
#paidfamilyleave
#postpartum
#affordablechildcare
#childadvocacy
#acnj
Thank you!

Questions?