



Social Media Toolkit

#FundOurSchools

The School District of Philadelphia created this toolkit to help elevate the critical financial impact the COVID-19 pandemic will have on the School District of Philadelphia's budget. Within this guide you will find information and suggested messages from our Fund Our Schools campaign, that is intended to give you guidance and background for communicating with our elected officials and external stakeholders.

This toolkit provides messages and graphics to help:

- Drive urgency and awareness for Governor Wolf, your state representative and state senator that they can't cut education funding.
- Amplify your voice. As a resident of Pennsylvania, your voice matters.
- Engage policy makers in discussion of issues that constituents, like you, face in your communities.
- Ensure current, correct messaging from a trusted source.
- Share resources.

Hashtag:

#FundOurSchools

Tactics:

- Leverage simple graphics to create a sense of community
- Use social media as a space for building collaboration and urgency
- TAG your elected officials in your posts.
For the names and contact information of your representatives visit: <https://live.cicerodata.com/>

Sample Social Media Messaging

All suggested messages are available for use on social media profiles and web pages. Please remember to use the #FundOurSchools hashtag when posting any Fund Our Schools related content.

- ✓ We can't let Harrisburg cut funding for education or use our federal funding to meet state obligations. Visit philasd.org/fundourschools to learn how you can TAKE ACTION TODAY! #FundOurSchools
- ✓ Don't cut funding for education. The School District of Philadelphia is facing a major revenue shortfall that will grow to \$1 billion in the next five years. #FundOurSchools NOW [TAG ELECTED OFFICIALS]
- ✓ Don't balance the state budget at the expense of our children. Fund education at 2019-2020 levels. #FundOurSchools [TAG ELECTED OFFICIALS]
- ✓ Send school districts their federal funding to help prevent budget cuts. The federal CARES Act, the stimulus package that Congress passed in April, includes more than \$115 million for Philadelphia students and schools. #FundOurSchools
- ✓ The economic recession resulting from the COVID-19 pandemic is significantly impacting the School District of Philadelphia's local tax revenue and has the potential to erase all of the progress SDP has made over the last seven years. #FundOurSchools
- ✓ DYK: The District's proposed balanced budget now includes a \$38 million hole that will grow to \$1 billion by the 2024-2025 school year. #FundOurSchools

Social Media Graphics

All graphics are available for use on social media profiles and web pages. Please remember to use the #FundOurSchools hashtag when posting any Fund Our Schools related content.



[Download Social Media Graphics](#)

Show your support as a #FundOurSchools champion on Facebook. The frame can be found by searching #FundOurSchools when selecting a new profile frame.

