



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 are intended to give you guidance and background for communicating with our elected officials and external stakeholders.

This toolkit provides messages and graphics to help:

- Communicate to Senator Toomey and Senator Casey the urgent need for the U.S. Senate to pass the HEROES Act.
- 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.

All graphics and suggested messages are available for use on social media profiles and web pages.

For more images and #FundOurSchools content, you can visit our webpage at philasd.org/fundourschools. Please remember to use the #FundOurSchools hashtag when posting any Fund Our Schools related content.

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

- ✓ Philadelphia needs the U.S. Senate to pass the HEROES Act & #FundOurSchools @SenToomey & @SenBobCasey
- ✓ The HEROES Act includes essential funding to keep students and staff healthy, safe and learning. @SenToomey & @SenBobCasey pass this bill and #FundOurSchools
- ✓ @SenToomey & @SenBobCasey Philadelphia schools have been hit hard by COVID-19. Help keep students and staff healthy, safe and learning. Pass the HEROES Act now #FundOurSchools
- ✓ School districts need federal funding to close budget gaps and comply with health & safety requirements. We need @SenToomey & @SenBobCasey to act now and pass the HEROES Act. #FundOurSchools
- ✓ The HEROES Act includes more than \$450 million for Philadelphia students and schools. We need these funds to prevent budget cuts and keep students and staff healthy, safe and learning. Philly kids wants @SenToomey and @SenBobCasey to #FundOurSchools
- ✓ @SenToomey and @SenBobCasey DYK: @PHLSchools budget has been hit hard by COVID-19. We need you to pass the HEROES Act to provide much needed funding to keep students & staff healthy, safe, and learning #FundOurSchools

Social Media Graphics

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[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.

