



VIRTUAL

★ Student Advocacy Day 2021 ★

Social Media Tips

Student Advocacy Day is an opportunity to increase awareness about the many contributions community colleges make to Maryland's economy and workforce.

Please focus your social media activity on **Twitter, Facebook** and **Instagram**, with particular emphasis on Twitter and Facebook due to their use by members of the Maryland General Assembly.

QUICK TIPS TO EXPAND YOUR SOCIAL MEDIA REACH

- **Before** Advocacy Day follow / like the social media accounts listed below
 - Your college's official
 - Your legislators'
 - MACC's
- *Try to include the below hashtags in as many of your posts as possible.*
 - **Event:** Student Advocacy Day event hashtag is **#MDCCsWork** – please use in **ALL** posts
 - You can check out #MDCCsWork on Twitter to see tweets from prior years.
 - **Legislators:** Tag legislators so they see your posts. *(If you start a tweet with their Twitter handle, put a "." in front of the handle so all followers can see it.)*
 - Your college's Advocacy Day organizers should be able to provide you with your legislators' social media account information.
 - **General Assembly:** the 2021 Maryland General Assembly's hashtag is **#mdga21**. This hashtag will help your post get the attention of legislators.
 - **Your college:** Include college Twitter handle – so your college can see and RT your posts.

Student Advocacy Day -- Key Hashtags

#MDCCsWork..... event hashtag
#NoBRFA..... Relates to significant cuts the Governor has proposed for CCs
#mdga21..... 2021 MD General Assembly - used to share news with legislators
#CommCollege about community colleges generally
#CollegePromise promoting full \$15 million funding of the CC Promise Program