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# #HearOurEdStories Social Media Toolkit

## Follow and Tag CEF (@edfunding) on Twitter and Instagram

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### Share Your Story of Why Education Funding Matters to You and Urge Congress to Support Investments in Education

#### Why this matters now

- **Department of Education funding is currently more than \$8 billion BELOW the 2011 level in inflation-adjusted dollars – even though Congress just provided the largest increase in 20 years.** That increase follows many years of flat funding that failed to meet student and teaching needs. Temporary COVID-relief funding helped address some pandemic-related costs, but now students and educators are facing ongoing related problems: lost learning, social and emotional needs, increased costs, and shortages in the education workforce. The President will soon submit his budget request and Congress will begin its appropriations process, but some Members of Congress are pushing to cut spending to the 2022 level or lower, leaving an even bigger funding gap. **Now is the time to urge Congress to increase – not cut – education funding by saying why education funding matters to you!**

#### What you can do

- **Make a short video or write a message** telling your two U.S. Senators and your Representative about your experience in the education community (your school, college, child care, or other education program). Tell Congress how a greater federal investment in education would make a big difference (see sample message below).
- **Share the video or written message on Twitter, Facebook, or Instagram** (see sample post below).
- **Tag CEF (@edfunding on Twitter and Instagram, @cmte4edfunding on Facebook) and your Senators and Rep.**
  - **Find your Members of Congress** by typing your address at <https://www.govtrack.us/congress/members>
  - **List of social media addresses for Members of Congress** is on CEF's #HearOurEdStories website at <https://cef.org/advocacy/5%c2%a2-makes-sense-updated/>.
- **Use #HearOurEdStories** so we can find your message and share it!

#### Sample message to record or write out

My name is [INSERT FIRST (and last name if you feel comfortable)], I'm from [CITY, STATE] and I am a [PARENT, STUDENT, TEACHER, CHILD CARE PROVIDER, COUNSELOR, LIBRARIAN, ADMINISTRATOR, ETC.]. Federal education funding [OR INSERT SPECIFIC PROGRAM] helps me [INSERT HOW] and without it I [INSERT THE CONSEQUENCES OF LOWER THAN NEEDED FUNDING]. Increased funding for education will have a big impact on learning and teaching. Post-pandemic needs are greater than ever so now is the time to invest in education after a decade of underfunding. This is my education story and I know I am not alone, which is why I am asking my Representative and Senators to support greater investments in education for the coming year.

## Sample post to share your video or written story on Twitter (similar on Facebook and Instagram)

I'm urging my Members of Congress to support the largest possible education investments for FY 2024. The need for federal education support is greater than ever. #HearOurEdStories @edfunding @[twitter address for your Rep] @[twitter address for your Senator] @[twitter address for your other Senator]

### Twitter Tips (CEF account = [@edfunding](#)):

- Follow and tag CEF (@edfunding) on Twitter and Instagram
- Your tweet can't exceed 280 characters (that counts 23 characters for any link that you include). Your video or photos don't count as characters, though.

### Instagram Tips (CEF account = [@edfunding](#)):

- Follow and tag CEF (@edfunding) on Instagram
- Make sure your video is under 60 seconds
- Mark your hometown as the location of the video so the Member of Congress knows you are a constituent!

### Facebook Tips (CEF account = [@cmte4edfunding](#)):

- Follow CEF's new Facebook page <https://www.facebook.com/cmte4edfunding>
- Tag CEF and your Members of Congress and mention your hometown so they know you are a constituent!

## Background Information

You can find your Members of Congress directly by typing your address at this site:

<https://www.govtrack.us/congress/members>

### Facts about education funding:

- The President will submit his budget request to Congress in early March, and then Congress will start working on its funding bills so now is the time to make your voice heard!
- Funding for the Department of Education was stagnant for years, and despite recent increases it is still \$8 billion below the 2011 level in inflation-adjusted dollars.
- Education funding accounts for only about two percent of the regular federal budget, yet those investments have vital immediate and long-term returns that benefit society as a whole.
- You can find more information on education funding, the return on investment, and the need for greater federal support on CEF's website at <https://cef.org/>.
- See the table of federal funding for key education programs on the CEF website [here](#).

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*The Committee for Education Funding (CEF), the nation's oldest and largest education coalition, is a non-partisan and non-profit organization focused on the common goal of ensuring adequate federal financial support for education. CEF's more than 100 member organizations and institutions represent the continuum of education – early childhood education, elementary and secondary education, higher education, adult and career technical education, workforce development, and educational enhancements such as libraries and museums.*