



#HearOurEdStories

Social Media Toolkit, Summer 2021

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

Share Your Story of Resilient Education Response while Urging Congress to Support the President's Request for a Historic Increase in Education Funding

Why this matters now

- **President Biden asked for a \$29.8 billion increase for Department of Education programs**, a 40.1% increase for the Education Department for fiscal year 2022, along with sizable increases Head Start, child care, and other education-related programs. This unprecedented increase would backfill a decade of underfunding education. Now is the time to urge Congress to support this increase for education. Tell Congress 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 two U.S. Senators and your Representative**
 - **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 attached.
- **Use #HearOurEdStories and #5cents4edfunding** 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 [TEACHER, STUDENT, PARENT, CHILD CARE PROVIDER, COUNSELOR, LIBRARIAN, ADMINISTRATOR, ETC.]. Federal education funding [OR INSERT SPECIFIC FEDERALLY FUNDED PROGRAM] helps me [INSERT HOW FEDERAL FUNDING IMPACTS YOU] and without it I [INSERT THE CONSEQUENCES OF LOWER THAN NEEDED FUNDING]. The President's request to increase education funding will have a big impact as we return to in-person learning. The needs will be greater 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 the President's request for increased investments in education.

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

I'm sharing my education story to urge my Members of Congress to support the President's request for education funding increases. The need for federal education investments is greater than ever.
[#HearOurEdStories](#) [#5cents4edfunding](#) [@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
- To make sure your Members of Congress know you are a constituent, you can mark your hometown in the tweet. You have to enable “location services” on your device – it’s under “settings,” then tap “privacy,” then “location,” and then drag the slider to turn “precise location” on.
- 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 the 60-second time limit
- 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:

- Funding for the Department of Education has barely increased for years, and regular ongoing funding is now more than \$7 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 important short-term and long-term returns that benefit all of us as students become productive adults ready to participate in the 21st century global economy.
- The Committee for Education Funding's (CEF's) goal is to increase federal education investments to 5 percent of the budget— the call to action for our “#5centsMakesSense” campaign.
- 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 current and proposed funding for key education programs on the CEF website [here](#).

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.