



#HearOurEdStories
Social Media Toolkit, Fall 2020
Follow and Tag CEF (@edfunding) on Twitter and Instagram

Share Your Story of Resilient Education Response while Telling Congress why More Support for Education is Needed to Enable Teaching and Learning in the Pandemic

Why this matters now

- **Congress is considering a relief package that could support education.** Congress in March provided \$30 billion of emergency education funding for schools and college students, but much more is needed as the country encounters new costs involved with safely teaching this year. The new and ongoing costs are straining already stretched budgets for schools, colleges, students and their families, child care providers, and communities as a whole. Now is the time to urge Congress to increase support for education. Tell your education story!

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 and how it is responding to the pandemic. 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]. Everyone is doing their best to continue teaching and learning during the pandemic, which has only increased the need for new federal support to provide vital services, disinfect classrooms, and make up for lost revenue to fund education next year. This is my education story and I know I am not alone, which is why I am asking my federal Representative and Senators to increase 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 more education funding. 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 in your post 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 workforce education, and educational enhancements such as libraries and museums.