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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 the President's Requested Historic Investments in Education

#### Why this matters now

- **Congress is negotiating transformative investments in education for next year and for the long term.** The House has passed President Biden's request for a \$29.8 billion (41%) increase for Department of Education programs and sizable increases for Head Start, child care, and other education-related programs, and the Senate proposed slightly smaller education funding increases. The President also requested long-term education investments in the American Jobs Plan and the American Families Plan that Congress may include in the Build Back Better Act reconciliation bill. These investments would have a profound impact all along the education continuum. **Now is the time to urge Congress to increase 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 two U.S. Senators and 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 on CEF's #HearOurEdStories website [here](#).
- **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]. The President's request for immediate and long-term increases in education will have a big impact in 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 the President's request for greater investments in education.

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

I'm urging my Members of Congress to vote for the largest possible education investments in the reconciliation bill and for FY22. 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 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:

- This fall Congress is considering large increases for ongoing education programs next year and for long-term education investments in the Build Back Better reconciliation bill. It's important for Congress to hear that the public supports these transformative requests.
- 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 vital immediate and long-term returns that benefit society as a whole. The President's budget increases education to 3.7 percent of the federal budget in 2022.
- 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 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.*