



Friday, February 7, 2020

I. CEF's social media plan for 2020: how we all can coordinate on advocacy and messaging

- **Collaborating to amplify advocacy on social media** – CEF has plans to expand our social media outreach to Congress and the public this year, and we encourage our members to participate. We outlined the plans at this morning's meeting (the attached CEF slides lay this out in more detail):
 1. **Grow our social media following** – in addition to Twitter, we will also use Facebook and Instagram this year. If you don't already follow us (@edfunding), please do!
 2. **Grow our #HearOurEdStories campaign**
 3. **Create a strategy to amplify the release of CEF's Budget Book** – we'll do our usual outreach and also share the video vignettes that will accompany some articles this year and target video excerpts from the briefing to specific Members of Congress.
 4. **Coordinate our efforts with CEF members** – we'll provide a straightforward advocacy message we encourage our members to use in their efforts. We'll also offer you with content (sample tweets, posts, charts) to share and highlight your education funding advocacy efforts in our social media. We'll ask that you amplify our posts, as well.
- **Please submit your events to highlight on social media this year** – As we've discussed, we're asking CEF members to submit information on your events that we can then highlight on social media. We're collecting the information to create a master calendar and will be in touch with you as we get close to your event to get approved material - language and images – that we can use and then link to your own sites. **Please submit information about your upcoming events – advocacy days/weeks, fly-ins, conferences, briefings, presentations, etc., – at the link below:**

<https://docs.google.com/forms/d/e/1FAIpQLSe6g7OURg8zf5KyJoOgfoPcdK2ecjpedmNoxUkrMILbGqRH3Q/viewform>
- **Slides from this morning's presentation from communications experts** – Thanks again to Emily Wagner and Ian Ware of the American Library Association and to Shumway Marshall of the National Education Association for their very helpful presentation this morning (their slides are attached above). They provided data on what works, guidelines on overlapping approaches, and strategies to keep in mind when crafting social media plans.