

# SOCIAL MEDIA ADVOCACY TOOLKIT

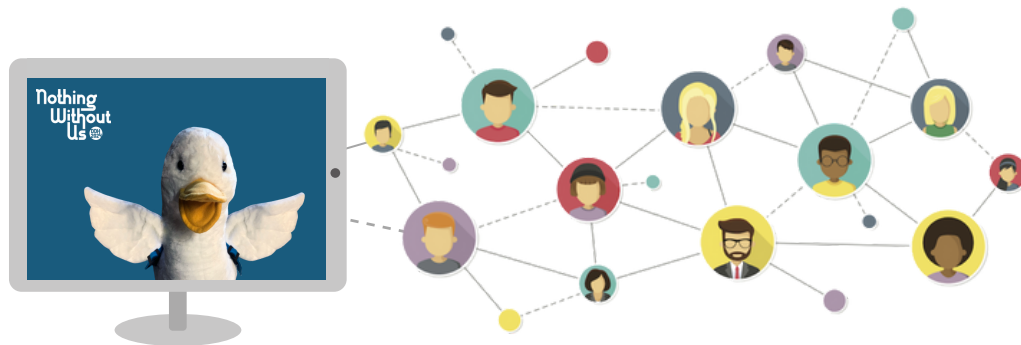


#DDH2024 #NothingWithoutUs

@tndisability

[www.tndisability.org](http://www.tndisability.org)

# Let's Team Together on ***SOCIAL MEDIA***



The easiest way to show your support for people with disabilities and to get your legislator's attention is to participate on social media.

## SPREAD AWARENESS

by sharing content from disability thought leaders.

## STAY ALERT

by following local disability groups that notify you about policy changes.

## TAKE ACTION ON DISABILITY ISSUES

by commenting, tagging and direct messaging your local government and elected officials.

## SPEAK UP!

by signing and sharing digital petitions in opposition or support of a piece of legislation.

## SHARE YOUR EXPERIENCES

by creating original posts about challenges (accessibility issues, confusing informational materials, etc) and tagging your representatives.

## PLUS

tag us **@tndisability** and we will share your posts!

# The Basics on *HASHTAGS*



Including hashtags in your posts means that you are taking part in a conversation happening on social media. They make your posts visible to non-followers.



Do NOT use spaces, punctuation or symbols.



Do NOT string too many words together.  
The best hashtags are short and memorable.



Use relevant and popular hashtags.  
If it is too obscure, it will be hard to find.



Limit the number of hashtags you use.  
More isn't better.



Make sure your accounts are public.  
Otherwise only your followers see your posts.

## **TOP DISABILITY HASHTAGS**

#Disability  
#DisabilityRights  
#DisabilityAwareness  
#DisabilityAdvocates  
#InvisibleDisability  
#inclusion  
#accessibility  
#DisabilityPride  
#DisabilityJustice  
#DisabilityBenefits

## **TOP POLITICAL HASHTAGS**

#TNleg  
#TN  
#CripTheVote  
#tenncare  
#medicare  
#TNpol  
#TNpolitics  
#TNsenate  
#COVID19  
#systemic



# Leaders in State Government to **FOLLOW & TAG**



**GOVERNOR BILL LEE**  
Twitter Instagram Facebook @GovBillLee



**LT. GOVERNOR RANDY McNALLY**  
Twitter Instagram Facebook @ltgovmcnally



**SPEAKER OF THE TN HOUSE OF REPRESENTATIVES CAMERON SEXTON**  
Twitter @CSexton25  
Facebook @cameronsextontn



Your **LOCAL** representatives work for you!

look them up and stay connected:

<https://wapp.capitol.tn.gov/Apps/fml2022/search.aspx>

# Advocacy Areas to **FOLLOW & TAG**

## EDUCATION



**LIZZETTE REYNOLDS**

COMMISSIONER, DEPARTMENT OF EDUCATION

@TNedu

@TennesseeEducation

Commissioner.Education@tn.gov

## ELECTIONS & VOTING



**TRE HARGETT**

SECRETARY OF STATE

@sectrehargett

@TennesseeSecretaryofState

@tnsecofstate

Tre.Hargett@tn.gov

## INTELLECTUAL & DEVELOPMENTAL DISABILITY SERVICES



**BRAD TURNER**

COMMISSIONER, DEPARTMENT OF DIDD

@BradTurnerDIDD

@tndidd

Brad.Turner@tn.gov

## VOCATIONAL REHAB SERVICES



**CLARENCE H. CARTER**

COMMISSIONER, DEPARTMENT OF HUMAN SERVICES

@TNHumanServices

@tennesseedepartmentofhumanservices

## HOUSING



**RALPH PERREY**

EXECUTIVE DIRECTOR, TENNESSEE HOUSING DEVELOPMENT

@TN\_Housing\_Dev

@TNHousing

## MEDICAID SUPPORTS & SERVICES



**BUREAU OF TENNCARE**

@tenncarerep

@TennCare

Tenn.Care@tn.gov

## TRANSPORTATION



**BUTCH ELEY**

DEPUTY GOVERNOR & COMMISSIONER OF  
TRANSPORTATION

@TDOTCommish

TDOT.Comments@tn.gov

## EMPLOYMENT



**DENIECE THOMAS**

COMMISSIONER, LABOR AND WORKFORCE DEVELOPMENT

@DenieceThomas

## HEALTH CARE



**TN DEPARTMENT OF HEALTH**

@TNDeptofHealth

tn.health@tn.gov





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