Tennessee Disability Coalition

2025 Social Media Advocacy Toolkit

#DDH2025 #LibertyNotLimits

@tndisability

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.

TAKE ACTION ON DISABILITY ISSUES

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

SHARE YOUR EXPERIENCES

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

STAY ALERT

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

SPEAK UP!

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

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 and tag

Governor Bill Lee

X, Instagram, and Facebook handle: @GovBillLee

Lt. Governor Randy McNally

X, Instagram, and Facebook handle: @ltgovmcnally

Speaker of the TN House of Representatives Cameron Sexton

X handle: @CSexton25

Facebook handle: @cameronsextontn

Your LOCAL representatives work for you!

look them up and stay connected:

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

Advocacy Areas to follow & tag

Education:

PENNY SCHWINN LIZZETTE REYNOLDS

Commissioner, Department of Education

X handle: @TNedu

Facebook handle: @TennesseeEducation

Email Address: Commissioner.Education@tn.gov

Department of Disability and Aging:

BRAD TURNER

Commissioner, Department of Intellectual and Developmental Disabilities

X handle: @BradTurnerDDA

Facebook handle: @tndda

Instagram handle: @tennessee\_dda

Email Address: Brad.Turner@tn.gov

Housing:

RALPH PERREY

Executive Director, Tennessee Housing Development

X handle: @TN\_Housing\_Dev

Facebook handle: @TNHousing

Transportation:

BUTCH ELEY

Deputy Governor and Commissioner of Transportation

X handle: @TDOTCommish

Email Address: TDOT.Comments@tn.gov

Health Care:

TENNESSEE DEPARTMENT OF HEALTH

X, Instagram, and Facebook handle: @TN DeptofHealth

Email Address: tn.health@tn.gov

Elections and Voting:

TRE HARGETT

Secretary of State

X handle: @sectrehargett

Facebook handle: @TennesseeSecretaryofState

Instagram handle: @tnsecofstate

Email Address: Tre.Hargett@tn.gov

Vocational Rehab Services:

CLARENCE H. CARTER

Commissioner, Department of Human Services

X handle: @TNHumanServices

Facebook handle: @tennesseedepartmentofhumanservices

Medicaid Supports and Services:

BUREAU OF TENNCARE

X and Instagram handle: @tenncarerep

Facebook handle: @TennCare

Email Address: Tenn.Care@tn.gov

Employment:

DENIECE THOMAS

Commissioner, Labor and Workforce Development

X handle: @DenieceThomas