

Using Social Media in Policy Advocacy

Policy Advocacy: Planning & Implementation



Presented by #FNDSocial
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Social Media Consultants, National PLACE
Ensuring a place at the table for every family!

WELCOME TO NATIONAL PLACE!

- Mission

- To educate and empower families and family-led organizations and support them to advocate for enhanced parent involvement and leadership in education, health and human services decision-making with regard to services for children and families.

- Motto

- *Advocating to ensure the parents' PLACE at decision-making tables*

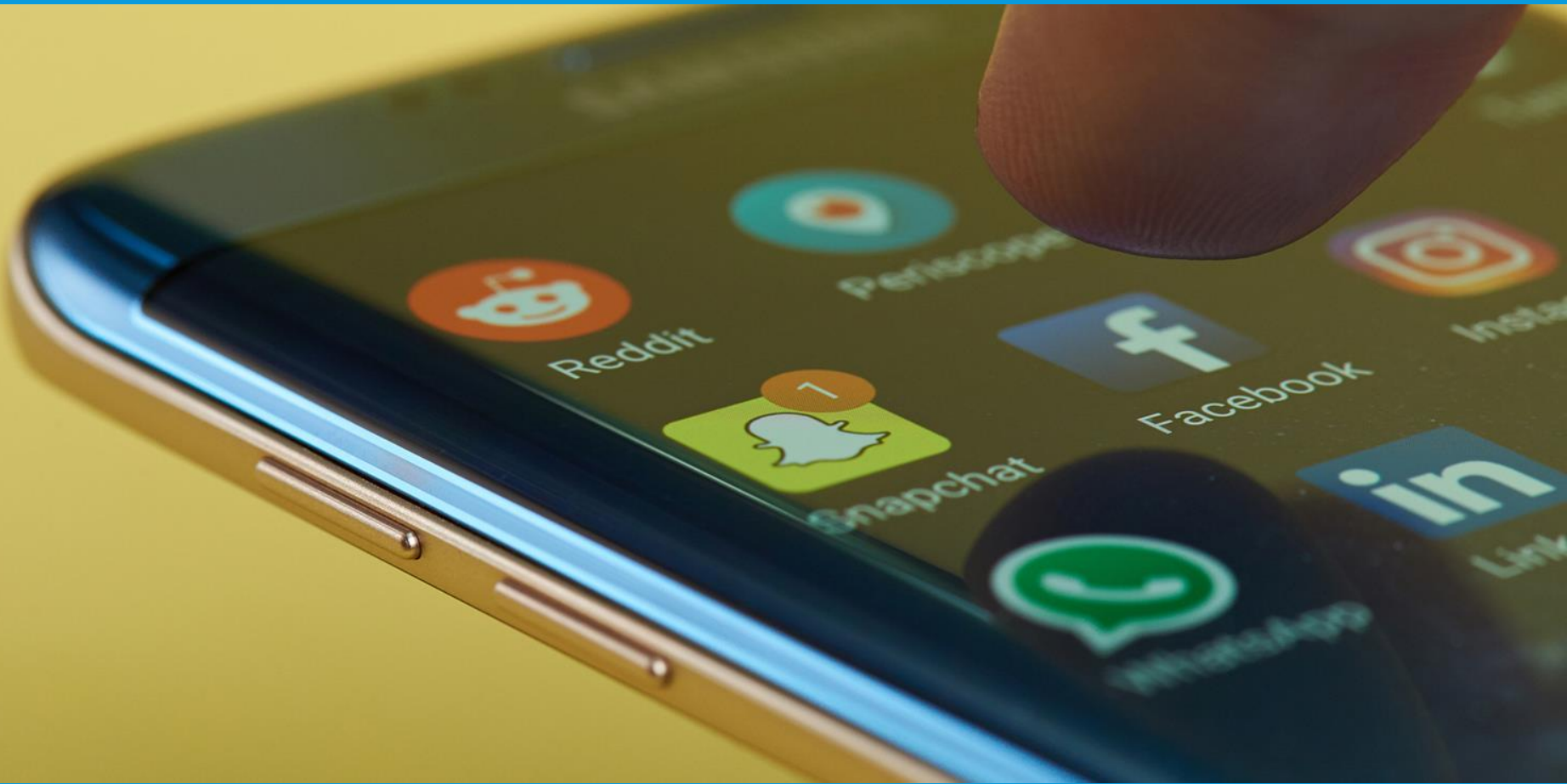
PUBLIC POLICY ADVOCACY FOR SOCIAL CHANGE

“Never doubt that a small group of thoughtful, committed [people] can change the world. Indeed, it is the only thing that ever has.”

Margaret Mead



THE IMPACT OF SOCIAL MEDIA & ADVOCACY

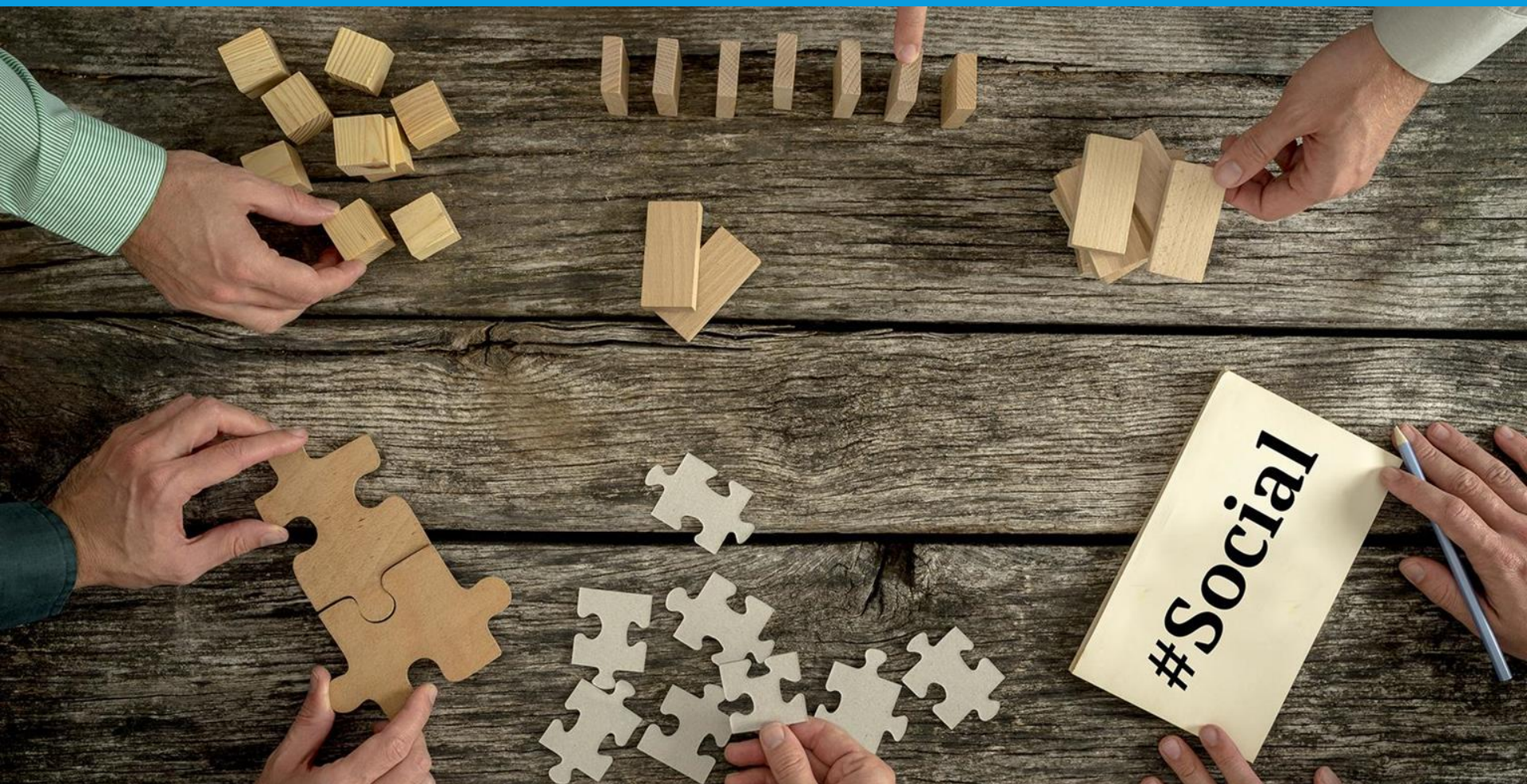


#TRENDING #IMPACT #ADVOCACY

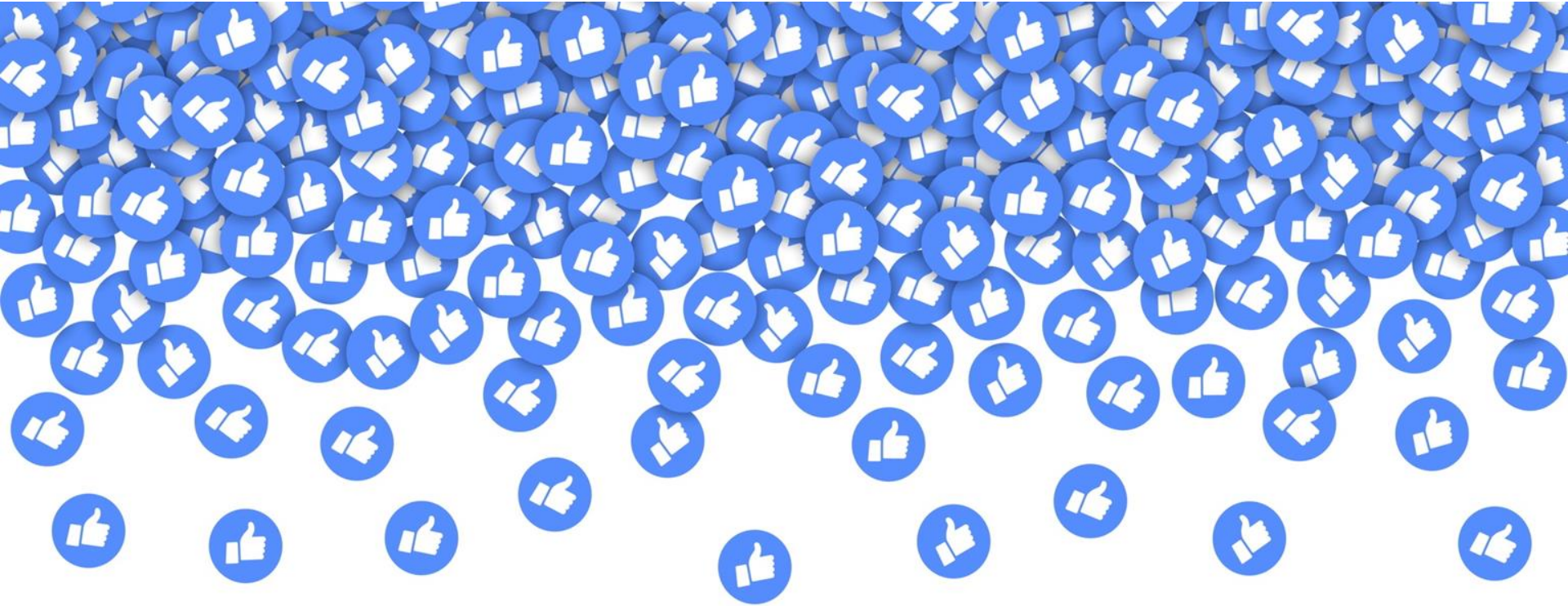
“Digital advocacy is the use of digital technology to contact, inform, and mobilize a group of concerned people around an issue or cause.”
Community Tool Box-



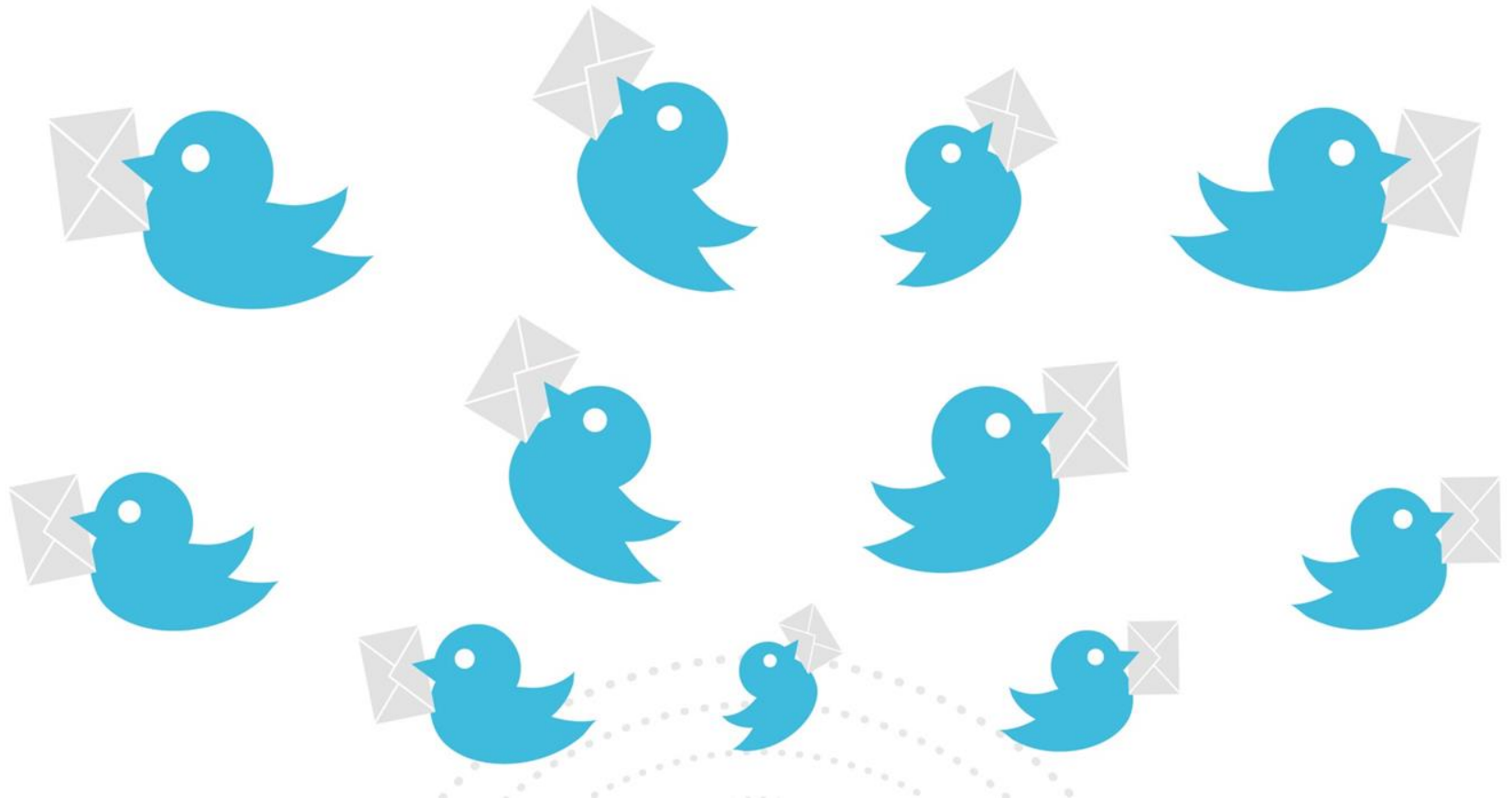
WHERE DOES SOCIAL MEDIA FIT IN YOUR POLICY ADVOCACY PLAN?



FACEBOOK FOR ADVOCACY

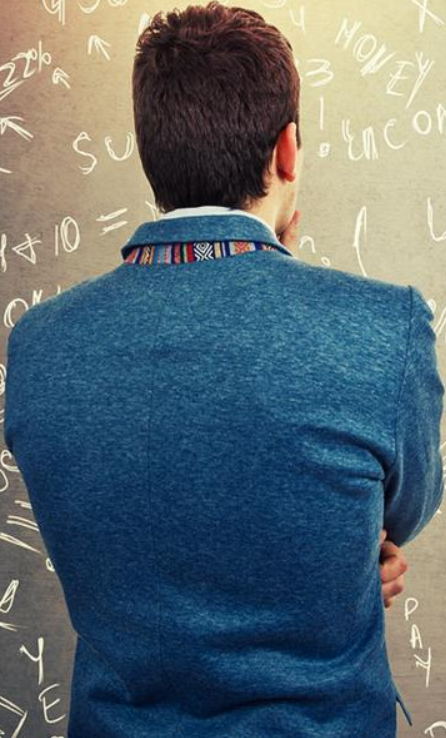


TWITTER FOR ADVOCACY



INSTAGRAM FOR ADVOCACY





ALIGNING YOUR MESSAGING ON SOCIAL MEDIA WITH YOUR POLICY GOALS



Policy Advocacy Example:

NEWS

Deep cuts

Betsy DeVos **defends cutting support** for Special Olympics



EMPOWERING YOUR STAFF/POLICY EXPERTS TO BECOME INFLUENCERS



LET'S BE SOCIAL

“Social Media is not an option; it's the new standard.”

#FNDSOCIAL



THE BOTTOM LINE

- Remember, it's all about relationships!
- Your organizational strategic plan & policy advocacy plan must build on this reality!
- So keep in touch with those elected officials, administrators, and other policy-makers. Share the stories! Let them know you are still around!



Democracy is *not* a spectator sport!



Empowering families to participate in advocacy for our children, our community, the larger society, is its own victory, regardless of the specific outcome of any particular effort.



NATIONAL PLACE WEBINARS

▪ *Being the Difference Series*

- Is It Lobbying? Is It Not?, held Thursday, March 23
 - Free to all, archived on www.parentsatthetable.org
- Effective Grassroots Advocacy, held Thursday March 30
 - Archived webinar & resources free to members; \$50 for others
- The Power of Stories, held Thursday, April 13
 - Archived webinar & resources free to members; \$50 for others
- Families in Jeopardy: Policy Update, held June 14
 - Archived webinar & resources free to members; \$50 for others

Check out our webinars!

For more information on calling, writing, & visiting, access our webinars & resource materials/tools:

AVAILABLE TO ALL @ www.parentsatthetable.org

Is It Lobbying, Is it Not

Legislative Victories in Challenging Times

MEMBERS ONLY (or \$50 each)

Effective Grassroots Advocacy

Families in Jeopardy

The Power of Stories in Policy Advocacy

Developing an Effective Communications Plan

Developing a Public Policy Advocacy Campaign

Engaging Diverse Families in Policy Advocacy

Using Social Media in Policy Advocacy Parts I & II

Become a National PLACE Member! (\$125 introductory year for statewide and local family-led organizations): join us at www.parentsatthetable.org/join-us

