



Advocates for Justice and Education, Inc.

The Parent Training and Information Center for the District of Columbia

SOCIAL MEDIA TOOLKIT



WWW.AJE-DC.ORG

The Purpose

This toolkit was designed to help you turn your everyday social media platforms into a tool for advocacy. Included we have provided the social media handles for the DC Councilmembers, examples and quotes taken from previous testimony given by AJE's staff, as well as sample graphics to use on your platforms. Use the sample tweets and graphics as a guideline on what to share on your own Twitter, Instagram, and Facebook accounts. This simple and easy guide is a great way to have your voice heard and share your opinion about the things that matter most to you!



Upcoming Hearings

Committee on Human Services (CFSA) |
The Child and Family Agency | February
25th

Committee Chairperson: Brianne Nadaeu

**Education Agencies Performance
Hearing |** (OSSE, DCPS, SBOE, DCPCSB,
Office of Deputy Mayor of Education)
| March 9th

Committee Chairperson: Phil Mendelson

For more information on other upcoming
hearings please [click here](#).

District Councilmembers

Ward 1: **Brianne Nadeau**

Chairperson of Human
Services

Social Media Handles:

Instagram:

brianneknadeau

Twitter: @BrianneKNadeau

Facebook:

@BrianneKNadeau

Ward 2: **Brooke Pinto**

Social Media Handles:

Instagram: cmbrookepinto

Twitter: @CMBrookePinto

Facebook:

@CMBrookePinto

Ward 3: **Mary M. Cheh**

Chairperson of Committee
on Transportation and the
Environment

Social Media Handles:

Twitter: @marycheh

Facebook: @cmmarycheh

Ward 4: **Janessa Lewis George**

Social Media Handles:

Instagram: janeese4dc

Twitter: @janeese4dc

Facebook: janeese4dc

District Councilmembers

Ward 5: Kenyan R. McDuffie

Chairperson Committee
on Business and
Economic Development
Social Media Handles:
Instagram: cm_mcduffie
Twitter: @CM_McDuffie
Facebook:
KenyanR.McDuffie

Ward 6: Charles Allen

Chairperson Committee
on the Judiciary and Public
Safety
Social Media Handles:
Instagram: cmcharlesallen
Twitter: @charlesallen
Facebook: cmcharlesallen

Ward 7: Vincent S. Gray

Chairperson Committee
on Health
Social Media Handles:
Twitter: @VinceGrayWard7
Facebook:
@VinceGrayWard7

Ward 8: Trayon White, Sr.

Committee on Recreation,
Libraries and Youth Affairs
Social Media Handles:
Instagram: @trayonwhite
Twitter: @trayonwhite
Facebook: @trayonwhite8



Sample Tweets:

These examples are statements given from prior hearings that can be used as samples for you when constructing your own Twitter or Facebook statements. Be sure to tag or “@” the correct councilmember when sharing your tweets. This should include your council member for your ward and the chairperson that oversees that committee. That will increase your chances of your tweets being noticed by the people who can potentially provide the most support!



1

Students with disabilities must be prioritized and protected! There needs to be funding allocated for services and resources for your students and families! Councilmembers @PhilMendelson should ensure those needs are reflected.

2

In order to make sure that students with disabilities have a smooth transition back to school. In order to do that we need to talk about recovery and what that looks like @PhilMendelson.

3

D.C. Public Schools (DCPS) does not have an adequate # of school-based mental health clinicians. The ASCA recommends 1 Counselor : 250 students. DCPS has 1: 408. Students mental health services must be prioritized. @BianneNadeau must allocate more resources to ensure it does!



4

W/o the Access to Justice Initiative funding, it would not be possible to serve as many of the D.C. families as we have; however, we need additional support to continue this important work and address the compounding inequities that exist in our public school system.

- Stacey E.

5

When all residents have access to justice through legal services, we can identify and address dysfunction in a system and gaps in services. - Stacey E.

6

To provide equitable access to education during continued distance learning we urge the Council to ensure there is adequate funding to support the school's ability to implement the Advisory's Group recommendation.

- Rochanda H.T.

7

Access to civil justice in a community means that no one is left behind or unheard, and therefore we serve as both a check and a balance to ensure that the government is working for everyone both in the short-term and the long-term. -Rochanda H.T.

8

However, funding needed to expand essential school based mental health services for our students should not come at the expense of cutting community based mental health services. Our children can't be considered in isolation but as members of a family. - Rochanda H..T.

9

Prioritizing the mental health and wellbeing of families and communities is critical to a successful recovery. Thus, investments in mental health must reflect this commitment to the whole family and communities. -Rochanda H.T.



Sample Graphics



These graphics are sample statements that were given at previous hearings that you can use as inspiration to create your own. When using and sharing a graphic whether on Instagram, Facebook, or any other platform, be sure to use the correct social media handle for your councilmember; doing so will increase your chances of it being seen! Graphics can be created using a number of platforms for free including Canva, Microsoft word, etc.



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Access to civil justice in a community means that no one is left behind or unheard, and therefore we serve as both a check and a balance to ensure that the government is working for everyone both in the short-term and the long-term.

-ROCHANDA HILIGH-THOMAS, ESQ.



Legal services are a backbone of this community and has led the charge responsibly for the advancement and growth of so many individual residents and community-based support systems.

STACEY EUNNAE

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Our children cannot be considered in isolation but as members of a family and larger community unit to which they belong and who they rely on for their stability... Prioritizing the mental health and wellbeing of families and communities is critical to successful recovery. Thus, investments in mental health must reflect this commitment to the whole family and communities.

ROCHANDA HILIGH-THOMAS, ESQ.

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