



Keeping the Momentum:

Advocacy and Communications Innovations

Helen Blank, National Women's Law Center

STRONG START IN ACTION

Special Delivery!

Advocates from NWLC, CLASP, NAEYC, NBCDI, Child Care Aware of America, Early Care and Education Consortium, CDF, Head Start, ZERO TO THREE, and MomsRising delivered over 30,000 letters and artwork to Cecilia Munoz at the White House.



STRONG START IN ACTION

Offline Events to keep up momentum

- Event – Chutes and Ladders on the Capitol Lawn

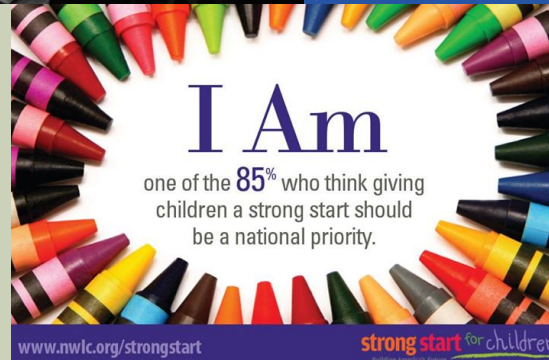
- Event – Early Learning Builds Our Future!



STRONG START IN ACTION

Facebook Graphics make a difference!

- Story collection graphics allowed us to send all 100 Senators stories from their constituents
- We delivered valentines to Members' district offices and posted matching graphics online



STRONG START IN ACTION

Online actions

- Our #PreKForAll Twitter storm on 6/5/13:
 - Trended nationally for over an hour
 - 40 million potential viewers



- Our #StrongStart Twitter storm on 1/21/14:
 - Had tons of people send in pictures
 - Trended in multiple cities



HOW DO WE DO IT?

KEY COMPONENTS OF KEEPING UP THE DRUMBEAT

- **Awesome Visual**
- **Plenty of Notice**
- **Help from our Friends**
- **Integrate Social Media**
- **Make it Easy**
- **Replicate Success**

TAKE RISKS

TWITTER ACTIONS

Tweet Chat


- Q&A format
- One host group
- Multiple featured guests
- You control the message
- Best uses:
 - Bill intro
 - New data release
 - Any time you want to set the agenda

Twitter Storm

- Virtual rally
- Anyone can participate
- No set agenda
 - Which means no controlled message
- Best uses:
 - Making your group's voice/angle heard on a big current event
 - Groups working together on general topic with varying positions / goals
 - When it matters more that people are talking than what they're saying


CHAT VS. STORM

Tweet Chat

 **White House Af-Am Ed**
@AfAmEducation


Q2 Please share an example of a successful strategy working to support achievement & access for Black girls.
12:13 PM - 26 Jun 2014

3 RETWEETS

 **LDF Legal Defense Fund**
@NAAACP_LDF


A2 AA girls suspended more than all girls & most boys. Baltimore changed discipline code and is ending this disparity #AfAmEdChat
12:15 PM - 26 Jun 2014

3 RETWEETS 3 FAVORITES

 **Nakisha M. Lewis**
@NakLew

A2: I believe in funding advocacy campaigns to elevate the voices of Black girls & provide access to decision tables #AfAmEdChat
12:16 PM - 26 Jun 2014

5 RETWEETS 1 FAVORITE

 **TFA-Black Community**
@gather4ed

A2 WOC are vastly underrepresented in the growing STEM fields, and we hope to work together to increase those numbers. #AfAmEdchat
12:17 PM - 26 Jun 2014

5 RETWEETS 2 FAVORITES

Twitter Storm

 **Voices 4 UT Children** @utochildren · Sep 10
I believe we should #investinkids because the achievement gap starts early.
only/#KCBCE



View on web

Expand

Early Edge CA and 2 others retweeted
Hannah Matthews @HNMatthews · Sep 10
Children start learning on day one. That's when we need to #InvestInKids!
#Rally4Babies!



Expand

CLASP and 2 others retweeted
NVICL @nvicl · Sep 10
Children like this little one want to reach their full potential — and we can make that happen when we #investinkids!



HOW DO I GET STARTED?

- Decide which format is best for you (chat or storm)
based on previous slide
- Choose a hastag
- Choose a date
- Organize your guests
- Prep your materials

GETTING STARTED: HASHTAGS

- Short, specific unifying factor of every tweet you'll send
- Links to unique page →
- Communicate a message
 - I should know what you're talking about just by looking at your hashtag
 - Only use acronyms that have meaning in your community
- Consider how your hashtag idea could be “hijacked” by people who disagree with you
- Hashtags take up characters!
 - You only get 140 per tweet, and both hashtags & links count against those 140.
 - #InvestInKids is a better hashtag than #InvestInEarlyLearning for this reason



The screenshot displays a vertical list of tweets on a light green background. Each tweet includes a profile picture, the user's name and handle, the date (Oct 3), and the text of the tweet. The tweets are as follows:

- First Focus** (@First_Focus) - Oct 3: "We can't stand for this as a country. Child Poverty Rampant in Many of Biggest U.S. Cities: bit.ly/1xLWxYo v @JJINews #InvestInKids"
- Ed Walz** (@edwalz) - Oct 3: "Interesting read! #InvestInKids RT @elisefoley: So, how much can you actually trust polls? (and #ff @RachelLienesch) huff.to/YXleka"
- ChildrensHealthFund** (@chfund) - Oct 3: "Nice! #InvestInKids #bthru8 RT @PreschoolToday: News: #California spending \$67 million to add #preK slots. ow.ly/CfhqN"
- Educare Schools** (@EducareSchools) - Oct 3: ".@EducareNOLA serves children from birth to 5 bc they start learning long before kindergarten bit.ly/1vu1UYH #investinkids"
- Jody Mack** (@Isjois) - Oct 3: "RT @First_Focus Catherine Rampell: America is defunding its children - St. Louis Post-Dispatch bit.ly/1viTQsv #InvestInKids"
- First Focus** (@First_Focus) - Oct 3: "Catherine Rampell: America is defunding its children - St. Louis Post-Dispatch bit.ly/1viTQsv #InvestInKids"
- Barbara Mikulski** (@SenatorBarb) - Oct 3: "When we #investinkids we invest in our future. So pleased to be named 2014 Defender of Children by @Campaign4Kids! campaignforchildren.org/content/champi"

KEEP IN MIND: you only get 140 characters at a time, but you can string together multiple tweets to form a complete idea.

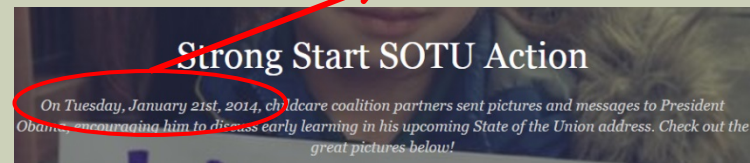
GETTING STARTED: SCHEDULING

- Choose a date that makes sense relative to what you'll be talking about →
- Be triple-sure you've pre-cleared the date with all participants
- Be time-zone friendly where applicable
 - If you're in Ohio but have affiliates in San Diego, don't schedule your Twitter action for 10 am ET!



Back to school action scheduled for September, when many schools start

When we wanted to discuss the State of the Union, we tweeted on the day of the speech



GETTING STARTED: ORGANIZING YOUR GUESTS

- Send a Save the Date → to anyone you're counting on to participate, about two weeks before the event is slated
- **RECRUIT, RECRUIT, RECRUIT!**
 - If this is a tweet chat, you will have already reached out to your featured guests before this save the date
 - Legislators, executive branch members, bill authors, advocates, teachers, big names in the field
 - You can also crowdsource questions for a tweet chat from your social media followers
 - For a Twitter storm, this Save the Date should go far and wide to relevant networks via email
 - Also post to your social media accounts! Twitter, Facebook, etc.

Sample Save the Date

#InvestInKids Tweetchat
Tuesday, December 10 at 2:00 EST

On this [Tweetchat](#) we will be discussing the Strong Start for America's Children Act. We have a variety of great guests confirmed – Congressman George Miller, Mark Shriver, Senior Vice President for Strategic Initiatives at Save the Children, and Marian Wright Edelman, Founder and President of Children's Defense Fund. Stay tuned for even more special guests!

Please join us and invite your governors, local leaders, and elected officials to join as well.

Here are some sample tweets to promote the chat – feel free to adapt them to fit your audience.

Join [YOUR ORGANIZATION'S TWITTER HANDLE] & @nwlc for a [tweetchat](#) on early learning! 12/10 from 2-3pm ET on #InvestInKids

Ask [YOUR ORGANIZATION'S TWITTER HANDLE] & @nwlc YOUR questions about early learning! Join our 12/10 [tweetchat](#) from 2-3pm ET on #InvestInKids

Join our early learning [tweetchat](#) w/ @nwlc on 12/10 from 2-3pm ET and tell us why YOU think we should #InvestInKids!

Want to learn more about the early learning legislation? Join [YOUR ORGANIZATION'S TWITTER HANDLE] & @nwlc from 2-3pm ET on 12/10 on #InvestInKids!

Resources

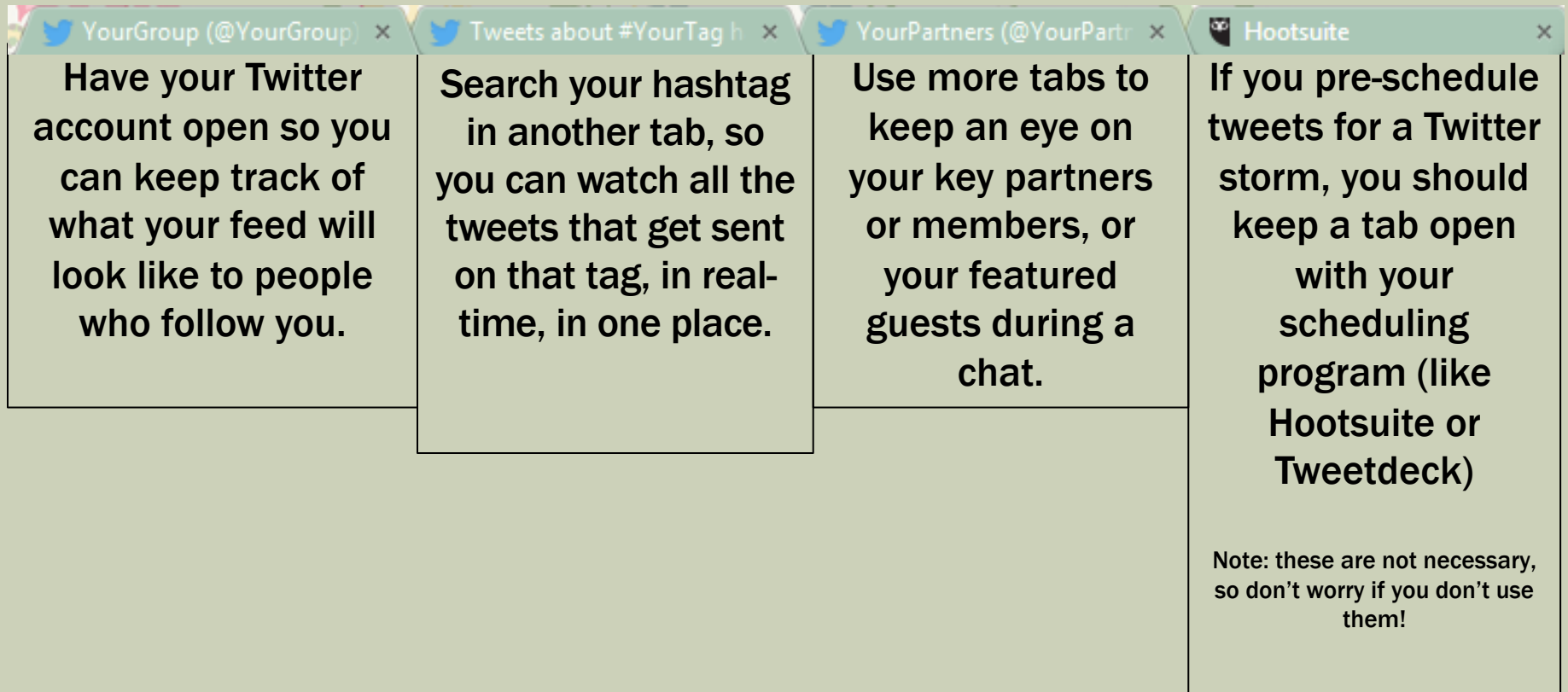
Attached and below is a graphic that you can share on social media to promote the [tweetchat](#) on the 10th.



GETTING STARTED: PREPPING YOUR MATERIALS

- Always have your materials ready ahead of time!
 - Twitter is a real-time service, but that doesn't mean you have to come up with everything on the fly!
- For a Twitter storm:
 - Prepare sample tweets to send your members/partners.
 - These should be different from the tweets you'll send from your own account, to vary the messaging of the event.
- For a tweet chat:
 - The host account should finalize the official set of questions about a week in advance, and send them to the guests to prep answers
 - Everyone should send final answers back to the host group so a final script of the entire Q&A can be made & sent around
 - Use the script as a way to measure time between questions are sent out, so you're sure everyone has said their piece

DURING THE EVENT: HOW SHOULD MY SCREEN LOOK?



YourGroup (@YourGroup) x	Tweets about #YourTag h x	YourPartners (@YourPartn x	Hootsuite x
<p>Have your Twitter account open so you can keep track of what your feed will look like to people who follow you.</p>	<p>Search your hashtag in another tab, so you can watch all the tweets that get sent on that tag, in real-time, in one place.</p>	<p>Use more tabs to keep an eye on your key partners or members, or your featured guests during a chat.</p>	<p>If you pre-schedule tweets for a Twitter storm, you should keep a tab open with your scheduling program (like Hootsuite or Tweetdeck)</p> <p>Note: these are not necessary, so don't worry if you don't use them!</p>

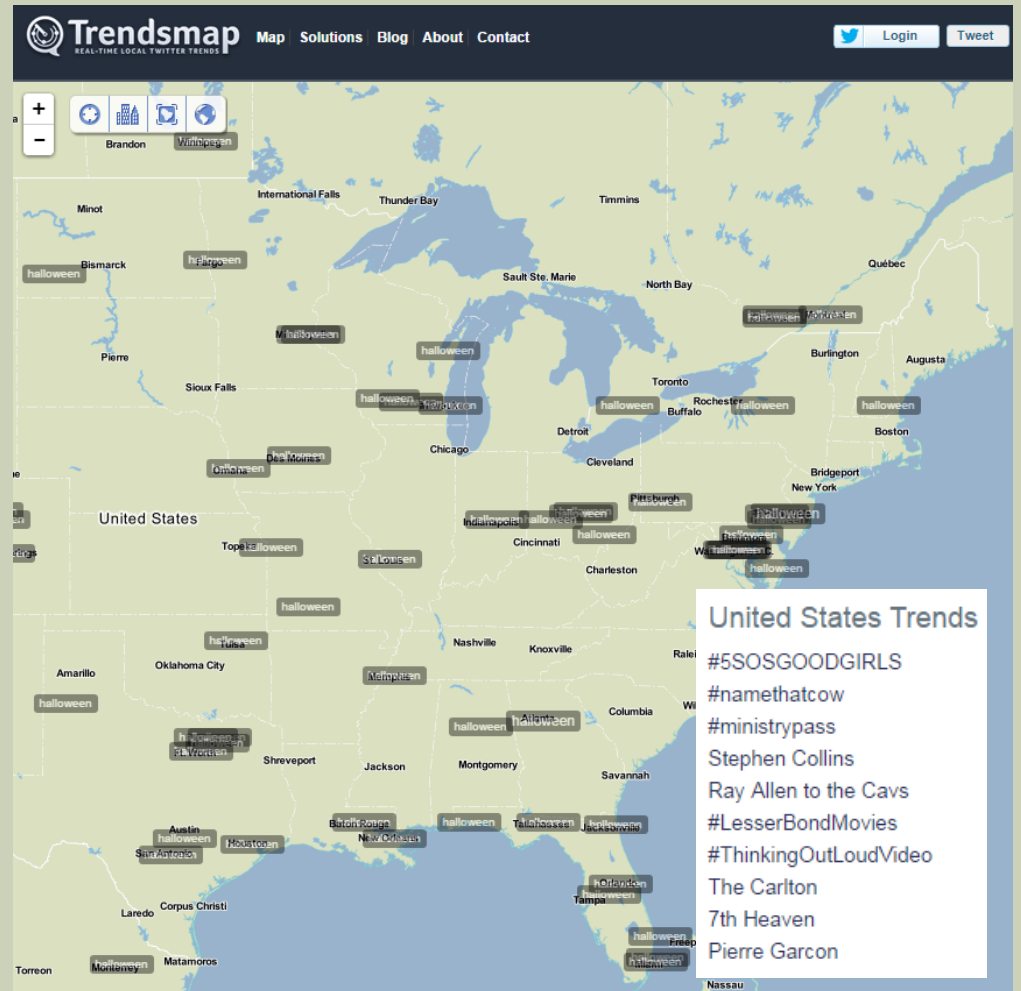
DURING THE EVENT: TRENDING

The goal of a Twitter storm is to **trend** - locally or nationally.

Trending is when a large number of people in one area are all tweeting about the same thing. You're going for critical mass.

All engagement helps trending:

- Tweets
- Retweets
- Replies that include the hashtag



DURING THE EVENT: RETWEETS

During a tweet chat

- Start the chat with a introduction tweet, the way you'd kick off a conference call, and end with a thank you to signal that the chat is over.
- If you're the host account, retweet all the answers from your guests so your feed shows the full script & your followers can follow along
 - They can see the whole conversation if they search the hashtag, but if they only follow one participant, or are checking a few hours later, they may not be able to see what's going on
- Retweet any grasstops or key partners who happen to participate even if they aren't featured guests

During a Twitter storm

- Retweet your grasstops and key partners/members to be friendly and encourage them to do more Twitter events with you in the future
 - And to bump engagement so you have a better chance of trending!
- Keep a balance of retweets and original tweets
 - You don't want to look self-centered but don't want to drown your own voice out either

NOTE: you can reply to unsolicited / random tweets that come in if you want, but it's best to be selective and keep your attention on what you've prepped.

QUESTIONS?

Melanie Ross Levin

Director of Outreach

mrosslevin@nwlc.org

Helen Blank

Director of Child Care & Early Learning

hblank@nwlc.org

Katie Hegarty

Online Outreach Assistant

khegarty@nwlc.org

