

EDTRUST PRESENTS:

COMMUNICATIONS FOR FIERCE ADVOCACY

A WEBINAR TRAINING SERIES FOR
EDUCATORS OF COLOR

How to Leverage Your Social Media for Advocacy



APRIL 15, 2024
MONDAY



AT 06.00 PM
- 07.00 PM ET



REGISTER ON ZOOM

MORE INFORMATION:



@edtrust



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www.edtrust.org

Icebreaker QUESTION

While We Wait: Introduce Yourself!

1. What is your name, pronouns, position?
2. Where are you coming from?
3. What is your most used social media platform?



Norms to keep in mind:



- ▶ **Assume best intentions**
- ▶ **Be present & keep open mind**
- ▶ **Speak your truth**
- ▶ **Listen to understand**
- ▶ **Focus on solutions**
- ▶ **Celebrate Successes**

Today's Meeting Goals

Social media is an essential platform and vehicle for digital organizing and advocacy efforts. Teachers can leverage their own personal social media to become outspoken advocates on behalf of students. In this session, teacher advocates will learn about the different platforms' audiences and potential, hear from fierce advocates themselves who leverage their socials to take action, learn concrete ways to increase their own advocacy efforts, and walk away with clear steps for action.

We hope these trainings will allow you to:

1. Build your communications skills & toolkit so you can go back to your school communities with next steps to advocate loudly for your students
2. Help connect you with people and resources to learn more about effective messaging and advocacy
3. Build your confidence and a support system with other like-minded educators to advance equity in education



Stipends Available for Teachers!

Great news! EdTrust has available funds/stipends available to educators who are putting their advocacy and learning into practice! Whether around literacy or the need to stop book bans, you all as teacher leaders and advocates are on the frontlines pushing for change for students and their school communities.

Requirements to qualify for the \$150 stipend:

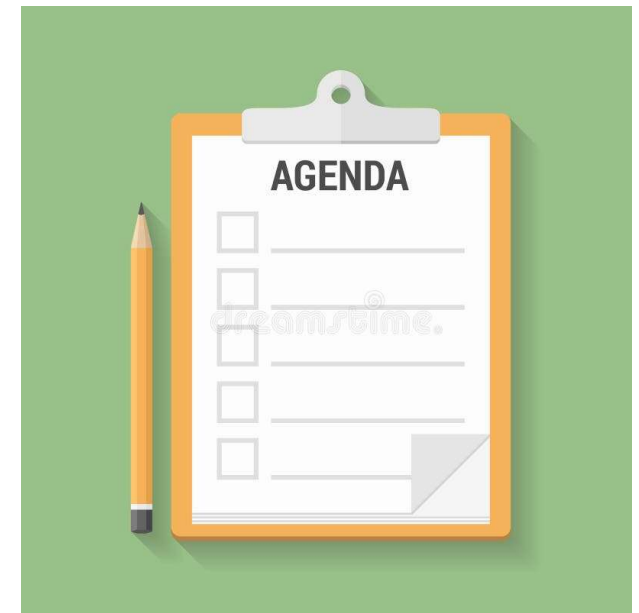
- **Attend and fully engage in at least 2-3 “Communications for Fierce Advocacy” webinar sessions** (monthly Jan-May)
- **Show proof of application of learning** in one of the following ways:
 - Written published piece (blog, op-ed, letter to editor)
 - Sharing testimony at a school board meeting
 - Advocating and engaging through social media in some capacity
 - Participating in a media interview/sharing with reporters
 - Informing research and policy
 - Advocating at the capital

Those who earn stipends will be notified by end of May on a first-come first-served basis from when evidence of learning is shared.



AGENDA FOR TODAY

- **Intro/Welcome** (5-10 mins)
- **What's the Buzz? Deep Dive into Platforms and Content Impact** (10 mins)
- **In Our Own Words: Fierce Advocates on Socials** (15 mins)
- **Beginning to Raise Your Profile on Social Media** (15 mins)
- **Wrap-up and Next Steps Towards Action** (5 mins)



Our speakers for today:



Grace Aiyedogbon

Senior Manager, Digital Communications

Former communications manager at the National Center for Learning Disabilities (NCLD)



Ana Henriquez

Digital Communications Associate

Former editor-in-chief for the student newspaper at Prince George's Community College

Raising Your Profile on Social Media

April 15, 2024



The Education Trust

How You Can Use Social Media to Uplift Your Voices & Other Advocates

- **To share education related/informational materials including but not limited to:**

- Research and data analysis, commentary on current issues affecting teachers and students through social media posts or blogs posts

- **To raise the general public's awareness of equity issues in education through:**

- Engaging in timely conversations on key education issues (#AntiCRT, #BookBans, #CantBeErased, #StudentDebt, #AffirmativeAction etc.)

- Direct response to questions, misconceptions or outright lies

- The dissemination of informative news articles and reports from respected and reliable organizations (news outlets, partner organizations, government agencies)

- **To find educator communities and advocacy groups across social channels:**

- By utilizing Facebook and or LinkedIn groups

- Adding to the conversation using popular hashtags (like #BookBans) across social channels

- **To influence education policy and practice by:**

- Communicating directly with elected and institutional leaders, and practitioners

- Asking followers to take direct action (attend an event (online & in person), contact their elected or appointed government leaders, etc.)



TikTok
@mahaganythe

Social Channels to Engage On

- **Twitter/X**
 - **Audiences:** Policymakers, civil rights partners/advocacy groups, education advocates, media, general public
- **LinkedIn**
 - **Audiences:** Education leaders (principals, superintendents, school administrators, teachers, professors), students, researchers, media, education advocates, professionals
- **Facebook**
 - **Audiences:** Parents, mommy groups, teachers, civil rights partners, education advocates, general public
- **Instagram**
 - **Audiences:** Young adults, students, parents, activist voices, advocacy groups, general public
- **Tik Tok**
 - **Audiences:** Young adults, students, activist voices, advocacy groups, Tik Tok communities ([Book Tok](#), [Teachers of TikTok](#), etc.), general public
- **YouTube**
 - **Audiences:** Civil rights partners, advocacy groups, education advocates, media, general public



Why You Should Raise Your Profile on Social Media

- **Engage** directly with advocates and communities who care about education equity
- **Connect** with key media voices to amplify your work and advocacy priorities
- Use social media as a tool to **gather data**
 - For example: Following the tag, #ChronicAbsenteeism, will help you learn about the top organizations/spokespeople who speak and care about the topic
- **Become a leading voice** in the ed policy community by leveraging your expertise as a thought leader
- **Share the impact** of your work and what's at stake



Examples of Great Spokespeople



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Advocates on Socials!

Advocates using social media as a tool to raise awareness & act on an issue

Our speaker today is:

Ciara Hart, External Relations Manager for Louisiana, EdTrust

@edtrustla | @missciarahart

- **Bio:** Ciara Hart serves as the external relations manager for Ed Trust in Louisiana, where she focuses on consistent community engagement to highlight education inequities in the state. Prior to joining Ed Trust, Ciara was a community organizer with the South Louisiana Coalition for Education, where she collaborated with parents, caregivers, and families, and other stakeholders to fight for greater equity and better outcomes for kids in urban centers and rural areas. Recently, Ciara was elected to local Democratic Party leadership, where she aims to increase voter engagement and advocacy amongst younger generations. A former public-school teacher and a proud Louisiana native, Ciara is committed to making Louisiana a better place to live, learn, and raise a family.





Sharif El-Mekki • 2nd
 Chief Executive Officer The Center for Black Educator Deve...
 1mo • 🔒

+ Follow ...

Some things are just not-negotiable. Be anti-racist or leave.



No, You Should Not Be Teaching Black Children if You Reject Anti-Racism
 edpost.com • 14 min read



Sharif El-Mekki

@selmekki Follows you

Proud BPP Cub. Activist. Educator. Student: #NidhamuSasa, Overbrook HS & Qom, Iran. 1/4 of @8BlackHands1 Founded: @fellowshipbmecc @CenterBlackEd @Phillys7thWard

Sharif El-Mekki (@selmekki)

Chief Executive Officer The Center for Black Educator Development
 Former Teacher and Principal



selmekki • Following ...



selmekki 2d
 Our youth's rallying cry and demand. An exhortation but a mission that they're claiming as future Black teachers themselves. #WeNeedBlackTeachers @centerblackecd

Onwards.



cheewah_2 2d
 You and I should talk, brother @selmekki



244 likes

2 days ago



Add a comment...

↻ Sharif El-Mekki reposted



The Education Trust @EdTrust · Apr 9

School curriculum is under attack in the U.S., but we know ALL students need to learn #HonestHistory. Register for the #CantBeErased event w/ @RepPressley, @kurtsenior, @MsPackyetti & more to gain advocacy tools to challenge #Censorship. 04/17 📍 edtru.st/CantBeErasedEv...

Sharif El-Mekki reposted this



Elevate 215
2,013 followers
1w •

+ Follow

At the Philadelphia Board of Education meeting yesterday, a topic of conversation was centered on the importance of expanding algebra programs available to students before the 9th grade. ...see more



School Practices that Work: Algebra Summer Bridge Program Breaks Barriers - Elevate215

elevate215.org • 1 min read

Sharif El-Mekki (@selmekki)

Chief Executive Officer The Center for Black Educator Development
Former Teacher and Principal



Alexis M. (She/Her) • 3rd+

Education & Social Justice Advocate | Elementary School Dean of ...

3w ...

I would love to be a part of this. Literacy and social Justice is why I went into education (late in life). I am going to start my alternative teaching license in the Fall.

Like · 1 | Reply · 1 Reply



Sharif El-Mekki Author

Chief Executive Officer The Center for Black Educator Dev...

3w ...

Alexis M. awesomeness! Similar to my post as well! We were supposed to be in NM, but it didn't work out. However, please check out our virtual FSLA program! <https://thecenterblacked.org/fsla-home/>



Freedom Schools Literacy Academy - CBED Website
thecenterblacked.org



Sharif El-Mekki Author

Chief Executive Officer The Center for Black Educator Development

1mo ...

Thanks for reading and sharing, everyone. Appreciate yaw and I'm glad it resonated with you! Keep pushing for educational and racial justice. They're inextricably bound. More can be found here: www.Phillys7thWard.org

Thanks again!

Key Behaviors and Best Practices

- **Welcomes commentary and engages with audience in a respectful manner**
 - Ties in their work and or advocacy priorities to timely issues
 - Promotes self authored and related resources
 - Consistently amplifies the latest news on areas of interest
 - Follows and connects with the key topics and writers covering their issue areas
 - Engages and reposts aligned equity work across channels
-



Brittani @BDMWilliams · Oct 8

Celebrated.
I am grateful for my Ed Trust fam.
❤️😊



Brittani

@BDMWilliams Follows you

Brittani Williams (@BDMWilliams) - EdTrust

Former Senior Higher Ed Policy Analyst, EdTrust

...

Brittani reposted



The Education Trust @EdTrust · Jul 27

...

On Black Women's #EqualPayDay, we must remember that "the promise of economic stability that comes with higher education has not materialized". In @19thnews, @BDMWilliams highlights how 'difficult it is for Black women to attain wealth' due to #StudentDebt



Brittani @BDMWilliams · Oct 18

...

Whew!! Drs. Montoya & Jenkins are dropping GEMS right now!!!

The Education Trust @EdTrust · Oct 18

TODAY at 2pm ET: In this conversation, @Penn's @Markie_Jay06 & @InsideTrack's Roberto Montoya, will discuss the importance of representation on college campuses, what policies should be implemented now that #AffirmativeAction has been struck down, & more! edtru.st/3rFV9uJ





The Education Trust @EdTrust · Sep 26

Live tonight at 7pm ET on @theGrio! Catch our very own @BDMWilliams in conversation w/ @marclamonthill on what the incoming student loan repayments mean for #BlackBorrowers & #StudentParents. #BlackStudentDebt #StudentDebt

Brittani @BDMWilliams · Sep 25

Tune in to @theGrio TV tomorrow 9/26 at 7pm EST to catch me chatting with @marclamonthill about student loan repayments starting next month!!

Thanks again @theGrio for having me!! ❤️



Brittani @BDMWilliams · Oct 7

🗣️🗣️ let's talk about it!

The Education Trust @EdTrust · Oct 6

.@marclamonthill of @theGrio sits down with Brittani Williams (@BDMWilliams), our senior policy analyst in higher education, to discuss student loan repayments resumption & what this means for #BlackBorrowers. edtru.st/45bauB6 #BlackStudentDebt



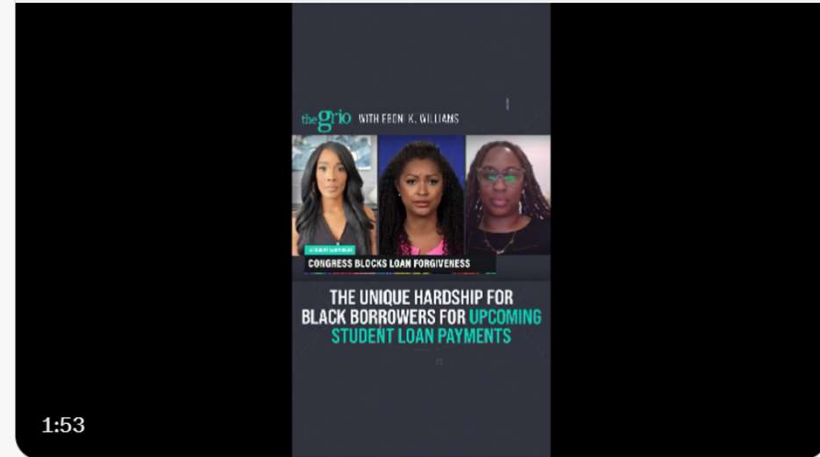
Ameshia Cross @AmeshiaCross · Jun 14

@theGrio thanks for taking the time to discuss the impact of student debt repayment on Black borrowers w/ me @BDMWilliams. @EdTrust prioritizes equity in education & is highly vigilant on college affordability. To learn more visit [EdTrust.org](https://edtrust.org)

theGrio.com @theGrio · Jun 13

Eboni K. Williams talks to Ameshia Cross and Brittani Williams with the Education Trust about the unique difficulty Black borrowers will have when it comes time to repay student loans.

Tune into theGrio with Eboni K. Williams at 6 p.m. ET on theGrio cable... [Show more](#)



Brittani Williams (@BDMWilliams) - EdTrust

Former Senior Higher Ed Policy Analyst, EdTrust



Marc Lamont Hill
@marclamonthill

Following

CUNY Presidential Professor • Host of @BET News, @TheGrio, @AJUpFront, and Coffee & Books • Owner of @UncleBobbies • Sixers Fanatic • Philly Born • KAPU MADE

Quick Quiz!

What does Brittani do well?



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Key Behaviors and Best Practices

- **Leverages personal story to connect to their work**
 - Engages directly with education writers/journalists across social channels
 - Leads and joins the conversation with their audience and or followers by providing thoughtful commentary on key issues
 - Reposts and amplifies media mentions and tags @edtrust for visibility
 - Proactively engages with EdTrusters and EdTrust events
-

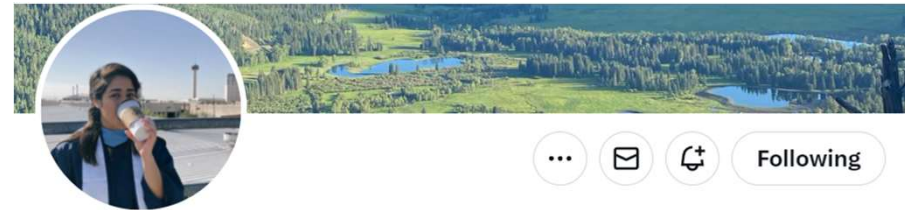
Next Steps



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Next Steps/ Where to Begin:

- Determine the platform that works best for you - Where would you like to build your profile?
 - Choose or create a public facing profile (on Twitter/X, LinkedIn, IG etc.) that can represent your work
- Update your profile bio so it includes your name, title and a link to your bio page
 - Be sure to add a disclaimer that your views are your own
- Connect and or follow the leading voices, publications and organizations connected to your issue areas and education equity
- Start posting and engaging in conversations!
 - On Twitter/X, LinkedIn, FB and IG, utilize popular/established hashtags to raise your visibility



andrea ramirez

@MsRamirezEd Follows you

advocate • educator • organizer • texas ex • comms @EdTrust • all views are my own
• 210 📩 202

📍 Washington, DC 📅 Joined July 2019

395 Following 108 Followers

👤 Followed by The Hunt Institute - K12Ed, Mr. Salas (he/him/his), and 7 others you follow



Ameshia Cross

@AmeshiaCross Follows you



NancyD

@NancyDuchesneau Follows you

Senior Researcher @EdTrust
edtrust.org/team/nancy-duc...
Views are my own

Thank You!



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Let's put this into practice!

Craft Your Own Sample Social Media Posts

One easy way to engage on social media is by sharing/re-sharing posts, articles, campaigns, resources, or other items that might be helpful for students, families, and your followers. You want to make sure to customize in your own voice!

You will have 5 minutes to draft your own sample posts using the existing language from existing posts/toolkits: [CLICK HERE](#)

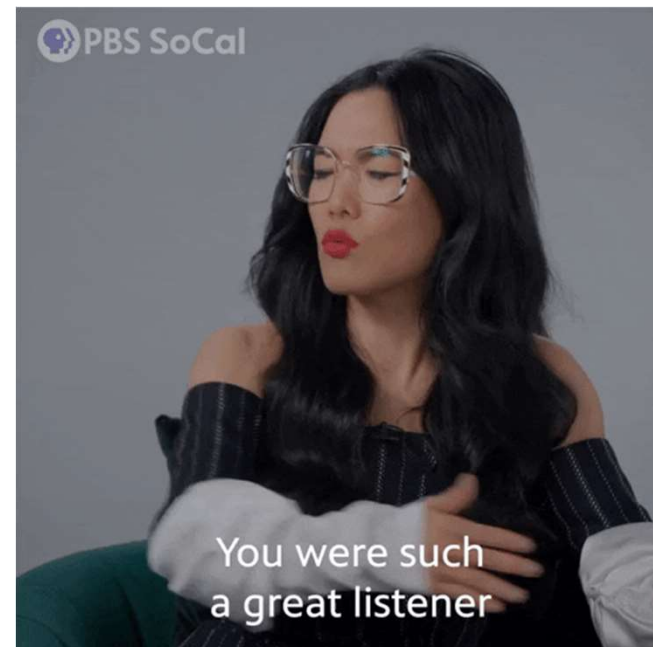
Things to keep in mind:

- Keep it short & simple
- Tag others when interacting on socials for more engagement
- Share pictures and resources when most helpful and opportune
- Use hashtags to increase reach when appropriate
- Refrain from using inflammatory or deficit-based language
- When posting, focus on content rather than people
- Remember not put blame on people, but rather systems and structures

Thank you for engaging!

Resources to consider when advocating on social media platforms:

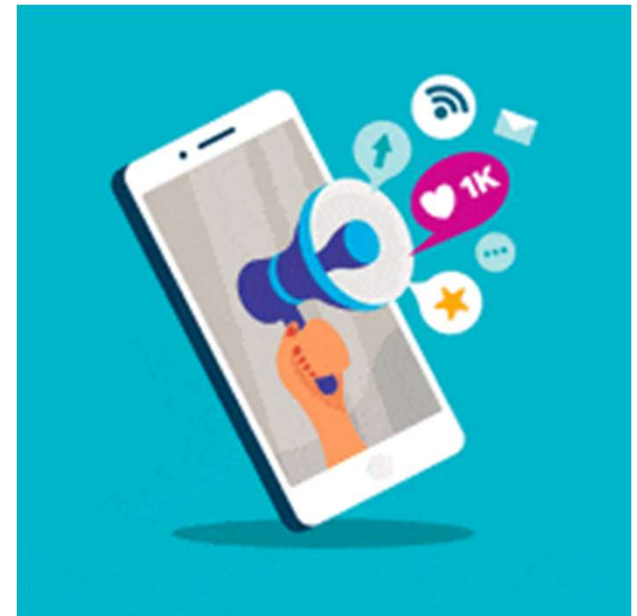
- **NASSP:** [Social Media 101: Using Social Media to Advocate and Influence Policy](#)
- **Sprout Social:** [15 ways to use social media for education](#)
- **Association for Career and Technical Education:** [Social Media Advocacy](#)
- **Voter Voice:** [How to Build a Winning Social Media Strategy for Advocacy](#)



Wrap-up & Next Steps:

So what's next?

- **Begin building your social media profile & presence**
 - Follow advocates, orgs, new outlets to keep up to date with what's happening in sphere of education
 - Tweet at or retweet around an issue you want to amplify. Share resources, readings, wonderings.
- **Follow and uplift @edtrust resources & events**
 - Instagram: @edtrust
 - Twitter: @edtrust
 - FB: <https://www.facebook.com/edtrust>
 - LinkedIn: <https://www.linkedin.com/company/education-trust/>



EdTrust's Educators of Color Network

Join our community for educators on LinkedIn:

<https://www.linkedin.com/groups/13010295/>

“Welcome to EdTrust's Educators of Color Network, a vibrant community dedicated to supporting and amplifying educators of color across all levels of education. This group is designed to provide a platform for collaboration, resource sharing, professional development, and mutual support.

In this group, we celebrate diversity and recognize the unique experiences, perspectives, and challenges faced by educators of color in the field of education. Our mission is to create a safe and inclusive space where members can connect, exchange ideas, seek advice, and inspire each other to excel in their careers.”

Join us to:

- Connect with like-minded educators who share similar backgrounds and experiences.
- Share valuable resources, best practices, and innovative strategies for teaching and learning.
- Engage in meaningful discussions on topics related to equity, diversity, and inclusion in education.
- Access professional development opportunities, workshops, webinars, and conferences tailored to the needs of educators of color.
- Find mentorship and support to navigate challenges and advance your career goals.
- Amplify your voice and advocate for positive change within the education system

OPPORTUNITY FOR EDUCATORS:

On Wednesday, April 17, at 6 p.m. ET, EdTrust is hosting Can't Be Erased, an event to rally against book bans and curriculum censorship. We'll be joined by renowned leaders in education and civil rights, who will provide advocates with tools to push back against censorship in their communities. Some notable speakers include: [Heather Harding](#), [Dr. David Johns](#), [Brittany Packnett Cunningham](#), [Christopher Bruce](#), [Congresswoman Ayanna Pressley](#), and more.

- You can register for the event [here](#).
- You can utilize this [toolkit](#) to spread the word with your audience
- You can take action against censorship & book bans by using this [advocacy hub](#)
 - Includes [Messaging Guide by RALLY](#)

The Education Trust **JOIN EDTRUST** FOR

Can't Be Erased

An Event to Rally **AGAINST** Book Bans and Curriculum Censorship

REGISTER! [EDTRUST.ORG/BOOKBANS](https://edtrust.org/bookbans)

Wednesday, April 17, 2024, 6 p.m. ET

#CantBeErased

SPEAKERS

- BRITTANY PACKNETT CUNNINGHAM**
Activist, MSNBC analyst, and host of Undistracted podcast
- HEATHER HARDING**
Executive director, Campaign for Our Shared Future
- PRESTON MITCHUM**
Author, attorney, civil rights advocate, Bravo TV personality, and CEO of POM Consulting, LLC
- DR. DAVID J. JOHNS**
National Black Justice Coalition Executive Director/CEO

Protecting our STUDENTS
Protecting our DEMOCRACY

EDTRUST OPPORTUNITY FOR EDUCATORS:

Listening Session with Educators!

EdTrust is interested in hearing from leaders of color who are, or have been, teachers on their **thoughts regarding through-year assessments**.

Through-year assessments are a relatively new approach to statewide assessments which aim to replace traditional end-of-year summative assessments. The goal of this type of statewide assessment system is to provide more timely information to teachers about what a student knows/needs additional support with while ensuring state assessments are more connected to the immediate work students are completing in school.

EdTrust is interested in hearing from leaders of color regarding their initial reactions to this type of assessment system, and any concerns they may have about its adoption. EdTrust would also like to gauge leaders' ideas for specific considerations that states should keep in mind to ensure such a system is equitable for students.

EdTrust will use the insights from this listening session to inform the research and advocacy strategy on this issue moving forward.

Fill out the interest survey: <https://forms.office.com/r/YxD8ur8gqs>

If you are interested in participating in this listening session, please fill out this form by **Monday, April 22nd**, and we will reach out with more information. **Compensation for participants may be provided.**



Please Join Us!

NEXT TRAINING SESSION: *Developing and Leveraging Relationships with Reporters* Monday May 20 (6-7PM ET)

Registration Link:

https://edtrust.zoom.us/meeting/register/tZEtcu2rqD0uEtOJPTmP5ze_viWCHI1fncyC

- **Follow us on socials!**

- **Instagram:** @edtrust
- **Twitter:** @edtrust
- **FB:** <https://www.facebook.com/edtrust>
- **LinkedIn:** <https://www.linkedin.com/company/education-trust/>



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MORE INFORMATION: @edtrust @edtrust www.edtrust.org

The poster features an illustration of three people (two women and one man) in a professional setting, with one woman pointing at a document. The background is a light yellow color.