



## COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

### ***Community Action Social Media Outreach***



Social media is a great way to get the word out about Community Action, especially during Community Action Month! Through social media, your agency can control your messages and enlist your followers as ambassadors who share your content with their

own networks. Social media also helps supporters engage with your agency and helps you reach new people who may not know about the excellent work that Community Action is doing. Plus, social media lets you be creative and innovative as you experiment with different content (images, photos, articles, facts, events, videos, infographics, etc.).

**In this section of the toolkit, we have sample social media posts and memes that you can use throughout Community Action Month.** We encourage you to use these resources to emphasize our network and unify our national awareness efforts during Community Action Month.

We also hope that you will put your own unique spin on these resources and share your ideas with us on Facebook, Twitter, and Instagram. Use our hashtag **#CommunityAction** all year round on social media to emphasize the ways that our Agencies take positive action in their communities to fight poverty, and use **#CommunityActionWorks** and **#WeR1000Strong** throughout May to promote Community Action Month. **Please follow the Partnership on social media.**



[Facebook](#)



[Instagram](#)



[Twitter](#)



# COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

## *Tweets & Posts For Specific Days in May*

**Tuesday, May 1, Share the Community Action Promise:** Share the kick-off CAM Promise meme, or share a simple video with your CAA staff highlighting the promise. [#CommunityActionWorks](#) [#WeR1000Strong](#)

**Wednesday, May 2, Older Americans Month:** Highlight your CAA programs that help seniors. Use any of the following posts/tweets, or highlight one directly related to your agency:

- 1) Providing services to help seniors maintain a high quality of life can be tough in today's economy, but [#CAAs](#) meet this challenge by delivering meals, transportation, in-home assistance, grocery shopping, meal prep & more. [#CommunityActionWorks](#) [#OlderAmericansMonth](#)
- 2) For seniors, socialization is key in maintaining independence & quality of life. [#CAAs](#) everywhere create opportunities where seniors develop stronger social networks, helping them live longer, healthier lives. [#CommunityActionWorks](#) [#OlderAmericansMonth](#)
- 3) 1,853,810 senior citizens have received services & maintained independent living situations thanks to the [#CSBG](#) network. [#CommunityActionWorks](#) [#OlderAmericansMonth](#)
- 4) [#CAAs](#) have served nearly 1.6 million families living on retirement income from Social Security or pensions. [#CommunityActionWorks](#) [#OlderAmericansMonth](#)

**Friday, May 4, May the 4th Be With You:** Share the meme honoring your [#CAA's](#) strength and fortitude as you work diligently every day to move individuals toward self-sufficiency. [#WeR1000Strong](#) [#MayThe4thBeWithYou](#)

**Saturday, May 12, Stat Saturday:** Feel free to use one of these stats today, or one of your own.

- 1) Nearly 443,000 people received federal & state tax credits with the help of [#CAAs](#) in 2016. [#CommunityActionWorks](#) [#StatSaturday](#)
- 2) In any given year, more than 15.6 million people and 6.3 million families participate in [#CAA](#) programs. [#CommunityActionWorks](#) [#StatSaturday](#)
- 3) The nation's [#CommunityAction](#) Agencies are a robust, state, & local network force—reaching children & families in 99 percent of America's counties, offering life-changing services. [#WeR1000Strong](#) [#CommunityActionWorks](#) [#StatSaturday](#)
- 4) Did you know that 15.6 million individuals served by [#CAAs](#) represent 33.4 percent of the 46.7 million Americans in poverty? [#CommunityActionWorks](#) [#StatSaturday](#)



# COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

## *Tweets & Posts For Specific Days in May*

**Tuesday, May 15, Transformation Tuesday/ International Day of Families:** Promote your family programs. Choose from any of the following 5 posts:

- 1) Living in **#poverty** is tough for the entire family. That is why **#CAAs** focus on “whole family” approaches. Research shows a whole-family approach can transform lives, leading to economic advancement. **#CommunityActionWorks #TransformationTuesday**
- 2) **#CAAs** provide food, shelter, heating assistance, housing, child care, job training & more, often through whole-family approaches to care. Our critical work helps families achieve self-sufficiency. **#CommunityActionWorks #TransformationTuesday #InternationalDayOfFamilies**
- 3) On this **#InternationalDayOfFamilies**, we are reminded that **#poverty** often affects several generations. That is why **#CAAs** bundle services & use whole-family approaches to help children, families & individuals receive needed services. **#TransformationTuesday #CommunityActionWorks**
- 4) Transforming lives is what **#CAAs** do. On **#TransformationTuesday**, we’re highlighting our **#HeadStart** program, which ensures low-income children are well prepared for school & a life of learning. **#CommunityActionWorks #InternationalDayOfFamilies**

**Wednesday, May 16 Weatherization:**

- 1) Over its 40 year history, **#WAP** has weatherized more than 7.4 million homes, creating **#healthyhomes** & lowering **#energy** burdens for families— thanks to **#CAAs**. **#WAPworks #WeatherizationWednesday #CommunityActionWorks**
- 2) **#WAP** helps workers, supporting more than 8,500 jobs. The program often trains & teaches struggling families how to save on energy costs. **#TrainingTuesday #WeatherizationWorks #CommunityActionWorks**
- 3) **#WAP** is an incredibly successful federal, state, & local partnership. Did you know it’s the largest residential energy efficiency retrofit program in the nation, providing critical **#WeatherizationWorks** services? **#CommunityActionWorks**

**Tuesday, May 22 Training Tuesday:** Post information on trainings. **#TrainingTuesday, #CommunityActionWorks**

- 1) To create opportunities for struggling individuals & families, **#CAAs** train people on how to better manage money. **#TrainingTuesday #CommunityActionWorks**
- 2) **#CommunityAction** Agencies nationwide helped 243,000 individuals in 2016 obtain the skills needed to find jobs. **#TrainingTuesday #CommunityActionWorks**
- 3) Did you know that poverty is higher in rural areas? One reason: the lack of good jobs. **#CAAs** work to retrain people in rural areas, helping them find “living wage” jobs. **#TrainingTuesday #CommunityActionWorks**



# COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

## *Tweets & Posts For Specific Days in May*

**Friday, May 25, Fact Friday:** Share factual posts.

- 1) Last year, #CAAs helped 7,588 low-income individuals find “living wage” jobs. #CAAs also created or saved 26,612 jobs. #CommunityActionWorks #FactFriday
- 2) #CAAs helped 19,168 people obtain safe & affordable housing. We also helped construct, rehab & weatherize 128,823 homes. #CommunityActionWorks #FactFriday
- 3) Since 1964, #CommunityAction has created millions of jobs & opportunities for struggling individuals and families. We create opportunities for all! #CommunityActionWorks #FactFriday
- 4) Many #CAAs are designated Health Insurance Navigators or have staff who assist individuals needing health care coverage. #CAAs made health care more accessible to 718,000 low-income individuals in 2016. #FactFriday #CommunityActionWorks
- 5) #CommunityAction uses sophisticated management & accountability practices to align a wide array of federal, state, & private resources to create healthy, vibrant communities & opportunities for struggling individuals & families. #FactFriday #CommunityActionWorks

**Tuesday, May 29, Transformation Tuesday:** Cite CAA programs that have transformed lives.

#CommunityActionWorks #TransformationTuesday

- 1) Community Economic Development programs transform lives in communities suffering from disinvestment, #CommunityAction CED projects create jobs, affordable housing & business revitalization. #TransformationTuesday #CommunityActionWorks
- 2) Did you know that #CommunityAction #CED projects transform lives, creating quality jobs, entrepreneurship opportunities & affordable housing? #TransformationTuesday #CommunityActionWorks
- 3) #CAAs mobilize initiatives to benefit communities & transform lives, such as effective responses to predatory lending or providing capital for local businesses. CAAs work diligently to develop investment partnerships to support community-wide improvements. #CommunityActionWorks
- 4) Families who live in safer, more stable housing can better manage their daily lives & their children’s nutrition, health, development & academic performance. #CAAs transform lives. #CommunityActionWorks #TransformationTuesday
- 5) [insert your community action agency] provided [insert number of people your CAA helped] people with safe & affordable housing last year. #TransformationTuesday #CommunityActionWorks



# COMMUNITY ACTION MONTH | TOOLKIT

MAY 2018

## *Tweets & Posts For Specific Days in May*

**Wednesday, May 30, Wisdom Wednesday:** Use any of these [#WisdomWednesday](#) posts to educate your social media followers about something in Community Action, like the Theory of Change.

1) Every community has different challenges. The Theory of Change ([#TOC](#)), which [#CAAs](#) follow, says a one-size approach doesn't work. What does work? Assessing local needs, creating a local strategy & monitoring progress. [#CommunityActionWorks](#) [#WisdomWednesday](#)

2) To help more people attain self-sufficiency, [#CAAs](#) look at family & community well-being to identify how they can develop programs & create opportunities for struggling individuals. [#WisdomWednesday](#) [#TOC](#) [#CommunityActionWorks](#)

3) [#CommunityAction](#) agencies follow the National Theory of Change – a framework that requires gauging a communities well-being, identifying biases, & creating programs to help people thrive. [#WisdomWednesday](#) [#CommunityActionWorks](#)

**Thursday, May 31, Thankful Thursday / Final Day:** Share our [#CAM](#) Thank-You meme. Create a meme using your staff's photo to thank others. [#ThankfulThursday](#) [#CommunityActionWorks](#)

