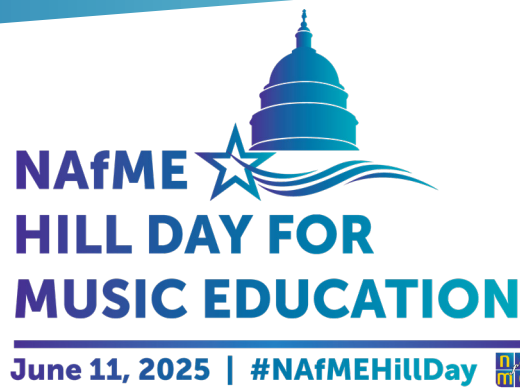




NAfME Virtual Hill Day Social Media Toolkit

Key Event Messages

- With the passage of the Every Student Succeeds Act (ESSA) in 2015, Congress recognized music education's essential role, enumerating music as part of a well-rounded education. This act allowed music education programs to receive funding under Titles I, II, and IV of ESSA.
- Funding for the U.S. Department of Education has been stagnant for years and is now \$16B below the FY 2011 level in inflation-adjusted dollars.
- The U.S. Department of Education serves a crucial role in ensuring educational excellence and equity in access for students across the country. The proposed dismantling of the department would have drastic effects on schools across the country, likely further limiting access to music education for historically excluded populations.
- Teacher shortages, exacerbated by low pay, burnout, and insufficient support from school and district leaders, are acute in music education. In 15 states and Washington, DC, shortages in arts educators disproportionately affect underserved communities.
- The **National Core Arts Standards** provide a framework for quality arts education by outlining what students should know and be able to do in dance, media arts, music, theatre, and visual arts education. However, many schools lack the resources, staffing, and facilities to implement the standards with fidelity.

List of Member Handles:

Visit this page to find the Twitter handles for your members of Congress: <https://bit.ly/119thCongressXHandles>. (Use the search function on other social media platforms to find elected officials' pages on Facebook and/or Instagram.)

Senate Committee Twitter Handles:

- @HELPCmteDems
- @GOPHELP
- @SenateApprops
- @AppropsGOP

House Committee Twitter Handles

- @HouseAppropsGOP
- @AppropsDems
- @EDWorkforceCmte
- @EDWorkforceDems

Hashtags

Make sure to share your experience advocating for music education and tag @NAfME! The official hashtags for Hill Day are

1. #NAfMEHillDay
2. #ShareTheMusic

Suggested Social Media Posts

- Today is NAfME's Hill Day! I'm participating virtually by sharing my story with legislators on Capitol Hill. Share your passion for music education through this advocacy campaign bit.ly/Advocate4ArtsEd #NAfMEHillDay
- We're committed to ensuring that Congress invests in music education. Today I'm reaching out to [MemberHandle] [MemberHandle] with information on how federal funding can support music. Join the advocacy in support of music! bit.ly/Advocate4ArtsEd #NAfMEHillDay
- Joining music education advocates in Washington DC, I reached out to staff for [MemberHandle] today to discuss their education funding priorities. Thank you, [MemberHandle]
- [use with Community Level advocacy graphic] Here are ways you can advocate in your community for music education—join me in making a difference bit.ly/Advocate4ArtsEd #NAfMEHillDay
- [use with School Level advocacy graphic] Involve students' families and others at your school in showing support for your music program! [offer an example of what you have done] Let's make a difference for music education together: bit.ly/Advocate4ArtsEd #NAfMEHillDay

Best Practices for a Virtual Hill Event

- Maximize Visibility: Increase engagement by using relevant hashtags, tagging legislators, and interacting with posts from other advocates and policymakers.
- Make sure you email and call your members of Congress before, during, and after Hill Day! You can customize the email forms available at bit.ly/Advocate4ArtsEd, and invite others to join you in sending emails.
- Foster Dialogue: Social media is a two-way street—encourage discussions by asking thought-provoking questions.
 - Example: *Our MEA is advocating for music education through our virtual Hill campaign! If you could share one key message with legislators, what would it be?*
- Use Engaging Visuals: Instead of in-person photos, share posts of virtual meetings and tag your legislators, graphics with advocacy messages (see below), or images of letters/emails being sent to legislators and photos/reels from your school or district in social media messages to your elected officials.
- Downloadable graphics showing the value of federal funding for music education programs (also available at bit.ly/NAfMEHillDay):
 - Title I: [Facebook](#), [Instagram](#)
 - Title II: [Facebook](#), [Instagram](#)
 - Title IV: [Facebook](#), [Instagram](#)
 - Community Level advocacy: [Facebook](#)
 - School Level advocacy: [Facebook](#)
 - Testimonials: [1](#), [2](#), [3](#), [4](#)