



Effective Teaching and Leading Act Social Networking Guide

Facebook and Twitter are excellent tools for sharing your message with your policymakers and for encouraging your friends and colleagues to get involved. Here we provide tips and sample tweets and Facebook posts to make it easy for you to use social networking tools to advocate for the Effective Teaching and Leading Act.

Before you get started, see [this list](#) to find links to all of the senators' social networking sites. And remember, always be polite and respectful.

Twitter

- First, follow your senators on Twitter.
- Read some of their recent tweets, and consider retweeting them or thanking them for taking action on another issue before you make your ask.
- Use the hashtag #teachlead when you tweet about the Effective Teaching and Leading Act.
- Direct tweets at your senators (e.g., @SenKaineOffice or @marcorubio) as a way to gain their attention and make your ask. Note: Only send tweets to your two senators and not to senators in other states.

Sample tweets to mobilize your colleagues:

Educators: Say no to inadequate support & pointless pd. Ask your senators to support S.1063
<http://bit.ly/15O7TLF> #teachlead

I asked @marcorubio to cosponsor the Effective Teaching and Leading Act. Ask your senators to do the same!
<http://bit.ly/15O7TLF> #teachlead

S. 1063 supports induction, mentoring, & ongoing pd. Ask your senators to cosponsor this bill today!
<http://bit.ly/15O7TLF> #teachlead

Sample tweets to make your ask:

@[insert senator twitter handle] I teach at Forest Grove High School in Crawford, GA, [tailor accordingly] & I would like you to cosponsor S. 1063 [#teachlead](#)

@[insert senator twitter handle] Effective teachers and school leaders are crucial to student learning. Cosponsor S. 1063! #teachlead

@[insert senator twitter handle] Educators deserve effective support to prepare students for college & careers. Please cosponsor S. 1063 [#teachlead](#)

Facebook

- First, like your senators' Facebook pages.
- Read some of their recent updates and consider liking or commenting on relevant updates.
- Post a status update on your own page to spread the word to your friends and encourage them to take action.
- Post a message on your senators' pages.

Sample status update:

Today, I asked Senator Portman to cosponsor S. 1063, the Effective Teaching and Leading Act. This bill supports multiyear induction and mentoring programs as well as ongoing, job-embedded professional development.

Before the new school year begins, consider asking your senator to cosponsor S. 1063, too!

<http://bit.ly/15O7TLF>

Sample post on senator's Facebook page:

I teach at Forest Grove High School in Crawford, GA, [tailor accordingly], and I would like you to consider cosponsoring S. 1063, the Effective Teaching and Leading Act. Educators need effective support so that we can prepare students to be ready for college and their careers. S. 1063 will provide us with this support through multiyear induction and mentoring programs as well as ongoing, job-embedded professional development.

Thank you!