


# WI STATE BUDGET ADVOCACY Social Media Tool Kit

As the Joint Finance Committee enters its final stage in the budget discussion, we'd like an all-out social media presence! We're asking for your help posting to social media to bring attention to the budget as the Joint Finance Committee makes its final push to draft a budget for Governor Evers to sign.

We are providing you with five posts to use on Facebook and Twitter. In addition, we've created two Facebook frames to share with your staff, residents, families, vendors—anyone! Please use them to frame any photos posted. The frames can be found in Facebook Frames—search for **WHCA1** and **WHCA2** and they should come right up. The following social media graphics can be used to promote key messages that highlight the work nursing homes and long-term caregivers are doing on a daily basis and the need to increase funding for Wisconsin caregivers.

Please tag **@LeadingAgeWisconsin** and **@WHCAWiCAL** in your posts to increase their visibility. And be sure to tag the senator and representative in your district in every post to draw his/her attention to the budget. (i.e. **@RepDanRierner**, **@GovEvers**, **@SenatorDevin**)

If you're unsure who your representatives are, go here: <https://legis.wisconsin.gov/>  
Then type in your facility address in the white box below "Who are my legislators?"



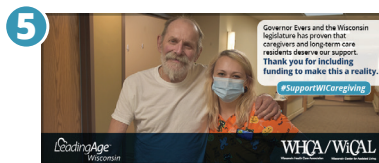
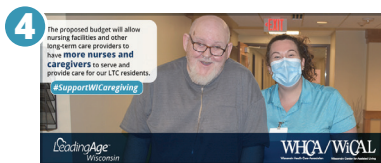
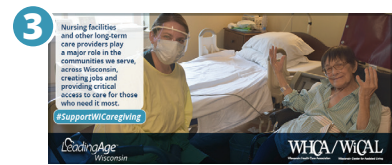
The screenshot shows the Wisconsin Legislature website interface. On the left is a photograph of the legislative chamber. On the right is a navigation menu with links: Today in the Legislature, Senate, Assembly, Law and Legislation, Administrative Rules, and More Information. Below the menu are three buttons: NOTIFICATION SERVICE (with an envelope icon), COMMITTEE SCHEDULE (with a calendar icon), and ADMIN RULES CALENDAR (with a calendar icon). The main focus is the 'WHO ARE MY LEGISLATORS?' section, which contains a text input field labeled 'Enter your address', a 'Find Your Legislator' button, and a 'Find by Map' button (with a magnifying glass icon). Below this are two buttons: 'WISCONSIN SENATE' and 'WISCONSIN ASSEMBLY'. A blue arrow points from the text above to the 'Enter your address' input field.

# Social Media Graphics for Facebook and Twitter

Please post graphics 1 through 4 starting today through the end of June (feel free to rotate them and use more than once). The final graphic (“thank you to Gov. Evers”) should be used **AFTER** the budget is complete and only **IF** the funding has been included.

In addition to these posts, continue to post your own social media posts but please tag your senator and representative in your post. (It’s a good idea to continue to do so even after the budget is passed so they stay informed on what you’re doing.)

## For Facebook:



## For Twitter:



## Facebook Frames:



We appreciate your help posting to social media to bring attention to the budget and the work you’re doing.

Please reach out to our communications partners at Michael Best Strategies if you have any questions or concerns.

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