

## Week of Action Social Media Planning

Cameron has developed a social media plan available on the website (<http://www.dignityinschools.org/our-work/week-of-action>) and is finalizing the full Media Organizing Toolkit with sample press releases, etc. to post this week. We will also have a call with CJSF and Wonder Strategies (their communications firm) to discuss press outreach. There are a couple items we wanted to offer for feedback from WoA Committee today.

### Draft Messaging for Twitter Chat and Thunderclap:

Join DSC on **Oct 22** to send a unified message on twitter and facebook to draw followers to participate in our WoA Twitter Chat where we will promote the Two-Day National Event and host a Q & A about Cultural Resistance, the NOLA School System Tribunal & #WeChoose Conversation. Sign-up at the link [will insert once approved] and send these sample tweets to encourage others to join:

Sign up for our #DSCWoA2017 Thunderclap to promote our Twitter Chat 10/22 & Two-Day Natl Event 10/23 & 10/24 [insert link to thunderclap]

Join Thunderclap to Share #DSCWoA2017 Demands w/policy makers & join Natl Events 10/23-24 live stream [insert link to thunderclap]

### *Thunderclap message to be sent on Oct 22:*

Join #DSCWoA2017 Twitter Chat Tonight! Lift up Natl Demands to #EndSchoolPuhout & 2-Day Event on Cultural Resistance <http://bit.ly/1CZ6d1G>

### **Questions for WoA Committee on Twitter and Thunderclap Timing:**

- Do we approve the Thunderclap Message below:
  - Join #DSCWoA2017 Twitter Chat Tonight! Lift up Natl Demands to #EndSchoolPuhout & 2-Day Event on Cultural Resistance <http://bit.ly/1CZ6d1G>
  
- We need to set a time for Twitter Chat on 10/22 – do we approve the proposal for:
  - Sunday, Oct 22 8-9pm est/7-8pm cst/5-8pm pst
  
- What time should Thunderclap go out on 10/22 – do we approve proposal to send it at:
  - 1 hour before Twitter Chat on Sunday at 7pm et/6pm ct/4pm pt

### **Brainstorming Twitter Chat Questions:**

We also need to formulate 10 Questions for our Twitter Chat.

The questions can be related to our 6 national demands and topics of our 2-day event around cultural resistance, school discipline in charter schools, impact of privatization.

### **Some background info for Twitter Chat Questions:**

Our 6 national demands - We call on districts, states, and the federal government to adopt Education as a Human Right and implement the following demands:

1. Shift funding from school police to counselors, peace builders, and positive discipline.
2. Fund and use transformative and restorative justice, mediation, and positive interventions.
3. Stop arresting and pushing out students of color, LGBTQ youth, students that are homeless, and students with disabilities at higher rates. \*Black students are pushed out at the highest rates nationally.)
4. Make sure states and districts focus on school climate under the new federal law -- the Every Student Succeeds Act (ESSA)
5. End paddling and physical punishment in all schools.
6. Invest in public education, not privatization and charter schools.

Themes/messages of 2 day event and week of action:

- Cultural resistance
- National conversation on race
- Pushing back against privatization
- School discipline in charter schools