



**THE ALLIANCE**  
TO RECLAIM OUR SCHOOLS

**May 1st**

**Building Communities, Not Walls**

**Planning Toolkit**

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**\*\*All materials are available for download and customization at [goo.gl/FeP4f3](https://goo.gl/FeP4f3)\*\***

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# Build Communities, Not Walls



## Stand Up for Justice

Our students and their families deserve safe, welcoming and thriving neighborhood public schools and communities!

## Monday, May 1

Stand up and join millions of people to demand:

- Great neighborhood public schools and colleges, not vouchers and privatization.
- Public schools and college campuses free from the threat of deportation, bigotry and hate.
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.



*A Union of Professionals*

**THE ALLIANCE**  
TO RECLAIM OUR SCHOOLS

For more information

[www.aftallin.org](http://www.aftallin.org) | [www.reclaimourschools.org](http://www.reclaimourschools.org)  
Contact: [ezachary@aft.org](mailto:ezachary@aft.org)

## Introduction Letter

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Dear AFT Local Leader/President:

Congratulations! Your commitment to stand with the Alliance to Reclaim Our Schools (AROS) will help make our next day of action a widespread success. It will also serve your local union by providing an opportunity to engage your members, local labor partners, community coalition groups, and stakeholders in an effort to move a progressive agenda that benefits us, those we serve, and the community at large.

To help you get started with your day of action planning, we have put together this collection of materials for you to use or adapt. Our aim is to save your union the time and energy it takes to draft turnout emails, create flyers, etc., and spend that time and energy where you need it most: engaging and turning out your members and community for the AROS day of action.

One of the earliest obstacles encountered by most local unions working on an AROS day of action is coming up with an engaging action (tactic); therefore, we've included a variety of sample tactics, from basic to advanced to help get you moving. We have also included a checklist for your Day of Action to ensure that you cover all key steps in planning.

Remember, this is not about partisan politics. It's about fighting back against the threat posed to public education, our healthcare, and our students and their families. Together, we will send a message to Washington that we will stand strong with our students, our schools, and our communities.

As always, AFT is here to assist with your planning and implementation. If you need help with conceiving your plan or would like further support, please contact Eric Zachary in the Human Rights and Community Engagement department at [EZACHARY@AFT.ORG](mailto:EZACHARY@AFT.ORG).

# AROS May 1<sup>st</sup> Day of Action – Getting Ready Checklist

To help you get ready for the AROS May 1st day of action, and to make it as impactful as possible, we've crafted this simple checklist to help guide your work. This checklist has been crafted after debriefing dozens of local union leaders who have taken part in past AROS days of action to determine which items are necessary for a successful event. If you have any questions, please contact Eric Zachary in the Human Rights and Community Engagement Department at [EZACHARY@aft.org](mailto:EZACHARY@aft.org).

Category	Item	By when?	Point Person
Internal Organizing	Meet with union leadership to discuss organizing a stronger resistance to the DeVos and billionaire agenda.		
	Recruit AROS Action Committee of union members to drive efforts <ul style="list-style-type: none"> <li>How many do you want to recruit?</li> <li>How many and which school/worksites communities do you want represented?</li> </ul>		
	Hold organizing training for members and community.		
	Implement a member turnout plan <ul style="list-style-type: none"> <li>How many one-on-ones? By when?</li> <li>How many commitment cards signed?</li> </ul>		
	Identify social media lead <ul style="list-style-type: none"> <li>Create event on Facebook or Action Network</li> <li>Will you run ads for turnout and resolution "sign-on" letter? When? How many?</li> </ul>		
	Identify media liaisons for your event(s) <ul style="list-style-type: none"> <li>Write/send out press release</li> </ul>		
Coalition Building	Build an AROS community-labor table <ul style="list-style-type: none"> <li>Make initial outreach and extend invitation to key community/labor leaders organizing around: <ul style="list-style-type: none"> <li>Educational Justice</li> <li>Racial Justice</li> <li>Immigrant Justice</li> <li>Climate Justice</li> <li>Gender Equality</li> <li>Economic Justice</li> </ul> </li> </ul>		
Organizing	Launch campaign to pass a resolution (school board, hospital board, city council,		

## AFT/A Union of Professionals: AROS Day of Action – May 1

	<p>etc) in support of the issues that will be central to May 1st</p> <ul style="list-style-type: none"><li>• Compose/select resolution</li><li>• Circulate a "sign-on letter" in the labor community</li><li>• Circulate a "sign-on letter" in the community (at large)<ul style="list-style-type: none"><li>◦ How many signatures? By when? Which tactics will you use to get it signed (door knocking, malls, events, etc).</li><li>◦ Schedule times to speak at partner organizational meetings</li></ul></li><li>• Action Committee and AROS community-labor table plan a public action at school board/district-wide/city-wide meeting in support of the resolution.<ul style="list-style-type: none"><li>◦ Debrief with Action Committee, local union leadership, and AROS community-labor table</li></ul></li></ul>		
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# May 1<sup>st</sup> Day of Action Member Turnout Plan

## Resources, targets and goals

Number of organizers: \_\_\_\_\_

Number of building reps who can effectively turn out members: \_\_\_\_\_  
List the schools below: \_\_\_\_\_

Number of schools needing additional support: \_\_\_\_\_  
List the schools below: \_\_\_\_\_

Number of members who will participate: \_\_\_\_\_

Number of community members who will participate: \_\_\_\_\_

Total number of May 1st participants: \_\_\_\_\_

**Total number of commitments needed:** \_\_\_\_\_  
(Total number of 1-19 participants X's 3 or...or more if you wish to be more conservative on turnout ratio)

**Number of commitments per organizer:** \_\_\_\_\_

**Number of commitments per building rep:** \_\_\_\_\_

Plan

	Targets	Who will do?	Dates
School visits			
Communications (Flyers, Email, Website, etc.)			
Social Media (Facebook, twitter, Instagram, etc.)			
Phone banks			
Other 1-1 opportunities			
Community meetings			



# Ideas for Your Day of Action

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Many AFT locals have been eager to take part in past AROS days of action. In fact, the number of local unions taking part in AROS has increased with every action. The first stumbling block most local leaders encounter is figuring what to ask our members to do, especially now that most have escalated beyond morning “walk ins.”

The national AFT debriefed local leaders and organizers after the January 19<sup>th</sup> day of action in order to develop a list of ideas to share with other locals around the country. We hope there is something on this list you can use to advance the national agenda of AROS as well as your local union’s agenda for your community. If you want more details, please contact Eric Zachary in the AFT Community and Human Rights Department at [EZACHARY@aft.org](mailto:EZACHARY@aft.org).

## The Basics – Standard Tactics

**Morning School Walk-Ins** – For local unions taking part in their first day of action, the morning “walk-in” is a great tactic to get their feet wet. Members, students, parents, and community members rally at a predetermined site on or near their neighborhood school grounds 15-30 minutes BEFORE school starts. Speakers are scheduled, rally signs are distributed, and chants/songs ring out until school starts. Then, as the name suggests, our members and students walk in together demonstrating their unity and solidarity. *Pro Tip: Take lots of pictures and make sure several members are taking on the responsibility of getting them up on social media using our hashtags.*

**Afternoon Rallies** – Some local unions have moved past, or combined, morning “walk-ins” with afternoon rallies. We suggest selecting one site, or more depending on the size of your local union and community, to hold a rally. This site can be a school or another centrally located public space. Local unions have had success with turnout, as long as it is deliberate and well planned. Work with local AFL-CIO Central Labor Councils, community coalition partners, parents, and students to recruit speakers that support the AROS national agenda and your local union’s local community agenda. Concentrating your member turnout to one, or a handful of locations, provides local media outlets a prime opportunity to cover your union’s activism. *Pro Tip: Assign a chant leader to keep the energy up before, between, and after speakers. Distribute chant sheets at the event.*

**Marches** – Some AFT local unions have partnered with community coalition groups and other local unions to stage marches that have one or more starting points and converge at a common rally spot. This is an escalated tactic that requires advanced planning, including recruiting and training marshals to keep things as orderly as possible. Again, this tactic will provide local media outlets a prime opportunity to cover your union’s activism. It’s also disruptive to “business as usual” and alerts the community to the need for change. *Pro Tip: Work with a music teacher to prepare a student marching band to lead your march.*

## **AFT/A Union of Professionals: AROS Day of Action – May 1**

**Arms Around The School/Hospital/Worksite** – Our members are on the front lines when it comes to protecting those we serve. The immigration reform crisis has reached a fever pitch, as indicated by increased immigration and customs enforcement (ICE) raids and the president's executive orders. Members, students, parents, patients, and community members have linked arms around their respective site to symbolize that we will protect our institutions and those we serve. *Pro Tip: Utilize cloth, rope, or banners to lengthen the human chain when there are not enough members to encircle a building while holding hands.*

**Social Media Pic and Quotes** – Sometimes our members can't make it to a central location for a rally, march, or even a walk-in. You should still have something for them to do to advance our national mission and local mission. Have them take a selfie or group photo and post to social media with our hashtags on the AROS Day of Action. *Pro Tip: Assign a social media point person for your local union. Have them identify one person at each site to corral members for pictures. Additionally, distribute sample quotes/tweets for your members to adapt.*

## **The Let's Get Creative – Advanced (or off the beaten path) Tactics**

**Bake Sale** – Stage a bake sale in a highly visible place. What you raise money for is entirely up to your local. Invite students, parents, patients, and community groups to take part.

**Street Theater** – Work with a theater teacher or a likeminded community theater company to write and act out a scene in a public space that demonstrates a fight we are waging.

**Protest by Land, Sea, and Air** – Airplane banner flyovers, boats, etc. Getting your message out in creative ways, especially if combined with a march or rally, has a big impact.

**Government Event Takeover** – Plant members and/or community activists to ask tough questions and take over the event.

**Flash Mob** – You've seen them. Consider using props, outfits, and signs to help amplify your message and increase visibility.

**Light Saber Star Wars Event** – Similar to a flash mob, but with a Star Wars twist.

**Sit Ins/Passive Resistance** – Determine a site that fits in with your national, state, or local agenda. For example, a sit-in at an Immigration and Customs Enforcement branch office will send a message that we will fight to protect our students. Strategic arrests, consider recruiting retirees, will get covered by local media and amplify our message.

These are just *some* ideas. For additional tactic ideas, email Eric Zachary at [EZACHARY@aft.org](mailto:EZACHARY@aft.org). If you have some ideas of your own, please share those as well.

## AROS/Member Engagement Rap

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**Introduction:** Hi, I'm [name]. I want to speak with you about joining me in taking a stand against the pro-privatization agenda, making our schools safe spaces, and fighting for more accessible healthcare. Our union, joining with millions of likeminded Americans, is taking a stand on May 1<sup>st</sup> to let Washington know that these are our public schools. These are our students. These are our neighbors.

**Anger:** How did you feel after an overwhelming number of calls demanding the rejection of Betsy DeVos (Secretary of Education), and her pro-voucher agenda, flooded Senate offices, but were largely ignored? Have you seen the president's aggressive anti-immigrant executive orders affect your students or community directly or indirectly through fear? What about the efforts to strip healthcare access from millions of Americans? I get angry when I think about our leaders pursuing an agenda that is so drastically different from the ideals for which we stand.

**Hope:** I think you'll agree that we're at a crossroads in public education and our community. Do we want to create and maintain safe spaces in which ALL students are welcome? Do we want to stop a predatory voucher system that would undercut all we've worked for? Do we want to roll back progress on healthcare, making it less accessible to our community? I know I get upset when thinking about it, but I know we can still make positive changes. We can work with our school district and other elected officials to make our schools sanctuary schools. We have a plan to fight back and reclaim our schools and protect our neighbors.

**Urgency:** The time to act is now. Violence in schools towards marginalized students is becoming more common by the day. The Trump administration is pushing an anti-immigrant agenda aggressively. The last attempt to dismantle the Affordable Care Act failed, but another threat will emerge any day now. We are feeling the impacts everyday.

**You make the difference:** On May 1st, we're committing to a day of action that will unite happening all across the country. Will you sign this commitment card saying that you'll be there on the 1st? We're [insert action here].

**Closing:** I appreciate your time. I know we can make a difference. [Make sure you've collected all of the commitment cards.]

## Commitment Card/Sheet

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*A commitment card and commitment sheet for the AROS Day of Action are included on the following pages. Customizable versions of the flyers are available at [goo.gl/FeP4f3](https://goo.gl/FeP4f3).*

## Help us Build Communities, Not Walls

On Monday, May 1, millions of people – including thousands of AFT members and allies nationwide - will demonstrate against the Trump agenda to dismantle public education, demonize immigrants and walk back progress on healthcare. We will be working with the Alliance to Reclaim Our Schools (AROS), immigrant rights groups and other progressive organizations in cities and towns across the country to ensure that all students have the opportunity to live their lives and pursue their dreams free from fear.

We will demand:

- Great neighborhood public schools and colleges, not vouchers and privatization;
- Public schools and college campuses free from the threat of deportation, bigotry and hate; and
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.

Our local union will be participating in a highly visible community event, linked with similar events going on throughout the country on the same day.

☐ **YES!** I will join with educators, support professionals, healthcare professionals, students, parents and community partners to make our voices heard. By joining our voices together, we can advocate for the needs of MY community.

**I am a(n):** ☐ Educator ☐ Education Support Professional ☐ Healthcare Professional ☐ Parent ☐ Community Ally

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Cellphone Number: 

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☐ Send me text alerts (message and data rates may apply)

Non-work Email \_\_\_\_\_

**I want to become more active in my union! I am interested in:**

- ☐ Community engagement   ☐ Political action   ☐ Phone banking   ☐ Social media  
☐ Committee work   ☐ Building steward   ☐ Professional development

# Help us Build Communities, Not Walls

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**THE ALLIANCE**  
TO RECLAIM OUR SCHOOLS



# YES!

- ☐ I will join with educators, support professionals, healthcare professionals, students, parents and community partners to make our voices heard. By joining our voices together, we can advocate for the needs of MY community.

I am a(n):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Educator                       | <input type="checkbox"/> Healthcare Professional | <input type="checkbox"/> Community Ally |
| <input type="checkbox"/> Education Support Professional | <input type="checkbox"/> Parent                  |   |

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City, State, ZIP \_\_\_\_\_

Cellphone Number \_\_\_\_\_

- ☐ Send me text alerts (message and data rates may apply)

Non-work Email \_\_\_\_\_

I also want to be active within my union! I am interested in:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Community outreach | <input type="checkbox"/> Social media       | <input type="checkbox"/> Building steward         |
| <input type="checkbox"/> Political action   | <input type="checkbox"/> Committee work     | <input type="checkbox"/> Professional development |
| <input type="checkbox"/> Phone banking      | <input type="checkbox"/> New staff outreach |   |

# YES!

- ☐ I will join with educators, support professionals, healthcare professionals, students, parents and community partners to make our voices heard. By joining our voices together, we can advocate for the needs of MY community.

I am a(n):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Educator                       | <input type="checkbox"/> Healthcare Professional | <input type="checkbox"/> Community Ally |
| <input type="checkbox"/> Education Support Professional | <input type="checkbox"/> Parent                  |   |

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Address \_\_\_\_\_ City, State, ZIP \_\_\_\_\_

Cellphone Number \_\_\_\_\_

- ☐ Send me text alerts (message and data rates may apply)

Non-work Email \_\_\_\_\_

I also want to be active within my union! I am interested in:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Community outreach | <input type="checkbox"/> Social media       | <input type="checkbox"/> Building steward         |
| <input type="checkbox"/> Political action   | <input type="checkbox"/> Committee work     | <input type="checkbox"/> Professional development |
| <input type="checkbox"/> Phone banking      | <input type="checkbox"/> New staff outreach |   |



## Draft Email Reminders

### *Draft, email from local leaders to building reps: Intro to May 1<sup>st</sup> action*

Dear \_\_\_\_\_,

Thank you for standing in solidarity with the Alliance to Reclaim Our Schools (AROS) on January 19th! On Monday, May 1, join millions of people - including thousands of AFT members, parents, students and community allies - all over the country to demand:

- Great neighborhood public schools and colleges, not vouchers and privatization;
- Public schools and college campuses free from the threat of deportation, bigotry and hate; and
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.

AROS will join with progressive organizations and community members in a national day of action to protect our students, schools, colleges and communities. I hope you'll join me in making this action a success for our local.

This is not about partisan politics. It's about fighting back against the threat posed to public education, our healthcare, and our students and their families.

Why is our local making this action a priority? Simply put, the future of our schools is at stake. You and I believe all students have the right to an education that helps them reach their full potential. We believe our leaders should commit to first-class public education for all—with schools that welcome students of all backgrounds, identities, origins and abilities. We believe that our federal government should commit to building a healthcare system that serves all.

***Our local's action will be [insert action, time, place, other groups joining with you, etc.] Can I count on your help to make it a success?*** Here are some ways you can get the word out to our members about the May 1<sup>st</sup> Day of Action: Have one-on-one conversations or group conversations during shared break times or your union meeting. Gather with members before school for coffee and doughnuts, or gather after school for a dessert social. Make a quick announcement during faculty/staff meetings. We're also hoping you can help volunteer on the Day of Action itself, with tasks such as distributing signs or leading chants.

On January 19, thousands of activists in hundreds of communities participated in our last day of action. Will you help us make this one even larger? Together, we'll send a message to Washington that we will stand strong with our students, our schools, and our communities.

Our movement is growing and I anticipate that May 1 will be our biggest and loudest statement yet, but we can't pull off a successful Day of Action with you! Building reps are the lifeblood and opinion leaders of our local. Thank you in advance for making this important event a success.

In unity,

[local president]



## AFT/A Union of Professionals: AROS Day of Action – May 1

*Draft, email from local leaders to building reps: Reminder email on May 1<sup>st</sup> action*

Dear \_\_\_\_\_,

Tomorrow is our Day of Action! Join me and millions of people - including thousands of AFT members, parents, students and community allies - all over the country to demonstrate against the Trump agenda to dismantle public education and walk back progress on healthcare. We'll stand up to ensure that all students have the opportunity to live their lives and pursue their dreams free from fear. AROS will join with progressive organizations and community members in a national day of action to protect our students, schools, colleges and communities.

This is not about partisan politics. It's about fighting back against the threat posed to public education, our healthcare, and our students and their families.

May 1 is the day our union will stand together with educators, partner organizations, and communities across the country to show Washington that we will protect our students, schools, and communities. We'll speak out for our belief that all students have the right to an education that helps them reach their full potential. We'll tell our leaders that they must commit to first-class public education for all—with schools that welcome students of all backgrounds, identities, origins and abilities. We'll tell our leaders that our federal government must commit to strengthening a healthcare system that serves all. We'll stand up for the vision of opportunity and democracy our community deserves.

***Just a reminder: Our local's Day of Action event will be [insert your local's event info].***

We're asking building representatives to arrive at [time] to make sure we're ready to go. Today in your school, please remind your colleagues that the big day is tomorrow, and tell them they need to be there!

We are fired up about this chance to speak with one voice on behalf of our students, our schools and our profession. Tomorrow, we'll be demanding:

- Great neighborhood public schools and colleges, not vouchers and privatization;
- Public schools and college campuses free from the threat of deportation, bigotry and hate; and
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.

Our event tomorrow is one of hundreds happening from coast to coast under the banner of the Alliance to Reclaim Our Schools, a 7 million-strong alliance of parent, youth, community and labor organizations fighting to reclaim the promise of public education. On January 19, thousands of activists in hundreds of communities participated in our last day of action. Let's make tomorrow's action even larger!

Thanks for all you've done to get the word out about tomorrow's action and make it a success. I look forward to seeing you at [place] at [time building reps should be there]!

In unity,

[local president]

## AFT/A Union of Professionals: AROS Day of Action – May 1

### *Draft, email from local leaders to MEMBERS: Intro to May 1<sup>st</sup> action*

Dear \_\_\_\_\_,

Thank you for standing in solidarity with the Alliance to Reclaim Our Schools (AROS) on January 19th! On Monday, May 1, join millions of people - including thousands of AFT members, parents, students and community allies - all over the country to demand:

- Great neighborhood public schools and colleges, not vouchers and privatization;
- Public schools and college campuses free from the threat of deportation, bigotry and hate; and
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.

This is not about partisan politics. It's about fighting back against the threat posed to public education, our healthcare, and our students and their families.

You and I believe that all children have the right to an education that helps them reach their full potential. We believe our leaders should commit to first-class public education for all—with schools that welcome students of all backgrounds, identities, origins and abilities. We believe that our federal government should commit to building a healthcare system that serves all. That's the vision of opportunity and democracy we stand for.

But that vision is threatened by the Trump agenda. The president and his allies seek to end public education as we know it and walk back the progress made by the Affordable Care Act. Meanwhile, the climate of fear and hate this election has unleashed is taking a steep toll on many of our students.

On May 1, there's something we can do.

***Our local's action will be [insert action, time, place, other groups joining with you, etc.] Will you join us, and ask your colleagues to join us too?***

On January 19, thousands of activists in hundreds of communities participated in our last day of action. Will you help us make this one even larger? Together, we'll send a message to Washington that we will stand strong with our students, our schools, and our communities.

In unity,

[local president]

## AFT/A Union of Professionals: AROS Day of Action – May 1

*Draft, email from local leaders to MEMBERS: Reminder email for May 1<sup>st</sup> action*

Dear \_\_\_\_\_,

Tomorrow, Monday, May 1, join me and millions of people - including thousands of AFT members, parents, students and community allies - all over the country to demonstrate against the Trump agenda to dismantle public education and walk back progress on healthcare. We'll stand up to ensure that all students have the opportunity to live their lives and pursue their dreams free from fear. AROS will join with progressive organizations and community members in a national day of action to protect our students, schools, colleges and communities.

***I hope you're planning to join us tomorrow. Please ask your colleagues to be there, too! [insert your local's event information here].***

This is not about partisan politics. It's about fighting back against the threat posed to public education, our healthcare, and our students and their families.

You and I believe all students have the right to an education that helps them reach their full potential. We believe our leaders should commit to first-class public education for all—with schools that welcome students of all backgrounds, identities, origins and abilities. We believe that our federal government should commit to building a healthcare system that serves all. That's the vision of opportunity and democracy our public schools and our community deserve.

TOMORROW IS OUR CHANCE TO STAND UP FOR THAT VISION. Tomorrow, we'll demand:

- Great neighborhood public schools and colleges, not vouchers and privatization;
- Public schools and college campuses free from the threat of deportation, bigotry and hate; and
- Healthcare and opportunity for all, not tax breaks for the wealthy and corporations.

On January 19, thousands of activists in hundreds of communities participated in our last day of action. Let's make tomorrow's action even larger!

If you want schools that are safe, empowering spaces for all students, join us tomorrow. If you think it's time America invests in our children's future, join us tomorrow. If you believe that our healthcare system should provide better care and access for all, join us tomorrow. Tomorrow, we'll tell Washington that we stand strong with our students, our schools, and our communities.

I look forward to seeing you at [place] at [time]! When we join in raising our voices to defend our vision of great public schools for all students and healthcare for all, we will be heard.

In unity,

[local president]

# Construyendo Comunidades, No Muros



**Levántate y defiende la justicia**

**Nuestros estudiantes y familias merecen lugares de aprendizaje y comunidades acogedoras, seguras, y prosperas.**

## Lunes, 1 de Mayo

**Levántate y únete a millones de personas para exigir:**

- Escuelas Públicas y Colegios de alta calidad, no a la privatización y vouchers.
- Que las Escuelas públicas y Colegios permanezcan santuarios, libres de ICE, del odio y la discriminación.
- Cuidado de salud y oportunidad para todos, no a las exenciones de impuestos para los ricos y corporaciones.



*A Union of Professionals*

**THE ALLIANCE**  
TO RECLAIM OUR SCHOOLS

**Para más información**

[www.aftallin.org](http://www.aftallin.org) | [www.reclaimourschools.org](http://www.reclaimourschools.org)  
Contacto: [ezachary@aft.org](mailto:ezachary@aft.org)

## Best Practices for Social Media Leads

May 1<sup>st</sup> is shaping up to be a huge day and one of the key elements of making the day a success will be our social media presence.

On the day of the events, our goal is to have each action share photos and videos via Twitter and Facebook. The Twitter actions will help make the hashtag trend, which will give us exposure to national audiences.

We will be sending sample tweets and FB posts after AROS finalizes the toolkit. So stay tuned.

There are several things that you need and that we need to make this a success. Please read this below and get us each of these items.

### For Twitter:

- Identify at least one person who will be tweeting from the event. If you can identify more, this is great.
- Please give us the email address of the social media lead so that we can contact them with a toolkit and anything else that comes out. If you are not the social lead and would like to receive the toolkit and other social media communications, we can be sure to include you.
- Please identify the handles/twitter accounts that will be used to live tweet the event. This doesn't have to be every account that's tweeting, just send us the names of the accounts you know will be participating. We will need this to help retweet and lift up your work.
- On tweets leading up to and on the day of action, please include the hashtag #ReclaimOurSchools. In order for this to trend, we need to use it consistently in large numbers.

### For Facebook:

Facebook has many new tools that you'll be able to use.

- Facebook live will allow you to live stream your rally or event. While you are live streaming from your smartphone, you will not be able to tweet. This means if you want to live streams, you need a second person that is willing to live stream it. Or you can live stream a portion of it and tweet as well.
  - The live stream will generate many views on Facebook and will give us a link to be able to share it on other social platforms and emails.
  - It's best if you live stream from a Facebook Fan page for your union or community group. To do this, the person who is live streaming will have to be an admin on the Facebook page. If your union does not have a FB fan page, then you can also do this from your own account or the social media leads account.
  - If you have any questions about best practices for FB Live, feel free to reach out.
- FB Events are a great way to invite people on Facebook. If you have an event you can share it with people and it gives you a link you can email or tweet.
  - If you create a FB event, please be sure to email us the link so that we can track and share it with others.



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- FB Events will be best if they're sponsored by or connected to the FB Fan Page of your union or community group. The creator should be an admin of the page.

### **For Instagram:**

If you use Instagram, please be sure to use #ReclaimOurSchools so that we can see the social media actions on the platform.

Instagram is owned by FB, and will allow you to share directly to your FB page from the app.

### **Other Social Tools:**

There are various other social media tools including Snapchat, Tumblr, Pinterest and more. No one is discouraged from using any of these tools. We do not have the capacity to track the use. If you do something creative with anything else, feel free to share it with us and we'll try to lift it up.

# Setting up an event on Facebook and Action Network

Setting up an event on Facebook or Action Network is necessary if you, or AFT, is going to run social media ads for your event. This is because we need one of these two pages to be able to drive people to them. If you are unable to create one of these pages, you will not be able to email eactivists or run ads around your event.

Here are instructions on creating each page:

## **Creating a Facebook Event** (instructions for on the desktop):

You will need to be the admin is the local union page to be able to do this.

1. Go to [www.facebook.com](http://www.facebook.com).
2. On the left hand navigation, click on events
3. In the top center right, there will be a blue button/drop down that says create event. Click on it.
4. Select “Public Event”
5. Select the local union or community group as the event host. You must already be an administrator of the page in order to make them a host.
6. You should have prepared the following
  - a. Event photo (Can by a flier, local logo or photo of members)
  - b. Event name
  - c. Location
  - d. Start time
  - e. End time (if you don’t have an end time, list it for an hour)
  - f. Category: Make the category whatever best fits your event or select Other category
  - g. Description of the event
7. They will offer keywords. Feel free to choose any or leave the field blank.
8. Select Free Admission and Family Friendly
9. Leave the tickets field blank
10. Select create

Once you have created the event, please email the link to Asher Huey at [ahuey@aft.org](mailto:ahuey@aft.org)

You can also create events on mobile, which will look slightly different based on device. All of the information you will need to provide will be the same.

### **Creating an Action Network Event Page:**

You can create an action network event page, but you should be sure to create it from the account that manages the tool for the local union.

Follow these steps

1. Log into Action Network
2. Select manage next to the group you want to create the event in. This should be the local union or community group.
3. Once you are on the page that says “Currently Managing: Name of Group (IE AFT or Cincinnati Federation of Teachers)” scroll down to the red button on the right hand side that says Event. Select Event.
4. You should have prepared the following info:
  - a. Title of event
  - b. Start date and time (also end time if applicable)
  - c. Location Name (ie. University High School)
  - d. Address
  - e. City
  - f. State
  - g. Zip code
  - h. Host contact info (optional)
  - i. Banner image (rally photos or smiling kids or something)
  - j. Event description
5. Don’t touch the Sponsored By at the bottom, unless it says something other than the group you want sponsoring the event.

Once you have created the page, please email the link to Asher Huey at [ahuey@aft.org](mailto:ahuey@aft.org)



## Sign-In Sheet

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**Use the sign-in sheet on the following page to track attendance at your AROS Day of Action event.**

Name	Phone	Non-work email	I'm a(n)...	I want to volunteer w//AROS in the future (check)
	<div> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </div> <input type="checkbox"/> Send me text alerts (message and data rates may apply)		<input type="checkbox"/> AFT Member <input type="checkbox"/> Parent <input type="checkbox"/> Student <input type="checkbox"/> Community Partner	
	<div> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </div> <input type="checkbox"/> Send me text alerts (message and data rates may apply)		<input type="checkbox"/> AFT Member <input type="checkbox"/> Parent <input type="checkbox"/> Student <input type="checkbox"/> Community Partner	
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