SOS: Support Our Students/Save Our Schools Digital Campaign March 5, 2019

If you can't make the trip to Trenton, you can still make a difference!

Legislators and the press are attuned to messages through digital media. A concentrated online blitz just before and during the Governor's budget message will draw attention to our cause and support our district's physical presence at the Statehouse Annex. **Between today and 5PM rally day** (with a focus on 12-2PM March 5), we ask you to join colleagues to email and post social media messages as below.

Social Media Posts

1. If you don't have one, create a Twitter account. (See page 2). You can delete it afterward.
2. Type a short (144 character limit) message about how state funding cuts will hurt our students, staff, programs, and communities. Examples:
   a. Our schools deserve a fair funding formula
   b. Don't punish model schools, students, staff, and programs
   c. Keep politics out of our classrooms: fund schools fairly
   d. Funding cuts have a face
   e. Districts that are already under adequacy shouldn't be punished.
   f. Trenton: look outside, see the faces of students and educators your unfair cuts will hurt
3. After your message, copy and paste these Twitter accounts (beginning with @) and hashtags (#) to link our messages and target recipients in Trenton and in the press:
   @NJ_SOS @NewJerseyDOE @GovMurphy @NJSenatePres @jimholzapfel @AndyKimNJ @DrLRepollet @WeAreTRschools @njdotcom @AsburyParkPress @TomsRiverPatch #WeAreTRschools #SOS #StopStateAidCuts
4. If you're an Instagram and Facebook user, please feel free to post the same messages there.
5. "Like" and retweet posts from colleagues in both Toms River and Trenton.

Emails

Send messages to our state leaders and cc the press via these emails:

Governor Murphy: Constituent.relations@nj.gov
Senator Sweeney: sensweeney@njleg.org
Commissioner Repollet: Lamont.Repollet@doe.nj.gov
Asbury Park Press: aoglesby@gannettnj.com
NJ.com/Star Ledger: sstrunsky@njadvancemedia.com
Toms River Patch: karen.wall@patch.com
Toms River Times: clundy@jerseyshoreonline.com
Toms River Shorebeat: daniel@shorebeat.com
Toms River Villager: aharrison@newspapermediagroup.com

You can copy and paste the **rally logo** at right into posts and emails.

Feel free to share the digital campaign with supportive neighbors and friends. Details can be found at **http://tinyurl.com/TRRS3519**

Mike Kenny will manage the district and SOS social media throughout the next week, so you can also send him pictures and info to be added to our district accounts at mkenny@trschools.com.

How to Use Twitter

See what's happening in the world right now
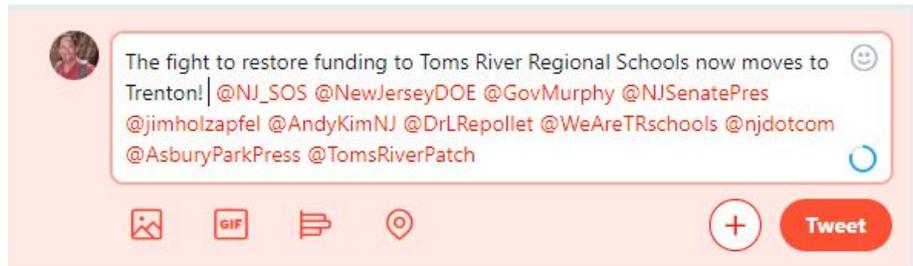
Join Twitter today.

Sign Up

Log in

1. Go to Twitter.com

2. Sign up using whatever email and password you prefer.

You'll be asked to create a Twitter name (aka handle) for your account that begins with the @ symbol. Every message (tweet) you post will be associated with that handle, and in your feed you'll see any tweet someone else writes that includes your handle.

3. Welcome to your homepage. You don't need to create a profile to see or create tweets, but if you want to, click on the area above your name to personalize (or cancel) your account.

SOS_NJ
@nj_sos Follows you

Support Our Students-- state aid cuts hurt our children.

Tweets   Tweets & replies   Media

SOS_NJ @nj_sos · 20h
Our #SOS advocacy group represents more than 10 percent of the school children in #NewJersey. That's more than 150,000 students for whom a thorough and efficient education is at risk. 📢: #StopStateAidCuts

4. To tweet a message, type in the "What's happening" field. Including other Twitter accounts (beginning with @) or trends (hashtag, or #), those will appear for anyone else using or searching for the same account or hashtag.

The fight to restore funding to Toms River Regional Schools now moves to Trenton! @NJ_SOS @NewJerseyDOE @GovMurphy @NJSenatePres @jimholzapfel @AndyKimNJ @DrLRepollet @WeAreTRschools @njdotcom @AsburyParkPress @TomsRiverPatch

Tweet

5. As you type, you'll notice a circle on the bottom right filling with a blue outline, showing you how many more characters you can fit. Anything that goes over the limit will begin highlighting in pink. If that happens, edit your message down until there is no highlighting left.

6. Press the Tweet button.

How to "Retweet"
Below each tweet you will see four icons. Word bubble= quote the contents in a new tweet. Arrows= post the same tweet, with or without added comments. Heart= like it, so the tweeter knows you care! (They get a message that you like it and see a running count.) Envelope= direct message the tweeter.