

2023 Legislative Session Social Media

Primary Social Media Platforms for Advocacy:

- Facebook
- Twitter

Post Suggestions:

- Tag OCCA (Facebook: @OregonCommunityCollegeAssociation; Twitter: @ORCommColleges)
- Tag your local legislators (be mindful that some legislators have both personal and professional accounts – select the professional account)
- If there's a related Voter Voice campaign, give a call to action to contact legislators using the platform
- Give general calls to action, when possible
- Use relevant photos from your college

Hashtags:

- General Advocacy:
 - #ORCommColleges
 - #ORCommCollegesCare
 - #SupportORCommColleges
 - #ORCommCollegesWork
- Themes:
 - CTE Month (February):
 - #WhyCTEMatters
 - #CTEMonth
 - #ORCommCollegeCTE
 - #CTEWorks
 - CC Month (April):
 - #CCMonth
 - #CommunityColleges
 - Budget (March/June):
 - #FundCommunityColleges
 - Business Partners (May):
 - #WhyCTEMatters
 - #ORCommCollegeCTE
 - #CTEWorks
 - #ORCommCollegeBizPartners