

## 2025 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 One Click 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
  - #OregonWorksWithCCs
  - #CCsWorkForOregon
- Themes:
  - CTE Month (February):
    - #WhyCTEMatters
    - #CTEMonth
    - #ORCommCollegeCTE
    - #CTEWorks
    - #ORCommCollegesWork
    - #OregonWorksWithCCs
    - #CCsWorkForOregon
  - CC Month (April):
    - #CCMonth
    - #CommunityColleges
    - #ORCommCollegesWork
    - #CCsWorkForOregon
  - Budget (March/June):
    - #FundCommunityColleges

- Business Partners (May):
  - #WhyCTEMatters
  - #ORCommCollegeCTE
  - #CTEWorks
  - #ORCommCollegeBizPartners