

# 16th Annual California Afterschool & Summer Challenge

# SOCIAL MEDIA TOOLKIT

Help promote the importance of afterschool and summer programs for children and families across California.

How you can help from your program, your office, or your home

## #CaAfterschoolWorks

Tag us:



@SaveAfterschoolCA  
@CaISAC



@SaveAfterschoolCA  
@CaISAC

### 1. Contact your legislator using our text tool

Text "Afterschool" to 52886 or [click here](#)

### 2. Post photos & videos from your program

- Record your students sharing their stories about how afterschool has impacted their lives
- Use #CaAfterschoolWorks
- Tag your legislator to share directly with them: [find your legislator](#)
- Be sure to follow your existing photo release policies

### 3. Host your own mini march/rally

- Bring out supplies for your kids to make their own signs
- March around your program site chanting "Afterschool Works"
- Post photos & videos

## Sample Tweets & Posts

- We can't be at the Capitol today, but we're showing up for the virtual CA Afterschool & Summer Challenge! @CalSAC @SaveAfterschlCa #CaAfterschoolWorks
- We're excited to join @CalSAC & supporters across California for the virtual CA Afterschool & Summer Challenge today! @SaveAfterschlCa #CaAfterschoolWorks
- Afterschool is important because [fill in your reason]. [<Tag your legislator>](#) #CaAfterschoolWorks
- *Text to accompany video of youth & staff sharing their stories:*  
Afterschool changes lives. Here are a few of our stories. [<Tag your legislator>](#)  
@GavinNewsom #CaAfterschoolWorks
- *Text to accompany video of your mini march/rally:*  
We march to protect kids & families. We march for afterschool! [<Tag your legislator>](#)  
@GavinNewsom #CaAfterschoolWorks

# VIRTUAL CHALLENGE SCHEDULE

**Your voice is critical. Our collective voices can't be ignored.**

## TUESDAY MORNING

1. Contact your legislator using our text tool:  
Text "Afterschool" to 52886 or [click here](#)
2. Plan for your afternoon videos. [Use these tips to develop your story.](#)  
Prepare guiding questions and examples to help your staff record students sharing their stories about how afterschool has impacted their lives.
3. Prepare for your mini march/rally.

## 3-4PM | SOCIAL MEDIA BLITZ

Share your stories, your videos, and photos on social media at the same time.