

SOCIAL MEDIA INSTRUCTIONS

THE ALLIANCE
TO RECLAIM OUR SCHOOLS

On October 6th, walk-ins will be happening in 200 cities across the country, and at 2,000 individual schools. Some of those actions will be large, some will be smaller. The power of the walk-ins is in the coordinated mobilization that they represent.

We want the walk-ins for the Schools Our Students Deserve to trend on Twitter for much of the day, on October 6th. We want the walk-ins to be unavoidable on Facebook and through other social media. In order for that to happen, we are asking **every school hosting a walk-in** to arrange for the following:

- 1.** Designate one or more individuals to tweet out a picture and a report on your walk-in tagging [@ReclaimOurSchls](https://twitter.com/ReclaimOurSchls) with the hashtag #ReclaimOurSchools. The tweet should lift up your local demands.
- 2.** Take a picture at your walk in! Post the picture on Facebook with the hashtag #ReclaimOurSchools.
- 3.** Send photos from your walk-in, as well as any local press coverage of the walk-in to info@reclaimourschools.org. Please include your city, school name and how many people came to the walk-in.

SOCIAL MEDIA INSTRUCTIONS – SAMPLE TWEETS

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TWEETS

1. [SCHOOL NAME] is walking in today to support public education & to #ReclaimOurSchools! [photo]
2. Thousands of students, parents & educators are walking in on Oct 6 to #ReclaimOurSchools. Join us! [link]
3. Educators, parents, & students at [SCHOOL NAME] demand investment in our school! We are walking in to #ReclaimOurSchools! [photo]

SAMPLE GRAPHICS

Click below to download a layered Photoshop file to help you make your own share graphics.

