On January 19th, Educators, Parents and Students will take action in 200+ cities across the country. Some of those actions will be large scale initiatives, and some will be smaller – both are integral.

We are taking action for the Schools Our Students Deserve and to demand that the new administration protect families, children and the right to quality public schools.

We have a number of goals: We want to trend on Twitter for the entire day on January 19th. This will take a combined and coordinated effort like that of the October 6th walk-ins which trended well past the last walk-in of the day. We want the Day of Action to be unavoidable on Facebook and through other social media such as Instagram.

We also want to use social media to advance our message and our vision. It is important then, that we not only lift up our opposition, but that we make the case that our vision of sustainable community schools, deep investment in public schools and racial justice as the definitive way forward.

We are asking every city taking action to arrange for the following:

1. **[Twitter]** Designate one or more individuals to tweet out a picture and a report on your action tagging @ReclaimOurSchls with the hashtag #ReclaimOurSchools. Together these tweets have the ability to garner immense visibility on January 19th.

2. **[Facebook]** Take a picture at your walk in! And push others to do the same. Post the picture on Facebook with the hashtag #ReclaimOurSchools

3. **[Instagram]** Take a picture at your action – of the signs people make – of the moments you are making together that day – and post them on Instagram – use the hashtag #ReclaimOurSchools
   
   ***Instagram has the ability to connect your post directly to both Facebook and Twitter instantaneously

4. **[E-mail Us]** 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 & state, school name and how many people came to the walk-in.

#ReclaimOurSchools
TWEETS

In General, we want to focus on tweets on our vision and our concerns about what the Trump administration will likely do. We want people to get the sense that we are building a resistance and that we have a way forward that we ensure that all children get the schools they deserve.

Though tempting, it is not necessary, even strategic to direct tweets/actions at Trump. We need to drive our message and vision to folks who are likely to engage.

Clarify what the problem is, why you are taking the action, how your action is part of the solution and how others can join!

Use #ReclaimOurSchools for all posts

1. [City/Local or Organization] is taking action to support public education & to #ReclaimOurSchools [photo]

2. On 1/19 join us as we take action to #ReclaimOurSchools on January

3. Thousands of students, parents & educators are walking in on Jan.19 to #ReclaimOurSchools. Join us on the [link]

4. Our demands are simple: Racial Justice and Investment #ReclaimOurSchools

5. Well funded public schools should be the right of every child in America #ReclaimOurSchools

6. Betsy Devos is completely unqualified to be the Secretary of Education. #ReclaimOurSchools

7. Devos is bad for teachers, students, parents and our communities #ReclaimOurSchools

8. We stand together to demand community schools, social justice, and an investment in public education! #ReclaimOurSchools [Graphic]

9. The resistance is rising – join us January 19th for a to fight for our right to education #ReclaimOurSchools [Graphic]

10. Privatizing schools hurts our communities, our families, and our students! #ReclaimOurSchools [Graphic]
SAMPLE GRAPHICS

Click below to download a layered Photoshop file to help you make your own share graphics:
DONALD TRUMP’S EDUCATION SECRETARY PICK BETSY DEVOS GETS AN F WHEN IT COMES TO HER QUALIFICATIONS FOR THE POSITION.

#ReclaimOurSchools

Join us for a day of action to protect the future of our students and families Thursday, January 19th!

RSVP: ReclaimOurSchools.Org
#ReclaimOurSchools

Donald Trump and his Education Secretary pick Betsy DeVos are unqualified to lead our country!

The Trump plan is not good for educators, it’s not good for parents, and it certainly isn’t good for students!

Join us January 19th to fight for our right to education!

Follow Along!
@ReclaimOurSchools
#ReclaimOurSchools
#GetOutTheVote

RSVP:
ReclaimOurSchools.Org/
january-19-day-resistance

#ReclaimOurSchools

"Going forward, we must uphold laws against discrimination — in hiring, in housing, in education."

President Barack Obama during his farewell speech, January 18, 2017

Join us January 19th to fight for our right to education!

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#GetOutTheVote

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january-19-day-resistance

#ReclaimOurSchools

Privatizing schools hurts our communities, our families, and our students.

Donald Trump’s pick for Labor Secretary Betsy DeVos has it all wrong. What we really need are more community schools and more well-resourced public schools!

Join us January 19th to fight for our right to education!

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#GetOutTheVote

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january-19-day-resistance

#ReclaimOurSchools

Join us in protecting students and families from Donald Trump and his Education Secretary pick, Betsy DeVos!

The Trump Administration and Department of Education’s agenda will include divesting from public schools, expanding school choice and voucher programs, increasing funding for charter expansion, and dismantling public education.

The resistance is rising –
join us January 19th to fight for our right to education.

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