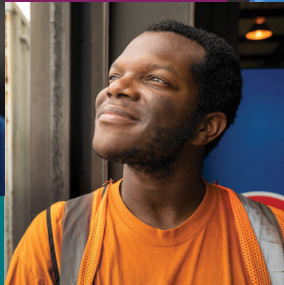


SourceAmerica<sup>®</sup>

# 2023 Grassroots Advocacy Conference Social Media Guide



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# 2023 SourceAmerica Grassroots Advocacy Conference Social Media Guide

The Grassroots Advocacy Conference empowers self-advocates to share their stories with peers and policymakers in their local districts and Washington, DC. This guide contains co-brandable social media pieces and examples for all NPAs to utilize on their platforms to amplify across channels.

Be sure to connect with SourceAmerica on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) to reshare impactful content easily. @SourceAmerica is our handle across all social media platforms.

## Conference Hashtags:

Primary:

- #SourceAmerica
- #DisabilityEmployment

Secondary:

- #DisabilityAdvocacy
- #NothingAboutUsWithoutUs
- #IAmSomebody
- #AbilityOne
- #VeteranEmployment

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# For Advocates Attending Grassroots

Let's get social! Share your Grassroots Advocacy Conference experience with your followers using the ideas in this guide to build excitement and awareness of your advocacy activities during the conference.

**Here's How:** Tag SourceAmerica in your post, @SourceAmerica, on all platforms, and use the hashtag #DisabilityEmployment and one or more of the conference hashtags.

 **TIP:** Find your legislators' social media handles on their [official websites](#) so you can tag them in your post.

## Sample Posts

You can use one of these sample posts at different parts of the conference week to show what you're learning and share your experiences:

### ■ Pre/During Conference

- Any Platform: On Capitol Hill this week for SourceAmerica's Grassroots Advocacy Conference! We'll share impactful stories and discuss the importance of legislation that enhances job creation for people with disabilities through #AbilityOne federal contracting. #DisabilityEmployment #DisabilityAdvocacy @SourceAmerica

### ■ Speaking with Legislators

- Twitter/Instagram: I just met with @[tag legislator] to discuss how public policy can increase employment opportunities for people with disabilities. #SourceAmerica #DisabilityEmployment #AbilityOne @SourceAmerica
- Facebook/LinkedIn: It's so exciting to be meeting with other self-advocates and hearing their stories. I look forward to our Capitol Hill visit tomorrow to share my story and meet with @[tag legislator] to discuss how public policy can increase employment opportunities for people with disabilities. #DisabilityAdvocacy #DisabilityEmployment @SourceAmerica

### ■ Post-Conference

- Any Platform: Excellent discussion yesterday with the staff team of @[tag legislator] on legislation that can increase employment for people with disabilities. @SourceAmerica #DisabilityEmployment #DisabilityAdvocacy


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## For Advocates Attending Grassroots

- **Any Platform:** Thanks to everyone who supported me in telling my story at SourceAmerica's Grassroots Advocacy Conference and on Capitol Hill, where I met with @[tag legislator] and talked about how legislation can increase employment opportunities for people with disabilities. It was a great week! #DisabilityEmployment #DisabilityAdvocacy @SourceAmerica

### Post Prompts - Write Your Own!

You can also use one of the prompts below to write your own post.

 **TIP:** Share details about your personal experience and mix in different hashtags.

1. I'm excited to learn more about...
2. I had a great conversation with...
3. Did you know...?
4. I am inspired by...
5. Saw @[tag person] in action...

Visit the [Network Hub](#) to find customizable social media graphics to promote your involvement in Grassroots.

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# For NPA Representatives Participating in Grassroots

Let's get social! You can join SourceAmerica during Grassroots 2023.

By sharing content on social media, you can help create awareness about the importance of legislation that enhances job creation for people with disabilities. Increased awareness helps expand the audience we can reach during the Grassroots Conference.

**Here's How:** Tag SourceAmerica in your post(s), @SourceAmerica on all platforms, and include the hashtag #DisabilityEmployment and one or more of the conference hashtags.

## Sample Posts

You can use one of these sample posts at different parts of the conference week to contribute to the conversation:

### ■ Pre-Conference

- Any Platform: We're excited to hear from this year's #DisabilityAdvocates at the @SourceAmerica Grassroots Advocacy Conference. Their experiences inspire our push to expand #DisabilityEmployment through federal contracting! #DisabilityAdvocacy
- Any Platform (with CTA): Did you know? Establishing a federal AbilityOne 1% contracting goal could add over 16,000 jobs for people with disabilities through Department of Defense contracts alone! Contact your federal legislators today to join us in advocating for #DisabilityEmployment! #DisabilityAdvocacy @SourceAmerica
- Any Platform (without CTA): Did you know? Establishing a 1% AbilityOne contracting goal can add over 16,000 jobs for people with disabilities. As an #AbilityOne provider, we proudly advocate for increasing #DisabilityEmployment! #DisabilityAdvocacy @SourceAmerica
- Any Platform (without CTA): There are over 16 million working age people with disabilities. Only 35% have jobs. We're proudly attending the @SourceAmerica Grassroots Advocacy Conference September 11-14 to increase #DisabilityEmployment through federal contracting!

### ■ During the Conference

- Twitter/Instagram: As an #AbilityOne provider, we proudly support #DisabilityAdvocacy. At @SourceAmerica's Grassroots Advocacy Conference this week, advocates are sharing their stories to advocate for increasing #DisabilityEmployment. Join us in supporting their messages!

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## For NPA Representatives Participating in Grassroots

- Facebook/LinkedIn: It's inspiring to see advocates at the @SourceAmerica Grassroots Advocacy Conference sharing powerful stories and emphasizing the importance of legislation in fostering employment opportunities for people with disabilities. #DisabilityEmployment #DisabilityAdvocacy
- Any Platform: Did you know? There are over 16 million working age people with disabilities. Only 35% have jobs. This week, we are in Washington, D.C. for the @SourceAmerica Grassroots Advocacy Conference to increase #DisabilityEmployment through federal contracting. #DisabilityAdvocacy

### ■ Post-Conference

- Any Platform: A huge thank you to this year's advocates for sharing their experiences and expertise at the @SourceAmerica Grassroots Advocacy Conference! Your dedication and efforts are vital in securing increased #DisabilityEmployment through federal contracting. #DisabilityAdvocacy
- Any Platform: Did you know? A 1% AbilityOne contracting goal for the federal government would create thousands of new jobs for people with disabilities. Contact your federal legislators today. #DisabilityEmployment #DisabilityAdvocacy
- Any Platform: There are over 16 million working age people with disabilities. Only 35% have jobs. Contact your federal legislators today to join us in advocating for #DisabilityEmployment! #DisabilityAdvocacy @SourceAmerica

### Don't Forget!

- During the conference, actively monitor the conference hashtags and engage with other participants' posts.
- Respond to comments and messages on your social media posts promptly.

### Need More Ideas?

- Visit the [Network Hub](#) for more resources to help you participate in the Grassroots Conference. There, you can find things like social media graphics, templates, and other helpful materials that you can customize to fit your needs.

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# Weekly Posting Schedule for Grassroots Conference Communications

Follow these instructions for easy-to-build Grassroots Conference communications.

## Aug 14 - 18:

- Familiarize yourself with the Grassroots Advocacy social media resources provided by SourceAmerica.
- Start brainstorming engaging and relevant social media content ideas that align with the conference hashtags.
- Start brainstorming a possible success story within your organization that shows employing people with disabilities can lead to good outcomes.

## Aug 21 - 25:

- Begin planning your social media strategy for the Grassroots Advocacy Conference.
- Start building co-brandable social media posts using the Grassroots Advocacy social media resources.
- Schedule pre-conference posts using the provided sample posts for NPAs.
- Start drafting the success story within your organization that shows employing people with disabilities can lead to good outcomes.

## Aug 28 - Sept 1:

- Draft relevant social media content ideas that align with the conference hashtags.
- Finalize your success story and post it on your website.
- Schedule social media posts to promote your success story with story links.
- Reshare a SourceAmerica post that uses the #DisabilityEmployment or #DisabilityAdvocacy.

## Sept 4 - 8:

- Finalize social media content that aligns with the conference hashtags.
- Encourage your employees, partners, and stakeholders to share and engage with your social media content related to the conference.
- Schedule social media aligned with the conference hashtags.

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# Weekly Posting Schedule for Grassroots Conference Communications

## Sept 11 - 15:

- Post social media aligned with the conference hashtags.
- Create and post an update on Facebook/LinkedIn from your leadership.
  - For example: As an #AbilityOne provider, we proudly support #DisabilityAdvocacy. At @SourceAmerica's Grassroots Advocacy Conference this week, advocates are sharing their stories to advocate for increasing #DisabilityEmployment. Join us in supporting their messages!
- Repost and share your success story across social media platforms.
- Reshare a SourceAmerica post that uses the #DisabilityEmployment or #DisabilityAdvocacy.

## Sept 18 - 22:

- Reshare a SourceAmerica post that uses the #DisabilityEmployment or #DisabilityAdvocacy.
- Keep promoting your success story.

## Sept 25 - 29:

- Reshare a SourceAmerica post that uses the #DisabilityEmployment or #DisabilityAdvocacy.
- Be sure you are following other NPAs - reshare their interesting stories or social media posts around advocacy and celebrating success.



# Social Post Examples



# Social Post Examples

