

# Mother's Day Social Media Toolkit



**On Mother's Day this year, what better way to celebrate moms than by supporting ALL DC caretakers? Help us advocate for full funding for DC's Universal Paid Family Leave program!**

Any delay in securing the funding means a delay in program benefits -- which already don't kick in until 2020. DC families can't wait any longer!

**On Mother's Day, let's make our voice heard for Paid Family Leave by taking social media by storm.** Tweet, post on Facebook, and/or take some selfies to celebrate a beloved caretaker in your life and fight for full funding for Paid Family Leave!

Use the hashtag **#PaidLeave4DC**, and we'll share your photos on the DC Paid Family Leave [Facebook](#) and [Twitter](#) pages!

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**"All I want for Mother's Day is #PaidLeave4DC" Social Media Storm**  
Sunday, May 14 | ALL DAY

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## **1. Take a selfie!**

**Add photos of you (and your mom! Or any mom! Or just by yourself!) to your tweets or Facebook post.**

Print these signs to hold up in your selfies -- or, if you don't have a printer, write out your message by hand!

- All I want for Mother's Day is full funding for DC Paid Family and Medical Leave! **[[Click here for PDF to print](#)]**
- As a mother, I believe we can help families in DC thrive by... **[[Click here for PDF to print](#)]**

## 2. Take to Twitter

**Tweet at your Councilmember**, or at the important CMs (marked with stars below). We've included some sample tweets below -- feel free to use them, or to write your own!

### DC Council Twitter Handles

*Chairman Phil Mendelson @ChmnMendelson	Jack Evans, Ward 2 @JackEvansWard2
Robert White, At-Large @RobertWhite_DC	*Mary M. Cheh, Ward 3 @marycheh
*Anita Bonds, At-Large @anitabondsDC	Brandon Todd, Ward 4 @CMBrandonTodd
David Grosso, At-Large @cmdgrosso	*Kenyan McDuffie, Ward 5 @kenyanmcduffie
Elissa Silverman, At-Large @tweetelissa	Charles Allen, Ward 6 @CharlesAllenW6
Brianne Nadeau, Ward 1 @BrianneKNadeau	*Vincent Gray, Ward 7 @VincentGrayWard7
	*Trayon White, Ward 8 @trayonwhite

*\*Important Councilmembers to tweet at!*

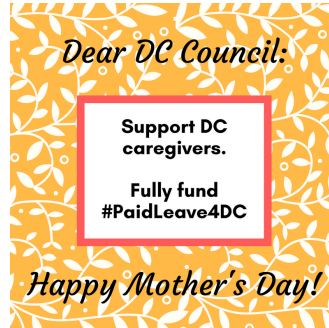
### **Sample Tweets (\*\*make sure you customize these with the Twitter handle of the Councilmember you're addressing!):**

- In honor of mothers working in DC, all I want for this #MothersDay is #PaidLeave4DC! (@Councilmember handle)
- Mothers make families AND economies run. Support families this #MothersDay with #PaidLeave4DC
- As a mother, I believe this Mother's Day we can help DC families thrive by fully funding #PaidLeave4DC. #MothersDay
- As a mother, I believe we can help DC families thrive by \_\_\_\_ #MothersDay #PaidLeave4DC
- Full \$40 million funding for #PaidLeave4DC! Any delay in funding means a delay in benefits, DC families can't wait any longer! (@Councilmember handle)
- .[@Councilmember handle] I shouldn't have to choose btwn providing for my family and caring for them. It's time to #LeadOnLeaveDC!
- Family comes first. I'm counting on [@Councilmember handle] to set the right priorities w/ #PaidLeave4DC. #MothersDay

## 3. Post on Facebook

Share your selfie or one of [these images](#), and/or use some of the sample Facebook posts below:

- Mother's Day is the perfect day to reflect on how family comes first. I'm counting on the DC Council to set the right priorities w/ #PaidLeave4DC! We need full funding and to make sure the law we fought so hard for isn't replaced by corporate-controlled legislation. #MothersDay
- Did you know we *\*still\** need to secure full funding for Paid Family Leave in DC? Any delay in full funding means a delay in benefits, and DC families can't wait any longer! For the love of moms this #MothersDay, we need full funding for #PaidLeave4DC!



(Click the image to download its full size!)

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Send [Alli@dcpaidfamilyleave.org](mailto:Alli@dcpaidfamilyleave.org) your photos and we'll be sure to share them. Happy Mother's Day!

♥ ♥ ♥  
**PAID**  
 FAMILY  
**LEAVE**