

F Y ' 2 6 B U D G E T P L A T F O R M



CHOOSE DC:
**A BUDGET FOR OUR PEOPLE,
BY OUR PEOPLE.**

SOCIAL MEDIA TOOLKIT

FAIR BUDGET
≥ COALITION



March 5 through March 12

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WHY ARE WE DOING A WEEK-LONG SOCIAL MEDIA PUSH?

We want our #ChooseDC FY26 Budget Platform to go far and wide into the DC landscape, because the budget is everybody's business! In this season especially, given the fights on both the federal and local level, it is of crucial importance that our Coalition, our policies, our advocacy, and our people power are consistently felt by the mayor and Council. It is clear that our electeds will only stand firm and defend the District from federal attacks through the budget if we call them to it, visibly, and consistently. **In this season, we must apply pressure.** Our social media storm is our collective kick off. Our work as a Coalition this year is to shift the posture away from appeasement, and to urge our elected officials to #ChooseDC. We'll begin that work together, today.

#ChooseDC is a budget platform that everybody can understand and engage with, that reflects all of our needs, dreams, and priorities, and-most importantly-that funds thriving Black and brown working-class and poor communities that have been left out of DC's prosperity. Please join us in using this social media toolkit to push out the #ChooseDC platform, share with friends and neighbors, and invite community members and allies to repost, uplift, and amplify! This budget season, given all of the threats we face, it is critical that we are building massive movement around our FY26 Budget campaign!

HOW CAN YOU & YOUR ORGANIZATION PARTICIPATE?

1. Share on Twitter, Bluesky, and Instagram Wednesday, 3/5 through Wednesday, 3/12
2. This toolkit has graphics, sample tweets, and talking points below, with posts to lift up the theme of #ChooseDC, for both the overall platform and specific issue groups
3. **We have themes for each day and a Twitterstorm planned for Wed. 3/5, during the March Membership Meeting; we'd love for you to post and participate as many days as you can!**
 - a. **Ready, Set, Go:** Get your posts ready to go. If you have a comms staffer, please be sure to share this toolkit with them and ask them to post next week.
 - b. **The big launch Wednesday 3/5** - Post and repost across all socials! Share out the links to the platform. Let the world know what the #ChooseDC platform means to you, to your organization, and/or to your community.
 - c. **Wed 3/5:** full platform kickoff during our monthly membership meeting - use any and all topline messaging posts
 - i. Tweet, post on IG, like, share, and RT each other as much as possible in that time! Any theme you like - just use the hashtags and GO! *Please invite your comms director (if you have one) to join us in the meeting to help with the social media storming!*

- d. **Thurs 3/6:** post about your organization's main issue group(s) recommendations or messaging, linking the Platform bit.ly/ChooseDCPlatform
 - i. We have pre-made posts you can use right off the shelf.
 - ii. Or write your own: Why is your issue area essential to community wellbeing
 - iii. Or even just post about your favorite budget recommendation(s) from your issue group
 - e. **Fri 3/7:** post about either overarching messaging (#ChooseDC) or issue group-specific messaging
 - f. **Mon 3/10:** post about government accountability using the #ChooseDC hashtag in preparation for tomorrow's (3/11) Walkaround
 - g. **Tuesday 3/11** - Write your own post about why you are a member of FBC and re-share the Budget Platform OR live post from the Walkaround!! If you're there with us (and you should be ;) post a pic, reel, or tweet about why you're at the Wilson Building urging the Council to #ChooseDC
 - h. **Wednesday 3/12** - Be in solidarity with another issue area: post another issue-specific post that is outside your "normal" issue area OR post uplifting the work of another member org using the #ChooseDC hashtag!
4. **Use Hashtags:** #ChooseDC #DCBudget and tag @FairBudgetDC
5. **Key links to include (please use at least one in each post):**
- a. FY26 Budget Platform "Choose DC: A Budget for Our People, By Our People: bit.ly/ChooseDCPlatform
6. **Key messages**
- a. We stand in solidarity as a coalition in uplifting our FY26 Budget Platform, "Choose DC: A Budget for Our People, By Our People" We deeply believe that only by investing in the people will we build true community safety.
 - b. We call on Mayor Bowser to #ChooseDC instead of appeasing the federal administration by including our recommendations into her budget.
 - c. We have 7 issue areas (Community Safety, Economic Justice, Education Fair Taxes and Public Deals, Food Access, Health Justice, and Housing Security) that are each essential for the wellbeing of the community. We lift them up as examples of what it means to #ChooseDC.
 - d. **Our campaign narrative statement**
We are now calling on Mayor Bowser and the DC Council to make the right choice this budget season by meeting the real needs of our communities. Now more than ever, it's crucial that we prioritize investments that benefit everyone in this city – from our children and seniors to our workers and families. The people of DC are counting on the Council and the mayor to put the needs of residents first and reject any budget policy that leaves our communities vulnerable or underserved.

To #ChooseDC means making decisions that directly benefit DC's people. It means standing up for affordable housing, for schools, for jobs, for health care, for workers, for our elders, for community, for our culture, for everything that keeps DC strong. We know that when we invest in the wellbeing of our residents, the entire District thrives. We cannot afford to be passive in the face of threats to DC's well-being. We urge the DC Council and mayor to step up, to prioritize DC's people, and make the necessary choices this budget season to ensure a bright future for everyone in DC.

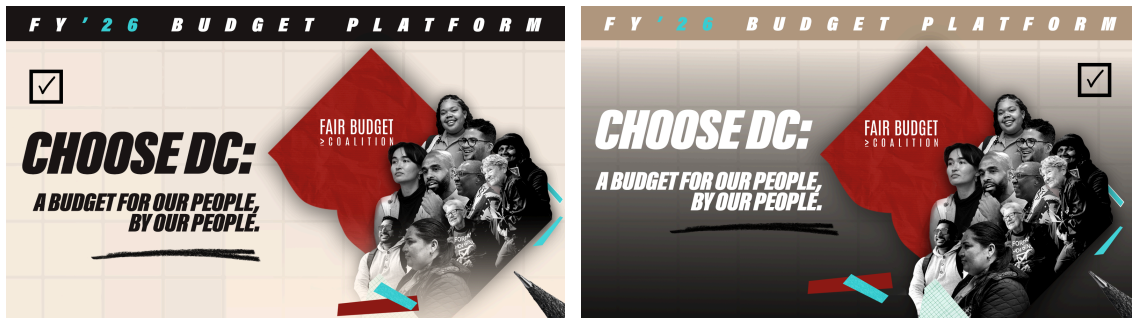
POSTS ABOUT THE OVERALL PLATFORM

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Cover 1 & Cover 2



Copy and Paste Captions to Post:

Caption for Instagram

- #ChooseDC means making decisions that directly benefit DC's people. It means @MayorBowser & @ChmnMendelson standing up for affordable housing, for schools, for jobs, for health care, for workers, for our elders, for community, for our culture, for everything that keeps DC strong. FY26 platform: bit.ly/ChooseDCPlatform #DCBudget @FairBudgetDC
- From potential cuts in federal funding to the ongoing political tug-of-war that seeks to undermine our autonomy, it is vital that we come together to ensure the stability and wellbeing of our District. @MayorBowser @ChmnMendelson, #ChooseDC in the #DCBudget! @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- #ChooseDC: we need a #DCBudget from @MayorBowser @ChmnMendelson that serves as a shelter from the storm of federal threats and uncertainty and reaffirms the commitment to DC's future. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

- This budget season demands that we invest in the future of DC– that we make decisions in the #DCBudget that prioritize people, not politics. Let us #ChooseDC, now and always, @MayorBowser @ChmnMendelson. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means standing up for affordable housing, schools, jobs, health care, workers, our elders, our culture & community—everything that keeps DC strong. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- .@MayorBowser @ChmnMendelson, DC faces federal funding cuts & political attacks on our autonomy. We need you to protect our stability & wellbeing. It's time to #ChooseDC for the #DCBudget. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means a budget that shelters us from federal threats & uncertainty—one that reaffirms a commitment to DC's future. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- .@MayorBowser @ChmnMendelson, this budget season, invest in DC's future. We need you to make decisions that put our people over politics. Let's #ChooseDC—now & always for the #DCBudget. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

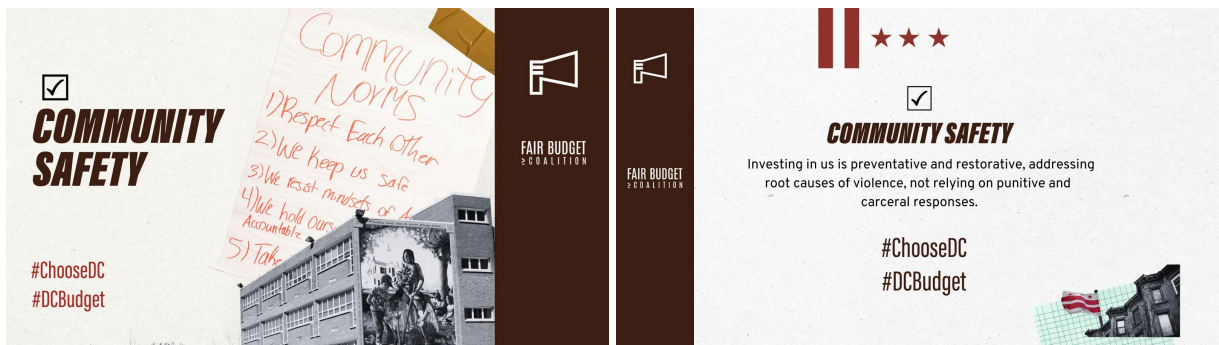
POSTS ABOUT THE COMMUNITY SAFETY

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- Choosing DC means safer communities—by decriminalizing poverty, diverting people away from carceral systems, providing a safe and supportive learning environment in our schools, and supporting victims and survivors of crime. @MayorBowser @ChmnMendelson #ChooseDC for the #DCBudget. Investing in us is preventative and restorative, addressing root causes of violence, not relying on punitive and carceral responses. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means decriminalizing poverty, diverting people from carceral systems, creating supportive schools & aiding survivors. Invest in prevention & restoration. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

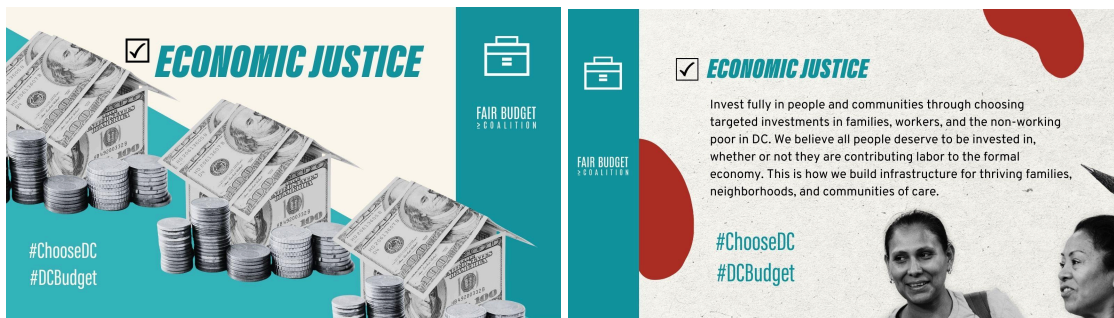
POSTS ABOUT THE ECONOMIC JUSTICE

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- Our recommendations bring the District closer towards a future in which all communities live in abundance over scarcity, and economic power resides where it has always belonged - with the people. @MayorBowser and @ChmnMendelson, #ChooseDC for the #DCBudget and Invest fully in people and communities through targeted investments for low-income residents. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform.
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means investing fully in people and communities through targeted investments for

low-income residents. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

POSTS ABOUT THE EDUCATION

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- We must choose an education system that is equitable, antiracist, and meets the needs of unique communities as a system of community care. Our message to @MayorBowser and @ChmnMendelson is simple: #ChooseDC, choose us in the #DCBudget. Choose our students, our educators, our families, our providers, and our schools. Despite the federal threats, our education system must stand tall to expand opportunities for our students, educators and families. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget with an education system that is equitable, antiracist & serves our communities. Choose our

students, educators, families, & schools to expand opportunities. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

POSTS ABOUT THE FAIR TAXES & PUBLIC DEALS

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- We have long needed to use the powerful lever of tax policy to reverse racial inequities, fight poverty, and build a more resilient economy. @MayorBowser & @ChmnMendelson must #ChooseDC and raise more revenue to prevent the impacts of federal harm to DC's people in the #DCBudget. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget: Use tax policy to reverse racial inequities, fight poverty & build a resilient economy. We must raise local revenue to protect DC's people from federal harm. @FairBudgetDC

FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

POSTS ABOUT FOOD ACCESS

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- #ChooseDC means working to achieve food sovereignty and food choice through a dignified approach to healthy food access that meets the unique needs of all District residents. @MayorBowser and @ChmnMendelson. Every resident deserves access to affordable, high-quality, nutritious foods: food is a basic human right. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means achieving food sovereignty & ensuring dignified, healthy food access to meet residents' needs. Affordable, nutritious food is a basic human right. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

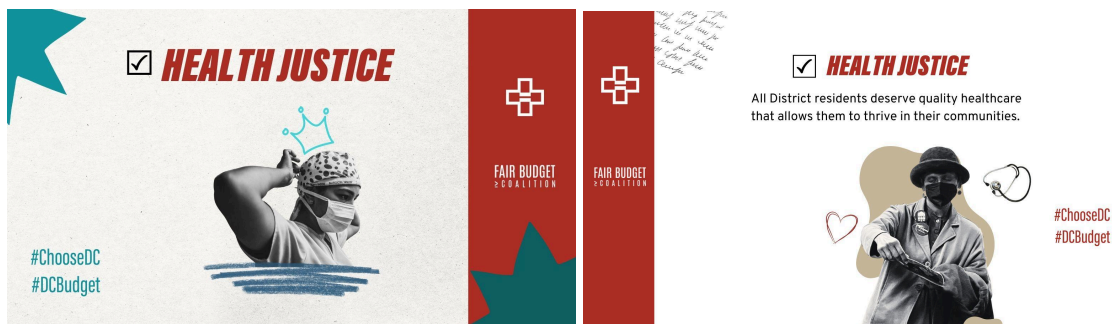
POSTS ABOUT HEALTH JUSTICE

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- Stubborn health inequities must be targeted through the deliberate choice to address root causes, including structural racism and entrenched poverty. @MayorBowser @ChmnMendelson, #ChooseDC in the #DCBudget by ensuring a strong health system and integrated programs for care. All District residents deserve quality healthcare that allows them to thrive in their communities. @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means tackling health inequities by addressing root causes like structural racism &

poverty. Every DC resident deserves quality healthcare to thrive. @FairBudgetDC
FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

POSTS ABOUT HOUSING SECURITY

Downloadable Images to Post:

[For Instagram Images](#)

[For Twitter & Bluesky Images](#)

Reference Images: Post 1 & Post 2



Copy and Paste Captions to Post:

Caption for Instagram

- #ChooseDC means choosing investments in housing instead of displacement and criminalization, to distinguish DC's agenda from the current federal agenda. @MayorBowser @ChmnMendelson, these choices would put our neighbors with the least resources first, creating a local housing landscape that values the people and welcomes them home. #DCBudget @FairBudgetDC FY26 platform: bit.ly/ChooseDCPlatform
- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]

Twitter or Bluesky Post

- We need @MayorBowser @ChmnMendelson to #ChooseDC for the #DCBudget. That means investing in housing, not displacement & criminalization. DC must put vulnerable neighbors first, values people, & welcomes them home. @FairBudgetDC

FY26 platform: bit.ly/ChooseDCPlatform

- [Write your own post: be sure to tag @MayorBowser @ChmnMendelson, and include these elements: FY26 platform: bit.ly/ChooseDCPlatform #ChooseDC #DCBudget @FairBudgetDC]