Fair Budget Coalition
FY24 Budget Platform
Social Media Toolkit

How can you & your organization participate?

1. Tweet on Twitter, and post on Instagram, Facebook, and LinkedIn, using the graphics, sample tweets, and talking points below - we have general ones to lift up the theme of #MeetingTheNeeds and issue-specific ones TO USE FOR THE NEXT 7 WORKDAYS
2. **We have themes for each day and a Twitterstorm planned for Wed. 3/1; we'd love for you to participate in as many days as you can!**
    a. Thurs-Mon 2/23-2/27 - Uplift the Budget Platform & get it out there! Please also share and RT from FBC's social media
    b. Tues 2/28 - Do an issue-specific post of your choice [this is a great chance for community members and constituents to rep what is important to them]
    c. Wed 3/1 - Morning Twitterstorm from 9:30-10:30 am (during our monthly meeting)! Tweet and RT each other as much as possible in that time!
    d. Thurs 3/2 - Be in solidarity with another issue area: post another issue-specific post that is outside your "normal" issue area
    e. Fri 3/3 - Write your own post about why you are a member of FBC and re-share the Budget Platform [this is another great day for community members to share what this means to them]
3. **Key messages**
    a. We stand in solidarity as a coalition in uplifting our Budget Platform, "Meeting the Needs"
    b. We call on Mayor Bowser to put all of the budget recommendations in the platform into her budget, as a way of #MeetingTheNeeds
    c. We have 6 issue areas to lift up separately in support of #MeetingTheNeeds
4. **Hashtags:** #MeetingTheNeeds #DCBudget and tag @FairBudgetDC
5. Feel free to customize and be creative!

All images can be seen and downloaded from here.

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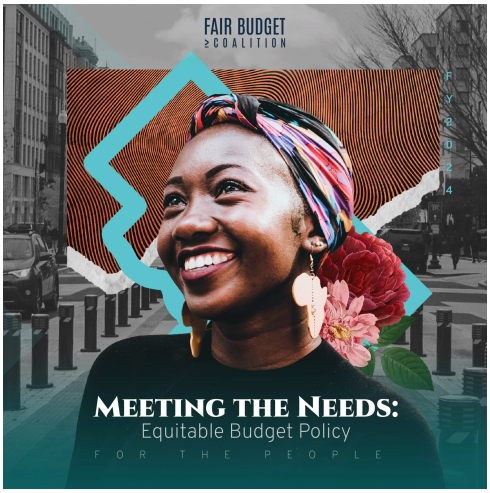
TWITTER CONTENT

INSTRUCTIONS:

- **Please tweet any or all of the "Tweets on the Budget Platform" on Thurs, Fri, & Mon (2/23- 2/27).** If you need to get clearance from your organization to tweet these, please use them as soon as you can.

- **Use the following themes for tweeting on Tues 2/28 - Wed 3/3:**
    - Tues 2/28 - Do an issue-specific post of your choice
    - **Wed 3/1 - TWITTERSTORM - 9:30-10:30 am. Tweet and RT as much as possible of any of these tweets in that time, using all the hashtags.**
    - Thurs 3/2 - Be in solidarity with another issue area: post another issue-specific post that is outside your "normal" issue area
    - Fri 3/3 - Write your own tweet about why you are a member of FBC and/or why you value the Budget Platform. Share a link to the Budget Platform and tag the Mayor. Bonus points for retweeting others'!

- **Retweets are always welcome!! Other guidelines:**
    - Use the hashtags #DCBudget and #FairBudgetDC and @FairBudgetDC in each tweet
    - At (@) any other organizations/people that are important for your org
    - For tweeting about the Budget Platform, please add one of the two cover images from this folder to your tweet (you will need to download it from the folder to get the image):





TWEETS ON BUDGET PLATFORM:

(NOTE: These are for organizations and individuals to use)

1. We need @MayorBowser & @ChmnMendelson to allocate the budget in the ways that meet the needs of DC residents– particularly those impacted by racism, inequity, & structural barriers to inclusion. @FairBudgetDC #MeetingTheNeeds #DCBudget
   View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/za9iV [and please add image from folder]

2. A fair budget is one that includes EVERYONE - especially working-class Black & brown households. @MayorBowser, @dmpeddc, a fair budget is the best route to economic growth & racial justice. @FairBudgetDC #MeetingTheNeeds #DCBudget
   View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/QdgAf [and please add image from folder]

3. We're rooting for a #FairBudgetDC that is restorative & prioritizes racial justice. Will you join us @MayorBowser @ChmnMendelson? #MeetingTheNeeds #DCBudget @FairBudgetDC
   View all our recs in the platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/ke12r [and please add image from folder]

4. A budget is a statement of values & an #accountability tool for DC residents to measure how @MayorBowser & @ChmnMendelson are creating policies to meet the needs. @FairBudgetDC #MeetingTheNeeds #DCBudget
   View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/n1fvt [and please add image from folder]

5. The budget is everybody's business. @MayorBowser @ChmnMendelson, it takes all of us together to dream, work & advocate for a fair & just budget. @FairBudgetDC #MeetingTheNeeds #DCBudget
   View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/x811p [and please add image from folder]

6. Our budget platform uses a #WholePerson #WholeCommunity approach for equitable resource reallocation in DC. That's what we need you to do @MayorBowser @ChmnMendelson! @FairBudgetDC #MeetingTheNeeds #DCBudget
View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/n47m3 [and please add image from folder]

7. Join us in the fight for budget policies that center communities that are still destabilized from the pandemic & marginalized in DC, @MayorBowser @ChmnMendelson. @FairBudgetDC #MeetingTheNeeds #DCBudget
View platform: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/0_043 [and please add image from folder]

TWEETS ON SPECIFIC ISSUE AREAS:

(NOTE: Use these to be relevant to your organization/special interest; but also use them for the issue-specific tweet days the week of 2/27-3/3)

Please tweet these using one of the images from this folder.

Health Justice

We seek Health Justice thru policies & budget priorities that support the holistic health of residents & are reparative. #FairBudgetDC #MeetingTheNeeds #DCBudget
Find all our Health Justice budget recs here, @MayorBowser @DMHHS_DC:
bit.ly/FY24BudgetPlatform [add image from folder]

Or click to tweet: https://ctt.ac/ffFba [and please add image from folder]

Economic Justice

For economic justice to be achieved, DC must divest from policies that perpetuate poverty & invest in marginalized workers/communities. #FairBudgetDC #MeetingTheNeeds #DCBudget
Find all our Economic Justice budget recs here @DMPEDDC, @MayorBowser:
bit.ly/FY24BudgetPlatform [add image from folder]

Or click to tweet: https://ctt.ac/eB9fW [and please add image from folder]

Fair Taxes & Public Deals

The @FairBudgetDC Fair Taxes issue group puts forward recs to make DC tax policy more racially equitable & progressive so all our communities are able to thrive. #MeetingTheNeeds #DCBudget
See the Tax Platform here, @MayorBowser @DCTaxRevision: bit.ly/FY24FBCTAXPLATFORM [add image from this folder or this folder]

Or click to tweet: https://ctt.ac/S3zJP [and please add image from this folder or this folder]

Food Access

1. Access to healthy food is a human right & central to a thriving community. @MayorBowser we need nutritious foods for all DC residents, prioritizing those with low incomes. @FairBudgetDC #MeetingTheNeeds #DCBudget
   Find our Food Access budget recs here: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/sAb1G [and please add image from folder]

2. A critical determinant of health is access to healthy foods. @MayorBowser, there are more than 80 partial & full-service grocery stores in DC, but only 8 in W7 & W8. @FairBudgetDC #MeetingTheNeeds #DCBudget
   Find all our Food Access budget recs here: bit.ly/FY24BudgetPlatform [add image from folder]

   Or click to tweet: https://ctt.ac/tawZa [and please add image from folder]

Community Safety

Everyone deserves to be safe in their neighborhood. @MayorBowser, we propose solutions to violence that respect lives & dignity of all, & don't rely on police. @FairBudgetDC #MeetingTheNeeds #DCBudget
Find all our Community Safety budget recs here: bit.ly/FY24BudgetPlatform [add image from folder]

Or click to tweet: https://ctt.ac/9fPfe [and please add image from folder]

Housing Security

We seek to dismantle a housing system that values “pay to play” instead of safe, low-cost, quality, low-barrier housing for all residents. @FairBudgetDC #MeetingTheNeeds #DCBudget
@MayorBowser, all our Housing Security budget recs are here: bit.ly/FY24BudgetPlatform [add image from folder]

Or click to tweet: https://ctt.ac/dU1qf [and please add image from folder]

For Community Members:

- Please customize this tweet however works for you:

  I am a resident of Ward ___. The issue of ____ is very important to me because _____. I support the recommendations in the FY24 Budget Platform “Meeting the Needs” here: bit.ly/FY24BudgetPlatform [add image from folder]

INSTAGRAM, FACEBOOK, & LINKEDIN CONTENT

INSTRUCTIONS:

Please post any or all of the captions and images "Using the Cover Page of the Platform" (below) on Thurs, Fri, & Mon (2/23- 2/27). If you need to get clearance from your organization to post these, please use them as soon as you able, through 3/3).

Use the following themes for posting on Tues 2/28 - Wed 3/3:

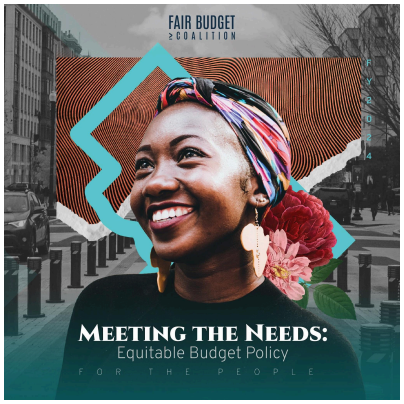
- Tues 2/28 - Do an issue-specific post of your choice
- Wed 3/1 - Repost or share another FBC member's posts
- Thurs 3/2 - Be in solidarity with another issue area: post another issue-specific post that is outside your "normal" issue area
- Fri 3/3 - Write your own post about why you are a member of FBC and re-share the Budget Platform

Reposts are always welcome!! Other guidelines:

- Use the hashtags #MeetingTheNeeds #DCBudget and tag @FairBudgetDC
- Use any hashtags and @ organizations/people that are important for your org
- Relevant Instagram tags
    - @mayor_bowser
    - @chairmanphilmendelson
    - @fairbudgetDC
- Add one or more of the images shown below

POSTS ON THE BUDGET PLATFORM:

(NOTE: These are for organizations and individuals to use)





Caption Options:

1. A fair budget is one that is restorative and that prioritizes racial justice. The Fair Budget Coalition advocates for budget and public policy initiatives that seek to address systemic social, racial and economic inequality in the District of Columbia.

   Find all our FY24 budget recommendations in our Budget Platform linked here: bit.ly/FY24BudgetPlatform

2. The Fair Budget Coalition not only understands the needs of the people but knows the solutions for those needs. We are demanding a transformative and equitable anti-racist DC budget.

   Find all our FY24 budget recommendations in our Budget Platform linked here: bit.ly/FY24BudgetPlatform.

   OR

3. Our Budget Platform serves as a centerpiece for District-wide advocacy focused on making sure our most impacted residents have access to the resources they need to achieve health, experience housing security, attain economic justice, enjoy community safety, access healthy foods, pay fair taxes, and to overall thrive in DC.

   Find all our FY24 budget recommendations in our Budget Platform linked here: bit.ly/FY24BudgetPlatform

POSTS ABOUT OUR HOPES:











Proposed Caption:

> We all play a role in a fair budget policy so our hope is that all of us will imagine what long-term, transformative, liberation-oriented resource reallocation can look like for DC.
>
> Check out the full Hopes Summary in our Budget Platform, linked here: bit.ly/FY24BudgetPlatform

POSTS ON SPECIFIC ISSUE AREAS:

(NOTE: Use these to be relevant to your organization/special interest; but also use them for the issue-specific theme days the week of 2/27-3/3)

Health Justice



Caption Options:

1. Marginalized communities in the District face significant health inequities, especially post-pandemic due to structural racism, class prejudices, and intergenerational cycles of poverty. All District residents deserve an equitable chance at experiencing high-quality healthcare and health outcomes.

   Find all our Health Justice budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

   OR

2. Toward achieving Health Justice, we seek policies and budget priorities that support the holistic health of residents in ways that are reparative and address harms to marginalized groups and individuals.

   Find all our Health Justice budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

Economic Justice



Caption Options:

1. Bringing economic justice to DC means returning wealth to exploited communities and people. For economic justice to be achieved, DC must divest from policies that perpetuate poverty and invest in marginalized communities.

   Find all our Economic Justice budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

   OR

2. Investments in policies building economic justice should be viewed as a step towards reparations for the extensive social and financial harms caused by institutional racism, classism, and gender-based discrimination.

   Find all our Economic Justice budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

Fair Taxes & Public Deals



OR



Proposed Caption:

Fair Budget Coalition's Fair Taxes and Public Deals issue group puts forward recommendations to make DC tax and revenue policy more racially and economically equitable, progressive, and sufficient for funding government services that ensure that all communities are able to thrive.

While the Tax Revision Commission is sitting, DC policymakers will not take action on any tax proposals at this time. For this reason, we offer instead a Tax Platform that lifts up some compelling tax and revenue options that would advance racial and economic justice.

Find the Tax Platform linked here: bit.ly/FY24FBCTAXPLATFORM

Food Access



Caption Options:

1. It's not a coincidence that low-income neighborhoods offer greater access to food sources that promote unhealthy eating, which in the long run lead to diet-related diseases such as diabetes and cancer.

   Find all our Food Access budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

2. Access to healthy food is a human right. It is also a matter of human dignity, a pillar of racial equity, and central to a thriving community. We seek access to healthy, nutritious foods for all District residents, prioritizing those with low incomes. A critical determinant of health is access to healthy foods. There are more than 80 partial and full-service grocery stores in Washington DC, and only 8 of them are in Wards 7 and 8.

   Find all our Food Access budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

3. The problem is that fresh, nutritious foods are not easily available, nor are they accessible, a result of deliberate, exclusionary policy decisions—such as supermarkets consciously avoiding neighborhoods they consider unprofitable—that have placed Black residents in Wards 7 and 8 within a system of Food Apartheid. Food access is an equity issue along the lines of race and class.

Find all our Food Access budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

Community Safety



Caption Options:

1. The Fair Budget Coalition's Platform FY24 budget recommendations for community safety include increased funding for community-based domestic violence organizations, and funding for 24-hour harm reduction centers.

   Find all our Community Safety budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

2. Everyone deserves to be safe in their own neighborhoods, especially from those who are supposed to bring safety, such as the law enforcement. The Fair Budget Coalition budget recommendations propose solutions to violence that do not rely on law enforcement and respect the lives and dignity of all people.

   Find all our Community Safety budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

3. We believe in community-centered solutions to prevent and address violence that do not depend on law enforcement and punishment, and that respect the lives and dignity of all people. The District's budget must focus on decriminalizing poverty, diverting people away from our justice system, addressing problems of mass incarceration, detention, and deportation, and supporting victims and survivors of crime.

   Find all our Community Safety budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

Housing Security



Caption Options:

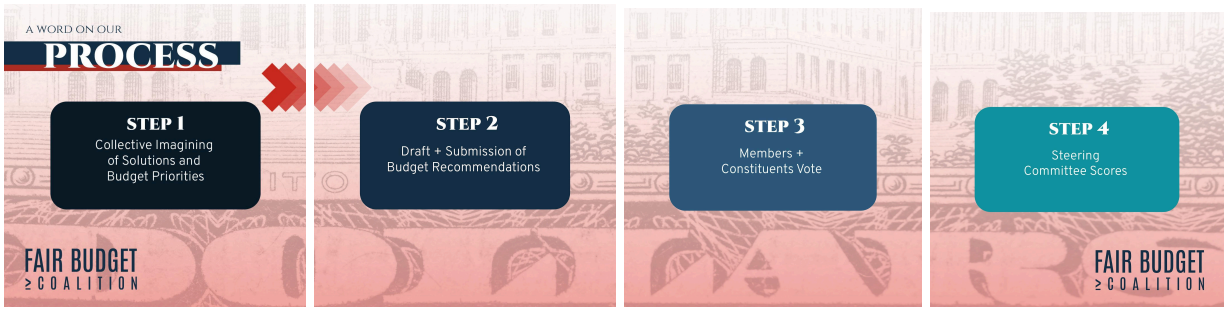
1. DC residents have struggled far too long with housing affordability, safety, quality, insecurity, and loss of housing. We need to prioritize this pressing issue to ensure everyone, especially low-income residents, have access to affordable housing.

   Find all our Housing Security budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

2. Housing instability, poor living conditions, evictions, and lack of safety-net support are simply not acceptable as we see other segments of the city prosper and enjoy a better quality of life. Our recommendations seek to dismantle a housing system that values those who can "pay to play" instead of providing truly safe, low-cost, quality, low-barrier housing for all Washingtonians.

Find all our Housing Security budget recommendations in our platform linked here: bit.ly/FY24BudgetPlatform

dDESCRIBING OUR PROCESS



Proposed Caption:

The budget is everybody's business. It takes all of us together to dream, work and advocate for a fair and just budget.

Following this process, we are able to #collaboratively produce a Budget Platform that uses a #WholePerson and #WholeCommunity approach to equitable resource reallocation in DC.

Find all our FY24 budget "asks" outlined in our platform linked here: bit.ly/FY24BudgetPlatform