



SOCIAL MEDIA TOOLKIT

In 2026, advocates are urging lawmakers to protect and expand current funding levels and to support AB 2430 (Muratsuchi) — The Bridge & Boost Act, legislation that strengthens California’s afterschool investment by:

- Expanding access for adolescents
- Updating funding to protect program quality
- Increasing transparency so families and lawmakers can see what’s working

California already invests more than \$5 billion annually in afterschool and expanded learning through ELO-P and ASES programs. AB 2430 helps ensure that investment works for older youth, high-need students, and working families.

Instagram	LinkedIn	Facebook
@ca3advocacy	Partnership for Children and Youth	@SaveAfterschoolCA
AB 2430 Webpage	AB 2430 designed 1-pager	AB 2430 bill fact sheet

Tips for social media posts

- Record videos, take pictures, & Post: Share student & parent testimonials or approved photos from your program sharing how ELO-P makes a difference.
- Tag Your Legislator: Engage them directly! [Find your legislator](#).
 - [Spreadsheet](#) of Assemblymember and Senators’ social channels
- Use the table above to tag us depending on which platform you’re using!
- When posting on Instagram, make sure to add CA3 as a collaborator! Tap “Tag People,” select “Invite Collaborator,” and search @CA3advocacy

Key Messaging Focus

- 🗣️ Support AB 2430 (Muratsuchi) to strengthen California's afterschool investment
- 🗣️ Expand access to afterschool programs for adolescents
- 🗣️ Afterschool is essential infrastructure for students and working families
- 🗣️ California invests \$5B+ annually in afterschool programs — AB 2430 ensures that investment works for every student
- 🗣️ CA's \$5B+ investment afterschool must include older youth

Hashtags & Emojis:

- #AB2430 🏠
- #ExpandedLearning 💡
- #AfterschoolForAll 📚
- #CAAfterschoolWorks 👍

Sample Tweets & Posts

Feel free to customize these posts with personal stories or photos to make them even more engaging.

- 🗣️ California invests \$5B+ annually in afterschool programs. Now we must ensure that investment works for older youth too. [ORGANIZATION NAME] supports AB 2430 — the Bridge & Boost Act. #AfterschoolForAll #AB2430
- 🌟 Universal afterschool must include older youth. Less than 2% of expanded learning funding reaches high school youth. That's why we're advocating for AB 2430. #CAAfterschoolWorks
- 👤 Afterschool programs support students, families, and communities across California. Today we're urging #CALeg to expand access for adolescents and older youth. #AfterschoolForAll
- 💡 Afterschool programs help students succeed in school and life. Students who participate are:
 - 🎓 More likely to graduate
 - 🧠 More connected to school

-  Attending more school days
-  Building job and career skills

That's why we support AB 2430.

#CAAfterschoolWorks

Customizable Sample

-  Our afterschool program serves _____ students in <community>. These programs help students stay engaged, supported, and connected to school. We're urging #CALeg <Tag legislator> to support AB 2430. #AfterschoolForAll

Graphics

Feel free to include one or more of these graphics with some of your posts to help share the facts about how #CAAfterschoolWorks! High resolution images can be downloaded [here](#).



83%

Of voters say afterschool and summer programs are an **absolute necessity** for their community.

CA3 CALIFORNIA
AFTERSCHOOL
ADVOCACY
ALLIANCE

7-8.5

Additional school days attended by students who participate in expanded learning programs.

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Schools with expanded learning funding serve

1 in 4

homeless students.

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Child care costs consume

35%

of a low-income family's earnings.

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80%

of young people's
waking hours are
spent out of school.

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80%

Of voters say they want
government leaders to provide

MORE funding
for afterschool programs.

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ADVOCACY
ALLIANCE