



COWOP Social Media Toolkit

Have a question about any of these materials? Contact Homefries Matthews (Communications Director, Center for Economic Democracy) at homefries@economicdemocracy.us or Erin Burrows erin@samaracollective.com

Updated August 5, 2024 - time to celebrate!

Our policy objectives for the 2024 budget season:

1. Fund the Massachusetts Center for Employee Ownership (MassCEO)
2. Fully fund the Small Business Technical Assistance (SBTA) program run by Mass Growth Capital Corporation, by retaining the \$7.5 million in Gov. Healey's draft FY25 budget

Learn more in the [2024 Legislative Agenda Factsheet](#)

Access [COWOP Talking Points](#)

SOCIAL MEDIA POSTING INSTRUCTIONS

1. Access and download social media graphics

- [Celebration Posts](#)
 - [Square format](#) for feed posts, [Vertical Story format](#) (you can download as a video for animation or a still graphic)
 - Or make your own! Access our repository of [photos and videos](#) (and add any you have!)
2. **Copy and paste** the below sample messaging across your organizational and personal social media channels such as your LinkedIn profile. Feel free to customize the copy to be in your own/your org's voice.
 3. Be sure to **include the call to action** to send letters to key legislators and their Senator via this link: bit.ly.com/COWOPsenate (you can also keep sending people to bit.ly/COWOPhouse to reach their House rep)
 4. We request **posting content once a week** during the duration of the budgeting season (now through June 2024)
 5. Use our campaign hashtags (**#CooperativeMA, #OurCommonWealth #MassWorkerPower, #mapoli #workercoopswork**) so our individual posts can be linked across accounts!





August Social Media Copy:

🎉 Major win for worker ownership in Massachusetts! COWOP budget demands have passed, securing funding for the Mass Center for Employee Ownership (MassCEO). 🏆 After a year of advocacy and hard work, we're thrilled to see our vision becoming a reality. Let's keep pushing for more support for worker-owned coops! 🚀 #MAPoli #CooperartiveMA #WorkerOwnership #MassCEO #COWOP

👏 Huge congrats to everyone involved in pushing COWOP's FY25 budget demands through the Massachusetts legislature! 🎉 Thanks to our collective efforts, we've secured a vital budget for the Mass Center for Employee Ownership and MBTA funds. This is a huge step toward empowering workers and strengthening our economy. 💪 #MAPoli #CooperartiveMA #AdvocacyWins #WorkerCoops #COWOP

🌟 Celebration time! The FY25 budget includes victories for worker ownership in Massachusetts, thanks to your unwavering support and dedication. 🎉 With funding secured for the Mass Center for Employee Ownership, we're paving the way for a brighter, more equitable future. Let's keep the momentum going! 🚀 #MAPoli #CooperartiveMA #Massachusetts #WorkerPower #COWOP

📰 Exciting news! COWOP and our partners achieved a major milestone with the signing of the FY25 budget! Among many wins we organized to bring crucial funding to the Mass Center for Employee Ownership. 🎉 This win is a testament to our hard work and commitment to promoting worker-owned businesses. Let's continue to advocate for full funding and support! 📁 #WorkerOwnership #LegislativeVictory #COWOP #MAPoli #CooperartiveMA

Download Graphics:

[Google Folder](#)

[Canva Link](#)





COWOP
Coalition For Worker Ownership And Power

TOGETHER WE THRIVE!

COWOP members successfully campaigned for MA lawmakers to fund the Massachusetts Center for Employee Ownership (MassCEO)!
Let's celebrate this huge win for worker power!

LAS COOPERATIVAS DE TRABAJADORES: HACEN EL TRABAJO

La membresía de COWOP llevó a cabo una campaña exitosa para que los legisladores de Massachusetts aprobaran fondos para el Centro de Massachusetts Para la Propiedad del Trabajador (MassCEO, por sus siglas en inglés).
¡A celebrar esta gran victoria por el poder del trabajador!

WORKER-OWNED COOPERATIVES: GETTING THE JOB DONE

COWOP members successfully campaigned for MA lawmakers to fund the Massachusetts Center for Employee Ownership (MassCEO)!
Let's celebrate this huge win for worker power!

COWOP
Coalition For Worker Ownership And Power

LAS COOPERATIVAS DE TRABAJADORES: HACEN EL TRABAJO

La membresía de COWOP llevó a cabo una campaña exitosa para que los legisladores de Massachusetts aprobaran fondos para el Centro de Massachusetts Para la Propiedad del Trabajador (MassCEO, por sus siglas en inglés).
¡A celebrar esta gran victoria por el poder del trabajador!







June Social Media Copy:

🇺🇸 Thank you, MA Residents, for your continued support for building a more equitable future for worker-owned cooperatives! The unanimous passing of Amendment #254, filed by Senator Cyr and co-sponsored by ten Senators, to fund the Massachusetts Center for Employee Ownership (MassCEO) underscores our commitment to a just economy. Worker-owned cooperatives strengthen local economies by keeping more money within communities. This victory is thanks to everyone's collective efforts. Special thanks to Senator Cyr, Rep. Garballey, and all members and lead filers who have been actively supporting this cause. Your continued support is vital to ensuring the success of future initiatives.

Together, we can ensure shared prosperity and champion cooperation, fairness, and inclusivity in our pursuit of economic justice. Want to know more about worker-owned cooperatives? Our next COWOP coalition gathering is on Monday, June 3, from 3:30-5 pm - Meeting link: <https://communitybridge.com/bbb-room/cowop/>

[Link to Canva for Graphic](#)





Action Alert: Contact Your Senator NOW

[Your org name] is a proud partner of The Coalition for Worker Ownership & Power (COWOP)! Join us in calling on our State Senators to co-sponsor two amendments in the Senate Ways and Means Budget process!

👉 Take action using our easy email tool to send a message to now asking Senators to support COWOP's FY25 Budget demands: bit.ly/COWOPsenate

[use one of these square graphics - also available for [DOWNLOAD on Canva](#)]





General Social Media Campaign Copy

For use on LinkedIn, Facebook + Instagram + Threads

- 1) All over MA, worker-owned cooperatives put their workers' needs first. Worker-owners know first-hand that when workers are in charge of the decisions that impact their workplaces, they prioritize safety and wellness over maximizing profits.

Go to bit.ly/COWOPsenate to tell your MA legislators to invest in worker-owned cooperatives and create more dignified jobs across #OurCommonWealth.
#CooperativeMA #MassWorkerPower #mapoli

- 2) The Coalition for Worker Ownership & Power (COWOP) is fighting to expand #WorkerOwnership so that all Bay Staters can thrive! Worker cooperatives across MA offer high-quality jobs that enable worker-owners to build wealth for working families.

Join the movement for #WorkerOwnership today! Contact your MA legislators and ask them to invest in working families across #OurCommonWealth so we can ALL flourish.

👉 MA RESIDENTS TAKE ACTION NOW: bit.ly/COWOPsenate #CooperativeMA
#MassWorkerPower #mapoli

- 3) The Coalition for Worker Ownership & Power (COWOP) envisions a world where workers are valued decision-makers, with agency and ideas that get implemented in our workplaces. Worker-owned cooperatives bring this vision to life by giving everyday people power over their work. Go to bit.ly/COWOPsenate to tell your MA legislators to invest in working families NOW! #CooperativeMA

- 4) COWOP members are at the MA State House today asking legislators to fully-fund and invest in working families! Join me in taking action, letting our decision-makers know that work-owned businesses are valued, necessary, and a vital part of of #OurCommonWealth! #CooperativeMA

👉 MA RESIDENTS TAKE ACTION NOW: bit.ly/COWOPsenate

X Social Media Sample Copy

- 1) All people deserve dignified jobs! Worker-owned coops provide dignified conditions, mutual respect & care. MA residents TAKE ACTION NOW! Ask @RepMichlewitz





@SenRodrigues @RonMariano to put resources into worker-owned businesses!
bit.ly/COWOPsenate #CooperativeMA #mapoli

- 2) Workplaces come alive when we share decision-making responsibilities! That's why we're fighting for policies that support worker-owned cooperatives. Tell your MA legislators to invest in workers TODAY! bit.ly/COWOPsenate #CooperativeMA #mapoli
- 3) Support worker-owned businesses! TAKE ACTION NOW! Tell @RepMichlewitz @SenRodrigues @RepAMF to fully fund MGCC for SBTA programming, and fund the essential work of MassCEO. bit.ly/COWOPsenate #CooperativeMA #mapoli

March 14th: [Bay State Banner Article Amplification](#)

NOTE

- **@Tags below are for Instagram** - change your **link in bio** when posting in IG
 - Tag on **LinkedIn** by using full name of person or org.
 - Tags For **X** (formerly Twitter)
 - Black Economic Council of Massachusetts @BECMAinc
 - Senator @LydiaMEdwards
 - @BayStateBanner
- 1) 🚩 Big news for worker-owned coops and the Black community in Massachusetts. Nicole Obi of the Black Economic Council of Massachusetts [@becmainc](#) sheds light on a groundbreaking movement. Worker-owned coops are a game-changer for Black workers by offering avenues of wealth creation and employment stability within the community. Winning additional state support to form and sustain co-ops in MA opens unprecedented doors for economic empowerment. Read more in the [@baystatebanner](#) bit.ly/COWOPinBayStateBanner
ACTION ALERT: MA residents, go to the ***link in bio*** bit.ly/COWOPaction to use our easy email tool to tell your legislators to help strengthen worker-owned companies.
[#CooperativeMA](#) [#WorkerCoops](#) [#SolidarityEconomy](#) [#mapoli](#)
 - 2) I'm a proud member of the Coalition for Worker Ownership and Power (COWOP)! We're featured in [@baystatebanner](#) calling on MA state legislators to support





worker-owned coop businesses in the FY25 budget. With COWOP, we envision a world where workers are valued decision-makers with agency and ideas that get implemented in the workplace. Worker-owned coops are bringing this vision to life across MA by giving everyday people power over their work. Read more

bit.ly/COWOPinBayStateBanner

ACTION ALERT: MA residents, go to the [*link in bio*](#), bit.ly/COWOPaction to use our easy email tool to tell your legislators to help strengthen worker-owned companies. [#CooperativeMA](#) [#WorkerCoops](#) [#SolidarityEconomy](#) [#mapoli](#)

- 3) “There’s no business entity more creative and more attuned to the unique needs of a community down to the street level than a co-op,” Edwards said. “That’s why, when the state is going to give out money in the hundreds of millions of dollars to generate our economy, if you truly want to get to grassroots organizing, if you truly want to get to grassroots impact, you have to support co-ops.” - Senator @statesenatorlydiaedwards quoted in the [@baystatebanner](#) Read more bit.ly/COWOPinBayStateBanner

ACTION ALERT: MA residents, go to the [*link in bio*](#) bit.ly/COWOPaction to use our easy email tool to tell your legislators to help strengthen worker-owned companies. [#CooperativeMA](#) [#WorkerCoops](#) [#SolidarityEconomy](#) [#mapoli](#)

- 4) Riding the Silver Tsunami for Black Entrepreneurs: “The current moment also presents strong opportunities for Black business owners, pointing to what experts call the ‘silver tsunami,’ a wave of baby-boomer business owners who are planning to sell their small businesses in the next few years.” Nicole Obi, president and CEO of the Black Economic Council of Massachusetts [@becmainc](#) quoted in the [@baystatebanner](#) article on COWOP’s campaign to fund resources to bolster the worker-owned coop sector in MA.

ACTION ALERT: MA residents, go to the [*link in bio*](#) bit.ly/COWOPaction to use our easy email tool to tell your legislators to help strengthen worker-owned companies. [#CooperativeMA](#) [#WorkerCoops](#) [#SolidarityEconomy](#) [#mapoli](#)

Social Media Tips and Tricks





Consider:

- Leverage the power of reposting other people's content - use the hashtags to find other folks/coops sharing this content, engage with it by liking, commenting and sharing
- Take note of when you're posting (when is your target audience online?)
- Consider who you're tagging (tag your fellow COWOPers!)
- Ensure your call to action is clear
 - Push people to send letters to their reps via bit.ly/COWOPaction
 - Make sure the link works!
 - For Instagram put the link in your bio or use the link feature in stories
- Organizing in the comments
 - Respond to comments!
 - Tag people in the comments
 - Use [COWOP talking points](#)
- Frequency of content - how often are you posting?
 - Request to post about this campaign 1x per week
- Don't forget to tell them when we've **WON!**
- **Book an Office Hour with Samara Collective for 1-on-1 Support!**
 - Book time with [Erin](#) via Calendly
 - Or email erin@samaracollective.com

COWOP Coalition members on LinkedIn include:

[Wellspring Cooperative](#)
[Oxbow Design Build](#)
[US FEDERATION OF WORKER COOPERATIVES](#)
[Cooperative Fund of the Northeast](#)
[Center for Economic Democracy](#)
[Cooperative Development Institute](#)
[PV Squared Solar](#)
[Real Pickles](#)
[Agaric](#)
[Boston Center for Community Ownership](#)
[Equal Exchange](#)
[Massachusetts Recreational Consumer Council](#)
[CoEverything](#)
[innerfortune](#)





[Community Purchasing Alliance Co-op](#)
[Worx Printing Cooperative](#)
[Peace Development Fund](#)

