



**[insert state] Poor People's Campaign:**  
**A National Call for Moral Revival**  
**Press Conference and Demands Delivery**  
**Digital Action Guide**  
**[insert day of week] [insert date]**



## REMINDERS WHEN POSTING ON SOCIAL MEDIA:

**BE VISUAL:** Post photos (and tag the folks in them whenever possible); post short video clips. We also recommend that the state campaign account use [Facebook Live](#) to document the hearing - make sure all partners share the Live post with their respective audience and cross-post to other platforms in real-time.

**USE HASHTAGS:** This is how folks can follow what's going on, engage in the conversation, and check later if they missed out or pull user-generated content to curate report backs.

**TAG & RETWEET PARTNERS:** You can do this to photos/graphics so you don't take up character space. The more you tag and the more you retweet, the more people we reach.

**STORYTELL:** Set up your live-Tweeting or Livestream like you're telling the story of the event. Intro: Who's there and why; Climax: Struggles, highlights, powerful moments; Conclusion: Reactions, feelings, wrap-up, call to action.

## HELPFUL TIPS:

1. **Multimedia:** Take photos, go LIVE, and leverage all types of multimedia to clearly show folks what's happening, especially those who may just be following along via Twitter or Facebook.
2. **Hashtags:** Use them! Hashtags allow individuals to search for all related content that has the hashtag. Use tags by other event partners, or related tags that might be trending.
3. **Include Handles:** Tag event participants and partners listed here, and new folks you connect with and meet on-the-ground. By tagging and pulling them in, you will help amplify and grow the movement.
4. **Narrative Report-Back:** Your social media posts allow folks to participate in the action real-time, but it also enables us to continue to tell the story after the event. Your tweets, FB posts, photos, videos, and other content can be used in blogs, emails, and in other report-backs to help tell the story about the day.
5. **Moral Movement Voice:** Be sure to check spelling and remember: this is an inclusive movement so be sure to uplift the multifaceted issue agenda!
6. **Emphasize Key Themes:** Check event page for policy advocacy, action steps, and follow framework of leadership and affected people to intersect this issue with the larger movement and Poor People's Campaign.

## HELPFUL LINKS:

[Moral Agenda Based on Fundamental Rights](#) | **Short link:** [bit.ly/DemandsPPC](https://bit.ly/DemandsPPC)

[insert state] Poor People's Campaign Hearing Facebook Event Page [\[link to Facebook Event Page\]](#)

**Short link:** [\[insert bit.ly link\]](#)

[State Fact Sheets](#) | **Short link:** [bit.ly/FactSheetsPPC](https://bit.ly/FactSheetsPPC) [it will be helpful to link directly to your state's fact sheet]

## [Digital Graphics](#)

Facebook event link: [\[insert link to Facebook event here\]](#)

RSVP link: [\[insert link to Action Network event here\]](#)

### **Sample Social Media Posts (Before Event):**

On [insert date], the @[insert state social media handle] will be at our state house as we demand that our political leaders make the #PoorPeoplesCampaign Moral Agenda a priority. We are building a movement to restore and expand voting rights so we can meet all our moral demands—join us. [\[insert link to facebook event\]](#)

Join us in [insert capital city] on [insert date] as we demand an end to legislative attacks on the poor and deliver our demands to our legislative leaders. We are organizing across [insert state] to make sure our demands are heard. #PoorPeoplesCampaign [\[insert link to facebook event\]](#)

We have been organizing around [insert state] to fight for our Moral Demands. On [insert date] the @[insert state social media handle] will once again bring the #PoorPeoplesCampaign to our Capitol. Join us as we deliver our demands to our legislative leaders and press them to adopt a #MoralAgenda. [\[insert link to facebook event\]](#)

### **Sample Social Media Posts (During Event):**

Tune in now to watch the @[insert state social media handle] Press Conference and Demands Delivery in [insert city]! Watch it live at [\[insert link to state facebook page\]](#). #PoorPeoplesCampaign

The @[insert state social media handle] is LIVE from [insert city]. Tune in now [\[insert link to state facebook page\]](#). I demand a #MoralAgenda from [insert state] legislative leadership: [bit.ly/DemandsPPC](https://bit.ly/DemandsPPC) #PoorPeoplesCampaign

I support a gov't that cares about #[insert issue]. It's time for a #PoorPeoplesCampaign: [bit.ly/DemandsPPC](https://bit.ly/DemandsPPC)

Do u believe in the dignity of all? Demand it from our legislative leaders: [bit.ly/DemandsPPC](https://bit.ly/DemandsPPC) #PoorPeoplesCampaign

These are the #facts: [\[insert link to state fact sheet\]](#). We demand the adoption of our #MoralAgenda: [bit.ly/DemandsPPC](https://bit.ly/DemandsPPC) #PoorPeoplesCampaign

*#HappeningNow Impacted folks and moral leaders are calling for a #MoralAgenda! #PoorPeoplesCampaign  
Watch it live: [\[insert link to state facebook page\]](#).*

*Want to join the #PoorPeoplesCampaign? Sign up today! <http://bit.ly/UniteThePoor>*

*We are organizing a #PoorPeoplesCampaign among the 140 million poor and low income folks across the nation! Are you in? <http://bit.ly/UniteThePoor>*