



USG SOCIAL MEDIA TOOLKIT FOR FY24 STATE BUDGET

Objectives: To pressure State leadership and elected officials to fully fund CUNY in the FY24 budget and to prevent any tuition hikes from being implemented. We need to tell legislators why CUNY matters to us and why meaningful investments into CUNY is an investment in the future of the city. If you have any questions or concerns, feel free to reach out to the VP of Legislative Affairs, Ashley Chen at ashley.chen@usg-baruch.com.

- **Use The Hashtag:** #FundCUNY #NewDeal4CUNY
- **Tag @GovKathyHochul @CarlHeastie @AndreaSCousins** and your State representatives in your post ([Find Your State Senator](#), [Find Your Assemblymember](#))


Sample Social Media Posts:

CUNY has been an engine for social and economic mobility. As a first-generation college student, CUNY has afforded me the opportunities that my family wasn't. It is vital that we invest in institutions that have historically uplifted our low-income and immigrant communities.
#FundCUNY

This budget and legislative season, we need to

- ✓ Fully Fund CUNY
- ✓ Eliminate Tuition Hikes
- ✓ Pass the New Deal 4 CUNY

It's a matter of whether our elected officials have the political will. We as CUNY students demand that investments be made into our futures.

 **@GovKathyHochul** Tuition hikes will not empower our students but rather a just budget that prioritizes academic advisors, mental health counselors, and our adjunct professors.

Feel free to personalize your messages, share stories that you are comfortable with, and tell legislators that you are **THEIR CONSTITUENTS AND THEY MUST BE RESPONSIVE TO YOUR DEMANDS.**