

VOTE

TO FIX PUBLIC EDUCATION

OSSTF/FEESO Communications Guidance—February 2025

Please stay focused on the OSSTF/FEESO Platform and the overarching goal of electing an education-friendly government and opposition.

Remember—Your OSSTF/FEESO Organizer and CPA Secretariat are only a phone call or email away!

1. Add a couple of actions/posts to your weekly communication cycle!
2. Share OSSTF/FEESO election posts on your District/Bargaining Unit social media accounts.
3. Encourage Member participation (voting, volunteering, donating).
4. Connect with/amplify coalition/education stakeholder groups such as:
 - [Labour Councils](#);
 - [Ontario Federation of Labour \(OFL\)](#) and [Canadian Labour Congress \(CLC\)](#);
 - [Canadian Teachers' Federation \(CTF\)](#);
 - [Ontario Coalition for Better Child Care](#);
 - Parent, student, and other community groups with an online presence;
 - [Ontario Universities and Colleges Coalition \(OUCC\)](#), [Ontario Confederation of University Faculty Associations \(OCUFA\)](#), [Canadian Federation of Students—Ontario \(CFS\)](#);
 - Education unions ([ETFO](#), [OECTA](#), [AEFO](#), [Ontario School Board Council of Unions \(OSBCU\)](#), [CUPE](#))—local and provincial;
 - Coalitions in your region/local area;
 - Other affiliated unions (i.e. [Ontario Nurses Association](#));
 - Identify and amplify local and regional groups, chapters, and locals whenever possible.

Simple Guide for More Effective/Engaging Social Media Posts

X/Twitter

1. Make sure your message is simple and clear—refer to the chart in this kit—remember 280 characters maximum in a single tweet.
2. Direct your election messages to your Members. For the public, we can continue to share issue-based information.
3. Sharing your own experiences within Ontario's public education system will resonate with your neighbours and loved ones. Bring the messages of an underfunded system and understaffed system, overcrowded classes, and unsafe learning and working conditions to life. Share your story and urge your friends and family to VOTE TO FIX PUBLIC EDUCATION.
4. Use #OSSTF #ONelxn25 and tag OSSTF/FEESO in all posts along with other education unions (@osstf, @ETFOeducators, @OECTAprov, @AEFO)—Please feel free to tag your local education unions too.
5. Have an ask at the end of the posts (i.e. I/We want a government that... Take action by...).

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Instagram

1. Make sure your message is clear—have personal connections in it. Storytelling is very popular on Instagram. Your opening sentence is the most important so try to start with something attention grabbing.
2. Have an image that relates to the message (i.e. if you are talking about schools—picture of school with your group and you there). Photos/videos, especially personal photos, and close-ups of one to two people tend to perform better than graphics.
3. Stories are often more popular and reach more people than posts, especially posts on their own. You can also easily post stories to Instagram and Facebook at the same time. This can be set up in your Instagram settings.
4. Stories work well with pictures/videos. Have fun with the GIF, text, colours, and music. Be engaging.
5. Sharing your own experiences within Ontario's public education system will resonate with your neighbours and loved ones. Bring the messages of underfunded system and understaffed system, overcrowded classes, and unsafe learning and working conditions to life. Share your story and urge your friends and family to VOTE TO FIX PUBLIC EDUCATION.
6. Tag OSSTF/FEESO along with your local District/BU and other education unions (try to use your local education unions).

Facebook

1. Make sure your message is clear, has personal connections to it, and it can be longer than X or Instagram and other social media platforms.
2. Use an image to help your audience understand the issue better and connect to the visual.
3. Hashtags are not necessary on Facebook posts.
4. Sharing your own experiences within Ontario's public education system will resonate with your neighbours and loved ones. Bring the messages of underfunded system and understaffed system, overcrowded classes, and unsafe learning and working conditions to life. Share your story and urge your friends and family to VOTE TO FIX PUBLIC EDUCATION.
5. Tag OSSTF/FEESO along with your local District/BU and other education unions (try to use your local education unions).

TELL YOUR STORY!

Sharing your own experiences within Ontario's public education system will **RESONATE** with your neighbours and loved ones. Bring the above messages to life by sharing your story and urge your friends and family to **VOTE TO FIX PUBLIC EDUCATION**.