



STRENGTHEN PUBLIC EDUCATION REBUILD ONTARIO

SOCIAL MEDIA TOOLKIT
PROVINCIAL ELECTION EDITION





Social Media Toolkit

Provincial Election Edition

A strong, publicly-funded education system is essential for Ontario's future. Our [plan](#), *Strengthen Public Education—Rebuild Ontario*, will protect and enhance Ontario's publicly-funded education system. This will only be possible if all OSSTF/FEESO members work together and help rebuild Ontario and elect provincial and municipal leaders who will invest and protect publicly-funded education.

The purpose of this social media toolkit is to support and enhance local campaigns and to build unity and momentum for the Federation platform throughout the membership.

There are no restrictions when it comes to the **internal** promotion of the OSSTF/FEESO [education platform](#) or election participation within the Federation or with members. However, there are two main pieces of legislation that OSSTF/FEESO—**provincially and locally**—must follow when it comes to any **external** communication or political activism intended for public consumption beyond our membership—the *Election Act* and *the Election Finances Act*.

Local election readiness teams are strongly encouraged to focus on creating social media messaging, communications, and political action efforts in three areas for OSSTF/FEESO members:

- General Election Readiness
- OSSTF/FEESO Platform promotion
- Election Participation

Please consult and seek support from the Communications and Political Action Field Secretary assigned to your bargaining unit as you prepare and implement your local 2022 election strategy. Election organizers assigned to your District can facilitate the process.

Specific actions for Districts and Bargaining Units

May 4—Election kickoff social media storm

- District/Bargaining Unit post to coincide with the Writ drop
- Encourage members to participate and amplify

Canvass days with members throughout April–June 1, 2022


Advance polls/E-day

- Get out and vote/That was easy/User-generated content (video, image) #IVote, #EduVote2022, #YourVoteYourVoice/#OurVoteOurVoice
- Social Media Storm on the first day of advance voting encouraging members to vote early together with their families, friends, and neighbors

Collaboration calendar

Districts and Bargaining Units are encouraged to use the following communication/political action strategies and calendar to increase member awareness about the OSSTF/FEESO Education Platform and engagement in the provincial election.

- Focus messaging on one OSSTF/FEESO Platform pillar at a time to maximize collaboration and strategic impact across the province
- Adjust local plans based on current local riding(s) events, but always try to base communication and political action around the OSSTF/FEESO education platform and strategy

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|--------|---------|-----------|----------|--------|----------|
| April 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| Increasing Student-Centred Supports and Services + Reminders about OFL "May Day" event May 1st | | | | | | |
| May 1 OFL Province Wide Day of Action | 2 | 3 | 4 | 5 | 6 | 7 |
| Centring Schools as Part of Our Communities + Promote Canvassing | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Improving Learning Conditions for All + Promote Canvassing Events | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| Addressing Systemic Inequities, Promote Canvassing Events + Advance Polls | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| Providing Safe, Healthy Learning and Working Conditions, Promote Canvassing + Advance Polls | | | | | | |
| 29 | 30 | 31 | June 1 | 2 | 3 | 4 |
| FINAL COUNTDOWN—Get Out the Vote!  | | | | | | |

Note: This is only a guide. Please follow and share OSSTF/FEESO social media account posts throughout the election. Messaging will adjust as required.

OSSTF/FEESO Communications Guidance

March–June 2022

Please stay focused on the OSSTF/FEESO platform and the overarching goal—elect an education friendly government and opposition.

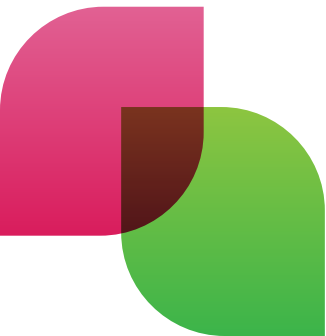
Remember—Your OSSTF/FEESO Election Organizer and CPA Secretariat are only a phone call or email away!

1. **Add one action/post to your weekly communication cycle!**
2. **Share and retweet** OSSTF/FEESO election posts and *Here For Students* 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 \(CTF\)](#);
 - [Fix Our Schools](#);
 - [Ontario Coalition for Better Child Care](#);
 - Parent, students, and other stakeholder 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.
5. **Mobilize** worksites to add their voices and personal stories! Use [#OSSTF](#) [#FEESO](#) [#ProPublicEd](#), [#OurVoteOurVoice](#) and [#EduVote2022](#) as hashtags.

| Election Promotion | Ideas for Social Media Messaging |
|--------------------|--|
| Get out the vote | <ul style="list-style-type: none"> ▪ OSSTF/FEESO song and video—www.osstf.on.ca/en-CA/resource-centre/videos/political-activism/get-out-vote ▪ Share Elections Ontario education resources—www.elections.on.ca/en/resource-centre/learning-about-elections.html ▪ Are you ready to cast your ballot? Promote voter registration resources ▪ Promote advanced polls in your district ▪ Your vote, your voice ▪ Consider encouraging members to set new records for voter turnout—“you plus 2”—www.macleans.ca/politics/ontario-election-2018-four-decades-of-voter-turnout-in-one-chart ▪ iVote—www.ivote-jevote.ca/en/about ▪ Other hashtags to use with voting: #OurVoteOurVoice, #EduVote2022 |

| Election Promotion | Ideas for Social Media Messaging |
|--|--|
| Volunteer opportunities | <ul style="list-style-type: none"> ▪ Volunteer for candidates and OSSTF/FEESO endorsed candidates ▪ Upcoming OSSTF/FEESO canvass days ▪ Volunteer to help with OSSTF/FEESO's plans for election-readiness ▪ Opt-in to receive election information from OSSTF/FEESO (members-only) |
| Donations | <ul style="list-style-type: none"> ▪ Consider making a donation (including information about Political Contribution Tax Credit—75 per cent on the first \$437 of donations in 2022) ▪ 75 per cent—75 days before the election—donate to an OSSTF/FEESO endorsed candidate ▪ Donate your Licence Plate Renewal refund to an education-friendly candidate ▪ \$20.22 donation to an education-friendly candidate—Provincial Election 2022 |
| Responding to phone calls, emails, texts, and visits from candidates/campaigns | <ul style="list-style-type: none"> ▪ Reminders about OSSTF/FEESO resources for members—platform page, handout, and door knocker resource |

| Job Class | Job Class Specific Ideas for Social Media Messaging |
|---------------------|---|
| Occasional Teachers | <ul style="list-style-type: none"> ▪ I am an Occasional Teacher and I want to elect provincial and local officials who care about strengthening public education. ▪ That means... I am an Occasional Teacher and I want to elect a provincial government that will prioritize ensuring that when a classroom teacher is sick, they are replaced with an Ontario Certified Teacher, and not a Classroom Monitor. |



| Job Class | Job Class Specific Ideas for Social Media Messaging |
|--|---|
| Teachers | <ul style="list-style-type: none"> ▪ I am a Teacher and I want to elect provincial and local officials who prioritize strengthening public education because... ▪ I am a Special Education Teacher and rebuilding Ontario requires more investments in education because... elect MPPs and trustees who will prioritize strengthening public education. ▪ I am a Technology Teacher and rebuilding Ontario requires investing in education, so that students have more opportunities to prepare for skilled trades and meaningful careers in technology. ▪ I am a Teacher and I want to elect a Provincial Government that will prioritize equal opportunities for all students. ▪ I am a Teacher and I want to elect a Provincial Government that will stand up for and defend publicly-funded education. |
| Adult Education Teachers and Instructors | <ul style="list-style-type: none"> ▪ I am an Instructor and I help prepare students of all ages for the modern economy. ▪ I am an ESL Instructor and I help immigrants improve their English language skills to contribute to the growth of the economy. ▪ I am an ESL Instructor and I teach Newcomers about the multiculturalism opportunities, rights, and responsibilities of living in Canada. |
| Transportation | <ul style="list-style-type: none"> ▪ I am a Transportation worker, and the safe arrival of students begins with me. I want a government that funds the needs of students with special needs to arrive at school on time, safely, and with dignity. |
| Custodial and Maintenance | <ul style="list-style-type: none"> ▪ I am a Custodian/Caretaker/Skilled Tradesperson/Maintenance Worker and the next Ontario government needs to focus on increasing staff so we can keep schools clean, maintained, and safe. ▪ As a custodial worker, I work hard to maintain our schools so that staff and students are safe. I need a government who will do their part and fix the \$16+ billion dollar backlog in school repairs that make it challenging to keep our schools open and safe. |
| Educational Assistants | <ul style="list-style-type: none"> ▪ I am an Educational Assistant (EA) and students and families need more supports, not less. Let's elect MPPs and trustees who will... ▪ As an EA I often work with the students with learning disabilities who struggle with school. I need a government who will provide student-centred supports and ensure learning conditions are set that allow all to be successful. |



| Job Class | Job Class Specific Ideas for Social Media Messaging |
|------------------------------|---|
| DECEs | <ul style="list-style-type: none"> ▪ I am an Early Childhood Educator and want the next Ontario government to prioritize (choose one or schedule multiple posts): <ul style="list-style-type: none"> ▪ Healthcare for new immigrants; they often do not have access to doctors/dentists and other health care workers. ▪ Mental health supports and interventions for students as young as 4 years of age. ▪ Better access to financial support/aid so that children are not coming to school hungry. ▪ In school programs that give access to tech, food, and education for those who are impoverished. ▪ Our value within the education system for our pedagogical knowledge and skills. ▪ Universal childcare that would be capped at \$10 a day and geared to income. ▪ As a DECE, I know how essential the first five years in a child's life are and the impact social and economic inequities have on their development. I need a government who will work hard to make systematic changes to achieve equitable outcomes and help our students from a young age find success. |
| Technician | <ul style="list-style-type: none"> ▪ I am an in-school Technician and want the learning of all students across Ontario supported by infrastructure, up-to-date devices, and equal access. ▪ (Network Tech) I manage, monitor, and maintain the network so teachers can offer world-class education and bring the world into the classroom. |
| Social Workers | <ul style="list-style-type: none"> ▪ I am a Social Worker and I want to elect MPPs and trustees committed to increasing support services for our most vulnerable students. #OSSTF's plan will strengthen public education and rebuild Ontario learn how by visiting... |
| Psychologists | <ul style="list-style-type: none"> ▪ I am a Psychologist and students deserve better than a backlog of waitlists to work with me. A government that invests in education will include supports that help learners thrive. |
| Speech Language Pathologists | <ul style="list-style-type: none"> ▪ I am a Speech Language Pathologist and I am #ProPublicEd and #IVote for... ▪ As a Speech Language Pathologist, I help students every day to overcome challenges and close learning gaps. I need a government that improves learning conditions for all and helps students move forward in their learning journey. |

| Job Class | Job Class Specific Ideas for Social Media Messaging |
|--------------------------|---|
| CYW | <ul style="list-style-type: none"> ▪ I am a Child and Youth Worker, let's support students with mental health needs and help them deal with issues like self-harm, bullying, and violence. |
| University Sector | <ul style="list-style-type: none"> ▪ I am an Academic Advisor at a university and support #OSSTF's plan to strengthen public education. Let's elect MPPs who will decrease class sizes, and increase academic supports for university students. ▪ I am a Student Support worker at a university, it's time to elect MPPs who will strengthen public education & increase not for profit employment opportunities, peer support/equity programs, student food banks, racialized/indigenous student services, disability advocacy, and sexual violence support. |
| Office Administration | <ul style="list-style-type: none"> ▪ I am an Office Supervisor and want to elect MPPs and trustees who will increase time for me to monitor who enters our school so we can strengthen public education. ▪ I am an Attendance Secretary and a stronger public education requires more time for me to call parents to ensure safe arrival procedures. Elect MPPs and Trustees who want to strengthen public education, learn more at... ▪ I am a Guidance Secretary and want MPPs and trustees who prioritize increasing time to support counselors working with students to deal with their daily academic issues and plan their course selections to prepare for their futures... ▪ As an Office Administrator who is the initial contact point for staff and students as they enter the school, I do my part to keep students safe. I need a government that will do the same and prioritize safe school buildings and healthy communities. ▪ As an Office Administrator, I know our school is a community hub. I want all families to feel they have equal access to our communal resources and spaces. |
| Hall/ Lunchroom Monitors | <ul style="list-style-type: none"> ▪ I am a Hall/Lunchroom Monitor and want to vote for MPPs and trustees who will invest in education and... <ul style="list-style-type: none"> ▪ consider raising the minimum wage to a living wage ▪ increase safety supports in schools |



| Platform Pillar | Ideas for Social Media Messaging |
|---|---|
| <p>Increasing student-centred supports</p> | <ul style="list-style-type: none"> ▪ Staffing models that support student and worker opportunities for success. ▪ Increase mental health supports for students. ▪ Supports and opportunities for newcomers. ▪ Ontario families and communities need a publicly-funded education system that is responsive to all cultures, with trauma and mental health trained staff, student/educator ratios that benefit all students. ▪ This will increase graduation rates and success = stronger Ontario. |
| <p>Centring Schools as part of our communities</p> | <p>Schools are places to learn but also community hubs, supporting local activities and providing neighbourhood resources. What does centring our schools as part of communities look to @candidate (tag candidates)?</p> <ul style="list-style-type: none"> ▪ Increase student success rates with staffing that is relevant and culturally responsive. Ensure mental health and wellness is a priority for our youth with full staff support in all our schools. ▪ Invest in education. Support the success of our youth and the future of our communities, through adequate staffing, services with sufficient funding, and safety for all. ▪ Invest in the future. Ensure sufficient funding is available to provide exceptional services to ALL students in ALL communities. ▪ Strong public services require investments in child care, universal basic income, lower tuition fees, newcomer training, and paid sick leave. This creates healthier communities and stronger economies. ▪ As we look towards moving beyond the pandemic, our children need dedicated staff and funding to support that transition. ▪ In June 2022, vote for an Ontario Government that will provide what is needed for our children. ▪ One of the lessons we have learned from this pandemic is how important community is for us all. We need one another and must support one another to move forward positively. ▪ A robust publicly-funded education system is the backbone of our communities. When we invest in education, we invest in each and every one of our citizens. ▪ The time has come for Ontarians to address the systemic inequities within education. We must create learning environments where students are free from systemic oppression and barriers to becoming who they are destined to be. |

| Platform Pillar | Ideas for Social Media Messaging |
|--|--|
| Improving learning conditions for all | <ul style="list-style-type: none"> ▪ In-person learning. ▪ Smaller classes. ▪ Supports for students. ▪ Supporting specialized, culturally-appropriate programming and staffing for all students. ▪ Student success includes in-person learning, smaller classes, funding for board-employed practitioners for mental health, and the removal of resource officers in schools. Elect a government that prioritizes violence prevention in publicly-funded education. |
| Addressing Systemic Inequities | <ul style="list-style-type: none"> ▪ In June elect officials who will prioritize investments in supports for students of First Nations, Métis, and Inuit communities. ▪ Rebuilding in Ontario requires investing in educational programming and staff who are focused on addressing and confronting anti-Black racism. ▪ Rebuilding in Ontario requires investing in educational programming and staff who embrace building anti-racist and anti-oppressive learning environments in <i>#OntEd</i>. ▪ Investing in <i>#OntEd</i> requires properly funding de-streamed classes and prioritizing small class sizes to help all students succeed no matter where they live in Ontario. |
| Providing safe, healthy learning and working conditions | <ul style="list-style-type: none"> ▪ Creating safer, healthier, and accessible schools. ▪ Addressing violence in the working environment. |



Create short engaging video testimonials

Members are encouraged to create short and engaging videos using your computer, camera, or phone to showcase local importance of the platform pillars and impact on you, your students, and colleagues. In your videos, ensure proper representation of equity-seeking groups as their perspective might be very different from the mainstream perspective of the same issue.

Use stories published on the [Here for Students](#) website as examples and for inspiration.

Simple guide for more effective/engaging social media posts

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. Links count as 23 characters.
2. Use the hashtags provided in the social media kit. Ideally, don't start the tweet with a hashtag as some people find that harder to read and so those tweets generally don't perform as well.
3. Tag OSSTF/FEESO in all tweets along with other education unions (@osstf, @ETFOeducators, @OECTAprov, @AEFO)—Please feel free to tag your local education unions too!
4. Have an ask at the end of the tweet (i.e. I/We want a government that.... Take action by...).

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. Use lots of hashtags related to public education—the more the merrier (see the social media kit for examples).
4. Stories are often more popular and reach more people than posts, especially posts on their own. You can also easily post to Instagram and Facebook stories at the same time. This can be set up in your Instagram settings.
5. 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 Twitter or Instagram.
2. Use a link or image to help your audience understand or have more information about the message (i.e. link to our education platform).
3. Use hashtag related to public education (see the social media kit for examples). Avoid

overloading Facebook posts with hashtags; they are less popular on Facebook than on Twitter or Instagram.

4. Tag OSSTF/FEESO, along with your local District/BU, and other education unions (try to use your local education unions).

Links and resources for social media posts

OSSTF/FEESO Platform—[Strengthen Public Education—Rebuild Ontario](#) and [YouTube channel Here For Students—www.hereforstudents.ca](#)

Key hashtags for social media posts

#OSSTF
#FEESO
#OnPoli
#OntEd
#ProPublicEd
#OurVoteOurVoice
and *#EduVote2022*

Using campaign-specific hashtags 101

#YourVoteYourVoice/#OurVoteOurVoice:

For members to share stories of why they're voting/what they're voting for.

#EduVote2022:

Issues specific to education workers and public education in the election.

#OSSTFCanvasses:

For members to post while they canvass for endorsed candidates on designated OSSTF/FEESO canvassing days.



Notes:



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