

## 5-Day Social Media & Member Engagement Plan Ideas

### Monday, May 4: Celebrating Our Public Education System

#### Member Engagement Action:

- Ask members to share that day's graphic and then add their personal message: "I support public education because..."
- Use hashtag on social media and don't forget to tag #OSSTF/FEESO.
- See attached template for ideas for members to post.

#### District/Bargaining Unit Action:

- Email bulletin to members encouraging them to get involved in Education Week, with the theme and a graphic. Say "It's Education Week, exciting opportunities this week for action/engagement". You could include:
  - ◇ Post historical content: "Did you know OSSTF/FEESO started Education Week in 1930?"
  - ◇ Spotlight the impact of public education on community well-being.
  - ◇ The importance of some of our bargaining asks on student success, for example, - smaller class sizes, - more adults in the building, - better mental health supports.

#### What Provincial Office is doing:

- Posting an historical Education Week social media post/story, give a hint of what's to come this week from the perspective of Education Week Toolkit, and encourage locals/communities/parents/campuses to get involved, retreat, create their own posts.
- Share the "Message from the President video"

### Tuesday, May 5: Honouring Education Workers

#### Member Engagement Action:

- Share a social media post (either static or video) of "gratitude" for the work that one or more of your coworkers performs daily.
- Share on a post it, a small note of gratitude for one or more of your coworkers on the staff room wall/campus bulletin board – in a corner of gratitude, or on a post-it in the mailbox of your coworker. See dropbox for post-it note template.

#### District/Bargaining Unit Action:

- Create a press release, op-ed, and/or social media posts highlighting the various job classes in your Bargaining Unit, and the work that your members perform in their worksites/campuses. See template in dropbox.

### What Provincial Office is doing:

- Highlight various job classes using a collage of graphics and messaging.
- Holding an Education Town Hall on *The State Of Public Education In Ontario* – May 5 from 7 to 8:30 pm.

## Wednesday, May 6: “Mobilizing for Stronger Schools”

### Member Engagement Action:

- Encourage members to send the postcard, available in the dropbox, with a fillable message with the opportunity to personalize, to MPPs about cuts to education. As Calandra said “I’ve been talking to teachers and education workers, and they have told me what’s important to them”. We want M.P.P.’s to know that “*This is what educators and education workers are thinking*” or “*This is what educators/education workers want you to know*”. Use your email to cc your postcard to Calandra, Ford, Pasma, Quinn, and Sattler.
- Share your postcard message on your social media page. Remember, this isn’t about your school board, it’s about sending a message to M.P.P.’s.
- Email addresses of M.P.P.’s
  - ◇ Doug Ford – [doug.ford@pc.ola.org](mailto:doug.ford@pc.ola.org) Premier
  - ◇ Paul Calandra - [paul.calandra@pc.ola.org](mailto:paul.calandra@pc.ola.org) Education Minister
  - ◇ Chandra Pasma - [cpasma-qp@ndp.on.ca](mailto:cpasma-qp@ndp.on.ca) Education Critic
  - ◇ Nolan Quinn - [nolan.quinn@pc.ola.org](mailto:nolan.quinn@pc.ola.org) Minister for Colleges/Universities
  - ◇ Peggy Sattler – [psattler-qp@ndp.on.ca](mailto:psattler-qp@ndp.on.ca) Colleges/Universities Critic

### District/Bargaining Unit Action:

- Send a follow up letter or email to your MPP stating that our members sent digital postcards and here are their concerns. Make an appointment for lobbying your MPP to discuss your members’ concerns copying any letter to Calandra, Ford, Pasma, Nolan, Sattler.

### What Provincial Office is doing:

- Work with Chandra Pasma (NDP Education Critic) and Peggy Sattler (NDP Colleges/Universities Critic) to read some of the postcards during Question Period.

## Thursday, May 7: “Stories of Impact – Underfunded and Over It”

### Member Engagement Action:

- Invite members to submit a short story about “*What motivates you in your practice?*” or “*What motivates you in your position in your school/board/university?*” Encourage them to send their stories to [Tracey.Marshall@osstf.ca](mailto:Tracey.Marshall@osstf.ca) for us to post.
- Highlight what motivates you in your school/university/worksite. Maybe it’s your students, or teaching new concepts, helping families connect with their schools and communities, or helping students choose a path for their future.

### District/Bargaining Unit Action:

- Ask for members to send those stories to the Bargaining Unit and share those stories later in newsletters, social media, and at the Annual General Meetings.

### What Provincial Office is doing:

- Share member story videos that were created, highlighting various job classes.

### Friday, May 8: “Red for Ed - Looking to the Future”

#### Member Engagement Action:

- Post a social media post (either static or video), wearing red, talking about your what your idea is as a teacher/education worker, about your future vision for education and how it impacts your students and communities. Send your post to your local bargaining unit or district for them to share.

#### District Action:

- Hold a local draw for those who posted social media visions.
- Release a video/picture collage of the various posts:
- **“Education Week with OSSTF/FEESO: Past, Present, Future.”**
- Celebrate your members.
- Promote ongoing ways for communities to stand with public education.

#### Provincial Action:

- Posting locals Red for Ed social media posts.
- Collage of pictures/videos to post later.