

RTCNYC Tool 10.6
Sample Social Media Calendar/Schedule

Instructions for Twitter for January 2015

This is a list of instructions for tweeting throughout the next month. It is an essential time because the preliminary budget will be passed soon and we want to make sure Right to Counsel is included. Tweet at least twice each week because we want everyone to hear our message loud and clear. We will be doing many video posts throughout the week consisting of different experts' opinions on why the Right to Counsel should be a right. You can even use these same tweets as Facebook posts!!! **For each tweet please make sure that #RTCNYC is included.**

Also included in this document are Twitter handles for some elected officials, tenant organizations, and legal providers. **Make sure to always try to tweet at key targets (list them!).** Some of these folks have not retweeted us at all so let's make sure to keep the pressure on. Tweet as many times as possible!!

Remember this is a historic moment and we need to put the word out far and wide.

Week of Jan. 5th

- Housing is the basic foundation of everything we do- Legal Aid #RTCNYC http://youtu.be/Z_EMFRBgr_s
- I don't want to learn by getting evicted-CASA #RTCNYC <http://youtu.be/uGg5eucZZqs>

Week of Jan. 12th

- #RTCNYC establishes justice and fairness in a system that doesn't give fairness to tenants- CM Gibson <http://youtu.be/pUE9mRTf4Sg>
- Every \$1 spent in civil legal services for the poor, \$5 or \$6 are returned to the state- <http://youtu.be/WE6AafA62e4>

Week of Jan. 19th

- Right to Counsel is a racial justice issue #RTCNYC <http://youtu.be/-F5vU7APZB4>
- The impact of homelessness on children is devastating- CFH #RTCNYC <http://youtu.be/IsJH47ifNQ8>
- Speaker Mark-Viverito is very interested in the need for housing representation-#RTCNYC <http://youtu.be/BdM5cMFostg>

Week of Jan. 26th

- With #RTCNYC we would save \$30,000 per individual in the shelter system-CM Levine http://youtu.be/rsdql_mBnuk
- Even though we were doing everything we were supposed to be doing, I was losing- [RTCNYC http://youtu.be/CLUr7kSWsZE](http://youtu.be/CLUr7kSWsZE)
- It is the mayor's responsibility to decide that this is important and to fund it-#RTCNYC <http://youtu.be/0w7DgqrlMSE>

Who to tweet @ (identify your folks and list their twitter handles)

Example Elected Officials/ Decision Makers to tweet

Legal Services

Community Groups

Other Groups/Reporters