The California Community Colleges (CCC) system has proven time and again its critical role in helping to build a stronger California that lifts up all Californians. From serving some of the state’s neediest students to educating over 70 percent of California’s first responders on the frontlines of the COVID-19 pandemic, California’s community colleges and our collective 2.1 million students are leading the state’s road to pandemic recovery and return to prosperity for all.

**Social Media Guide**

**Social Media Quick Tips for Engagement:**
- Use all the tools available to you on each platform when crafting a post; tags, stories/fleets, stickers, filters, polls, etc.
- Post graphics, pictures and videos for greater engagement.
- Use the hashtags provided and encourage others to do the same.
- SHARE, RETWEET and COMMENT!

**Event Hashtag:**
- #CCCAdvocacy2021

**Supporting Hashtags:**
- #CACommunityColleges
- #CAHigherEd
- #CAbudget
- #CCCProud
- #SupportCCC

**Key Twitter Handles:**
- @GavinNewsom
- @SenToniAtkins OR @toniatkins
- @Rendon63rd
- @SenatorLeyva
- @SenJohnLaird
- @rosilicie
- @AsmPatODonnell
- @KevinKileyCA
- @AsmKevinMcCarty

**Key Talking Points**

**Primary Messages:**
- Addressing the hardship community college students face due to the pandemic has required tremendous effort by students, faculty, administrators, and the system overall to respond swiftly and smartly in order to continue on.
- Putting students first continues to be the driving force behind all actions taken by the California Community Colleges, where strategic investment paves the road to recovery for the state.
• Community colleges and the students they serve have suffered the most from the pandemic’s impacts. We cannot and will not let them down.

Supporting Messages:
• Disruptions caused by the COVID-19 pandemic have left lingering social and economic consequences that disproportionately affect individuals and families of color and continue to threaten long-elusive equity in higher education, as evidenced by preliminary enrollment decline statistics.
• Strategic investment in the irreplaceable California Community Colleges can play a critical role in supporting a primary road to recovery leading to a more equitable and resilient California.
• We need to plan for the long-term fiscal resiliency of the California Community Colleges system with equity and diversity front and center.
• As enrollment numbers come in and we see significant declines due to the pandemic, we must not take our eye off of our mission and purpose in providing educational opportunities to the top 100 percent of students who seek to improve their lives.
• It is critical that state leaders work to meet basic needs of students to remove major financial barriers to college.
• California Community Colleges tirelessly pursues the development of holistic, student-centric approaches to basic needs, from food and housing to mental health supports.
• Resources for online learning and burdensome textbook costs can help improve college affordability.
Daily Theme Toolkits

The following toolkits correspond with the daily themes of 2021 Social Media Advocacy Week and are intended for you to deploy across the California Community Colleges’ internal channels throughout the week.
April 19, 2021 | Motivation Monday

What motivates the California Community Colleges to show up for its students and the state? Why do you advocate for the success of California’s community college students? How can we come together to advance key CCC priorities for California’s future?

Theme Hashtags:
- #MotivationMonday
- #MyCCCWhy

Sample Posts:
- Our students have persisted through the many challenges of the COVID-19 pandemic. They fill us with inspiration and hope for a better future! What is your #MyCCCWhy? #CCCAdvocacy2021
- Our more than 2 million students motivate us every day! What motivates you to show up for California’s community college students? #CCCAdvocacy2021
April 20, 2021 | **Transfer Tuesday**
The California Community Colleges’ Associate Degree for Transfer offers a clear path for students to earn their bachelor’s degrees.

What’s your CCC transfer success story?
What do community college transfer students mean to California?

Theme Hashtags:
- #TransferTuesday
- #CCCTransfer

Sample Posts:
- Transfer pathways are key to our students’ success and the future of our workforce. We cannot let the burdens of COVID-19 keep Californians from advancing. What do #CCCTransfer students mean to you & to California? #CCCAdvocacy2021

- We must ensure now more than ever that our students have the resources they need to stay on track to transfer and earn their bachelor’s degrees. What’s your #CCCTransfer story? #CCCAdvocacy2021
The California Community Colleges is the largest provider of workforce training in the nation and the backbone of California’s essential workforce. CCCs bolster state and local economies by helping Californians learn the skills to meet the needs of in-demand jobs.

Sample Posts:
- Our students have been on the frontlines of the COVID-19 pandemic. They’ve protected us, now it’s our turn to support them by providing adequate resources to succeed! #CCCAdvocacy2021
- California community colleges are essential to an equitable pandemic recovery & a revitalized #CAworkforce. How do you help CCC students contribute to the state’s economy? #CCCAdvocacy2021
California community colleges often represent the path to a better life, helping struggling Californians overcome barriers to achieve success. What’s your CCC success story?
The state’s community colleges help California thrive. How can our state leaders help CCC students thrive, too?

Theme Hashtags:
- #ThrivingThursday
- #CCCThrives

Sample Posts:
- Our community college students deserve the educational, financial & mental health support necessary to thrive. We need our state leaders to help CCC students thrive too! #CCCAdvocacy2021
- California’s community colleges are gateways to a better life for struggling Californians. Our state leaders must prioritize equitable & accessible #CAHigherEd to help students thrive! #CCCAdvocacy2021
April 23, 2021 | Funding Friday

The road to pandemic recovery is paved with good investment. California leaders must prioritize funding for CCC now to protect California’s future. It’s time to address our students’ biggest barrier to accessing higher education and joining the workforce: financial aid to meet their basic needs.

Theme Hashtags:
- #FundingFriday
- #FundCCC
- #FundOurFuture

Sample Posts:
- It’s time to #FundCCC to ensure community college students can stay in school & on track to succeed. #CCCAdvocacy2021
- We’re calling on state leaders to #FundCCC now to protect California’s future. Our students are struggling to make ends meet & they need your help. Let’s #FundOurFuture! #CCCAdvocacy2021