You’re Invited to ENGAGE! 2021 Social Media Advocacy Week
Allies & Supporters Advocacy Kit

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.

But the community colleges and our students cannot do it alone. We need your support to ensure that students stay enrolled and have the resources they need to succeed. State leaders and policy makers must put students first by making strategic and sustained investments in the California Community Colleges. That’s why we’re asking you – our allies, partners and supporters – to engage, using the following advocacy kit, in the inaugural 2021 Social Media Advocacy Week to help protect the future of our system and students.

Social Media Guide

Use the event hashtags in your posts, and don’t forget to tag your local elected officials and state legislative leaders.

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
- @CalCommColleges
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 tailor and deploy across your social media channels throughout the week.
April 19, 2021 | Motivation Monday

What motivates you to show up for the California Community Colleges? 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:
- Today we recognize the inspiring work of @CalCommColleges to secure an equitable future for community college students across California. #CCCAdvocacy2021
- The future of California’s workforce depends on @CalCommColleges students. They motivate us to move forward, and it’s our turn to speak up for them! #CCCAdvocacy2021
- @CalCommCollege students have persisted through the many challenges of the COVID-19 pandemic. They fill us with inspiration and hope for a better future!
- @CalCommColleges always puts their students first and so should we. We’re motivated by their work & depend on it for California’s future! #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. Do you have a CCC transfer success story to share? What do community college transfer students mean to you and to California?

Theme Hashtags:
- #TransferTuesday
- #CCCTransfer

Sample Posts:
- Transfer pathways for @CalCommColleges are key to the future of our workforce, we can’t let the burdens of COVID-19 keep students from advancing. #CCCAdvocacy2021
- We must ensure now more than ever that @CalCommColleges students have the resources they need to stay on track to transfer and earn their bachelor’s degrees. #CCCAdvocacy2021
- #CCCTransferStudents are key to California’s essential workforce & our post-pandemic economy.
- I/We support #CCCTransferStudents & @CalCommColleges! #CCCAdvocacy2021
April 21, 2021 | **Workforce Wednesday**

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.

Theme Hashtags:
- #WorkforceWednesday
- #CCCWorkforce

Sample Posts:
- @CalCommColleges are the backbone of the essential #CAWorkforce and the future of our economy! #CCCAdvocacy2021
- CA community colleges are essential to an equitable pandemic recovery and revitalized #CAworkforce. #CCCAdvocacy2021
- Our community colleges train the next generation of California workers, preparing students to meet the demands of the state’s future workforce. #CCCAdvocacy2021
- @CalCommColleges students have been on the frontlines throughout the COVID-19 pandemic. They’ve protected us, now it’s our turn to support them by providing adequate resources to succeed! #CCCAdvocacy2021

April 22, 2021 | **Thriving Thursday**

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:
- @CalCommColleges offer Californians a second chance at success, but they can’t do it alone. State leaders, let’s help our CCC students thrive! #CCCAdvocacy2021
- Surviving is not thriving. @CalCommColleges students need adequate resources and support to succeed in college and prosper! #CCCAdvocacy2021
- Now is the time to support @CalCommColleges! CCC students deserve the educational, financial and mental health support necessary to thrive. #CCCAdvocacy2021
- @CalCommColleges students are resilient, but they need our help. California leaders must prioritize equitable & accessible #CAHigherEd to help students thrive! #CCCAdvocacy2021
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 #fundourfuture to ensure @CalCommColleges students can stay in school and on track to succeed. #CCCAdvocacy2021
- Financial aid is crucial to keeping students on a pathway to degree attainment and joining CA’s workforce. To our state leaders: Invest in @CalCommColleges students! #CCCAdvocacy2021
- @CalCommColleges students are struggling to make ends meet, and they need our help. Let’s #FundCCC so students have the resources they need to succeed! #CCCAdvocacy2021
- In the face of an enrollment crisis, @CalCommColleges students need support now more than ever. California leaders, don’t leave CCC behind! #CCCAdvocacy2021