

Let's Get Social!

ADVOCACY

California Family Justice Network



Day

2025

Let's Get Started!

This toolkit is designed to help you share your Advocacy Day and Family Justice Center experiences. Feel free to personalize the content to reflect your voice and your center. Let's unite in supporting survivors statewide! Stay updated on Advocacy Day 2025 by following CFJN on Twitter, Facebook, and Instagram.

Follow Along!



@CAFamilyJustice



@CAfamilyjusticenetwork



CFJN Network

**Legislator's Social Media
Handles HERE**

Why is social media important?

- Amplifies the Message
- Engages Supporters
- Creates Visibility
- Mobilizes Action
- Strengthens Community



••• Prep Check List ✓

Step 1

Update your profile photos and banners across Facebook, Instagram, and Twitter to highlight Advocacy Day.

Step 2

Is the message clear and easy to understand?
Are the images/videos clear, high-quality, and relevant to your message?

Step 3

Have you included relevant hashtags?
Have you tagged key partners & legislative members to amplify your message?

Post Frequency

Instagram

Feed Posts: 2-3 times per week.

Stories: 3-10 stories per week.

Twitter (X)

Tweets: 3-5 times per day.

Engagement: Engage with other posts daily, especially during peak hours.

Facebook

Posts: 1-2 times per week.

Stories: 1-3 stories per day.

LinkedIn

Posts: 3-5 times per week.

Articles: 1-2 times per week

Engagement: Actively comment on industry-related posts to build connections.

Be Authentic - Engage with Your Audience - Support Others

Sample Message

Pre

Mark your calendars! On 5/19, we'll unite for CFJN Advocacy Day 2025 to advocate for survivors of domestic violence, child abuse, and human trafficking. Your voice matters! #CFJNAdvocacyDay #EmpowerSurvivors

Day Of

We're live at CFJN Advocacy Day 2025! Together, we're amplifying the voices of survivors and advocating for stronger protections across California. #CFJNAdvocacyDay #SupportSurvivors

Post

Thank you to all the legislators, advocates, and community members who made CFJN Advocacy Day 2025 a success. Together, we're creating a brighter future for survivors of domestic & interpersonal violence. #CFJNAdvocacyDay

Click [HERE](#) for more pre approved captions!

The Power of Graphics

Click [HERE](#) for more graphics



Questions?



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