


Week of January 1, 2018	Attention and Focus Event	Sample Social Media Posts	Suggested Graphics
<p>This Week</p>	<p>Find Your Legislators:</p> <p>Find your Assemblymember: http://nyassembly.gov/mem/search/</p> <p>Find your Senator: https://www.nysenate.gov/find-my-senator</p>	<p>Use the hashtag: #InvestinSocialWork and don't forget to tag @NASWNYS</p>	<p>Download the Social Work Investment Initiative Advocacy Toolkit and graphics at www.naswnys.org/invest</p> <p>Don't hesitate to share and retweet NASW-NYS's posts</p>
	<p>ACTION: Share information about the Social Work Investment Initiative and show your support!</p> <p>Share the Social Work Investment Initiative Video 101 video: https://youtu.be/E5KHX-feYos</p>	<p>I support @NASWNYS and the Social Work Investment Initiative Campaign! Social workers, make your voice heard this year and help protect our profession and our communities. Learn how you can get the state to #InvestinSocialWork: https://youtu.be/E5KHX-feYos</p> <p>I support the Social Work Investment Initiative and I'm calling on my legislature to end the exemption this year! Learn more at www.naswnys.org/invest #InvestinSocialWork</p>	 <p>The first graphic features the hashtag #INVEST in large, bold, dark blue letters, with #IN SOCIAL WORK in smaller, bold, green letters below it. The second graphic is a white rectangular box with a dark green border containing the text 'I SUPPORT THE SOCIAL WORK INVESTMENT INITIATIVE' in dark blue and green.</p>

This Week

ACTION: Share information on the Social Work Investment Initiative Call-In Day (Tuesday, January 9) and encourage people to call their legislators as well!

Please begin sharing in advance so people can mark their calendars to call their legislators on Tuesday, January 9

On Tuesday, January 9, I'm going to be calling on my legislators to end the licensure exemption and vote in favor of the Social Work Investment Initiative! It's time for NYS to #InvestinSocialWork

Calling all social workers! Join me on Tuesday, January 9, in asking our state legislators to vote in support of the Social Work Investment Initiative and ending the state's licensure exemption this year! #InvestinSocialWork

