**2021 CASA Day at the Capitol –
Social Media Toolkit**

Below, you will find a social media toolkit with resources to help you amplify and increase awareness during the virtual 2021 CASA Day at the Capitol. These materials can be used for any promotion efforts leading up to and during the event, particularly via social and digital promotion on your program’s channels, newsletters and website.

We also recommend asking members within your network to share your content or original content of their own to help reach the greatest possible audience.

The following resources are included:

* Topline Messaging
* 2020 Impact Numbers
* Quote from Leadership
* Sample Social Content
* Social Assets

The 2021 CASA Day at the Capitol will be a two-day, online-only event on Feb. 16-17, 2021. On Feb. 16, we will host a training webinar where we provide updates and prepare for legislative visits. Feb. 17 will be the official CASA Day at the Capitol, with a live, online welcome and resolution reading in the morning, and virtual legislative visits and social media updates throughout the day. While we want the biggest impact to be on Feb. 17, you can begin sharing content as soon as you’d like.

**TOPLINE MESSAGING**

***About CASA Day at the Capitol***

* Each legislative session, Texas CASA and the CASA network come together to make our voices heard at CASA Day at the Capitol.
* This is the CASA network’s chance to share personal experiences of advocacy with Texas legislators and urge legislators to keep child welfare a priority.
* CASA Day at the Capitol is the day CASA advocates join together, in a shared voice, to advocate for all Texas children and families. Hundreds of CASA advocates from all over the state will be sharing their personal stories of advocacy and discussing legislation that can impact the lives of children and families.

***About Meeting with Legislators***

* It was a tremendous honor to meet with [local legislator title and name] who serves our community. We discussed why additional funding will help support local CASA programs in serving the critical needs of children and families across Texas.
* With increased state funding, CASA programs will be better prepared for the anticipated increase in children coming into state care. It is always our goal to provide a CASA volunteer for every child, and more funds are needed to ensure volunteer advocates are properly trained to meet the complex needs of children and families in foster care.

***About CASA Legislative Priorities***

* In 2020, the 11,000 CASA volunteers in Texas contributed an estimated 2 million hours of volunteer time that is valued at **$50 million**.
* Legislative Priorities for the 87th Legislative Session: ⁠
	+ CASA and CFE's annual legislative funding,⁠
	+ Keeping families safely together, ⁠
	+ Elevating youth and family voice,⁠
	+ Addressing disproportionality and disparities,⁠
	+ Support for older youth and youth transitioning out of foster care, ⁠
	+ The continued expansion of Community-Based Care, and more.

Review the [Bill Tracker](https://texascasa.org/what-we-do/leadership-in-public-policy/bill-tracker/) for more information on bills championed and supported by Texas CASA as well as other important bills of interest.

***About The CASA Network & The Role of CASA Volunteers***

* The CASA model stands as an innovative nonprofit partnership with the State of Texas that brings out the best in our fellow Texans through selfless service to their communities, and efficiently leverages public funding to support Texas’ most vulnerable children.
* CASA supports children and families involved in the child welfare system.
* CASA increases the well-being of the children in foster care.
* CASA is of, and for, the community.
* CASA volunteers stay by a child’s side throughout the case, advocating first for reunification when safe and possible.
* A CASA volunteer works to:
	+ Identify and address risks to the child’s safety and well-being,
	+ Identify supportive people in the child’s life that CASA can work with to promote safety and well-being for the child during their time in foster care,
	+ Ensure appropriate physical and mental health assessments are completed and that the child’s needs are understood by the family and everyone involved in the case through a trauma-informed approach, and
	+ Verify educational assessments are completed and educational supports are in place.

**2020 IMPACT NUMBERS**

* 72 Local CASA programs
* 219 Texas counties serviced
* 11,066 CASA volunteers
* 29,229 Children served by CASA

**QUOTES FROM TEXAS CASA LEADERSHIP**

"Texas CASA recognizes the valuable work of the Texas Legislature and how it helps us accomplish the work we do for children and families. We look forward to continuing our work with you throughout the 87th Legislative Session.” – *Vicki Spriggs, Texas CASA CEO*

**SAMPLE SOCIAL CONTENT**

*Below is recommended social media content to be used as a guide. Content can/should be used across platforms.*

***Accounts to Follow & Tag***

Be sure to follow Texas CASA’s accounts and join the LAT Facebook group.

* Texas CASA Facebook: https://www.facebook.com/texascasainc
* LAT Facebook Group: <https://www.facebook.com/groups/TXCASALATS/>
* Texas CASA Instagram: https://www.instagram.com/texascasa/
* Texas CASA Twitter: https://twitter.com/TexasCASA

We also encourage you to follow your legislators so they can be tagged in any content. You can find a list of all legislators’ social media accounts here:

* [Legislators’ social media accounts](https://www.dropbox.com/scl/fi/4rjjzdwi4w9qu2yr736e2/Legislator-Social-Media-Profile-List.xlsx?dl=0&rlkey=649ncn826kbag9nznfxxm0kgm)

***Hashtags***

As you create your own unique content, here are the relevant handles and hashtags.

* Key stakeholder accounts: @TexasCASA
* Key Hashtags: **#CASAattheCapitol #CASACapitolDay #txlege**

Please tag these accounts as relevant in your posts and use the hashtags throughout. Lastly, we do recommend liking, retweeting, and sharing content posted by Texas CASA, other CASA programs, and legislators. We also recommend reaching out to any influencers in your network or organizational partners, asking them to engage with or reshare social posts to help maximize reach. You can find additional resources for influencers later in this toolkit.

***General CASA Capitol Day***

1. General Post
	1. **Facebook/Instagram:** Today is virtual CASA Day at the Capitol! Even though we can’t physically be at the Capitol, CASA advocates from all over the state are still joining together, in a shared voice, to speak up for Texas children and families. [Your CASA Program Name], along with hundreds of CASA advocates, will be sharing our personal stories of advocacy and discussing legislation that can impact the lives of children and families. Follow along for updates throughout the day.
	2. **Twitter:** We’re speaking up, along with hundreds of CASA advocates from across the state for CASA Day at the Capitol! Follow along for updates throughout the day.
	3. **Recommended Image:** <https://www.dropbox.com/s/k5zm9lpl2ynk4rq/CASA_Capitol%20Day_General1.png?dl=0>
2. General Post
3. **Facebook/Instagram:** CASA Day at the Capitol is the CASA network’s chance to share personal experiences of advocacy with Texas legislators and urge legislators to keep child welfare a priority.
4. **Twitter:** CASA Day at the Capitol is the CASA network’s chance to share personal experiences of advocacy with Texas legislators and urge legislators to keep child welfare a priority.
5. **Recommended Image:** <https://www.dropbox.com/s/kkyjnixbka5g4v6/CASA_Capitol%20Day_General2.png?dl=0>
6. Thank You to Our Sponsor Amerigroup
	1. **Facebook/Instagram:** CASA Day at the Capitol wouldn’t be possible without our partner Amerigroup. Thank you for supporting CASA and our advocacy for children and families.
	2. **Twitter:** CASA Day at the Capitol wouldn’t be possible without our partner Amerigroup. Thank you for supporting CASA and our advocacy for children and families.
	3. **Recommended Image:** <https://www.dropbox.com/s/qgpeim04554pzdi/CASA_Capitol%20Day_Sponsor.png?dl=0>
7. House Resolution – ***Use only if House is in session.***
	1. **Facebook/Instagram:** Tune in today for Representative Ina Minjarez honoring the CASA network in the House. @Vote4ina
	2. **Twitter:** Tune in today for Representative Ina Minjarez honoring the CASA network in the House. @Vote4ina
	3. **Recommended Image:** <https://www.dropbox.com/s/6jg8kikjueqjy30/CASA_Capitol%20Day_House_Resolution1.png?dl=0>
8. House Resolution – ***Use only if House is in session.***
	1. **Facebook/Instagram:** Thank you to Representative Ina Minjarez for being a big voice for CASA and issuing the House Resolution declaring Feb. 17, 2021, CASA Day at the Capitol! @Vote4ina
	2. **Twitter:** Thank you to Representative Ina Minjarez for being a big voice for CASA and issuing the House Resolution declaring Feb. 17, 2021, CASA Day at the Capitol! @Vote4ina
	3. **Recommended Image:** <https://www.dropbox.com/s/b1xucmvtyf3oc8t/CASA_Capitol%20Day_House_Resolution3.png?dl=0>
9. House Resolution – ***Use only if House is in session.***
	1. **Facebook/Instagram:** More from Representative Ina Minjarez in today’s House Resolution honoring the hard work and passion of the CASA network. @Vote4ina
	2. **Twitter:** More from Representative Ina Minjarez in today’s House Resolution honoring the hard work and passion of the CASA network. @Vote4ina
	3. **Recommended Image:** <https://www.dropbox.com/s/d8asr1m67ml4ax7/CASA_Capitol%20Day_House_Resolution2.png?dl=0>
10. Thank Your Legislator
	1. **Facebook/Instagram:** Thank you [legislators’ handles or names] for meeting with us today to discuss CASA advocacy for children and families. We appreciate you taking the time to learn more about our mission and vision and how we can create better outcomes for children in the child welfare system.
	2. **Twitter:** Thank you [legislators’ handles or names] for meeting with us today and taking the time to learn more about CASA and how we can create better outcomes for children in the child welfare system.
	3. **Recommended Image:** <https://www.dropbox.com/s/6g4wksjt2hpy64a/CASA_Capitol%20Day_Thank%20You.png?dl=0>
11. Thank Your CASA Volunteers & Network
	1. **Facebook/Instagram:** Thank you to everyone who participated in CASA Day at the Capitol! Together we are amplifying the voices of children and families across Texas.
	2. **Twitter:** Thank you to everyone who participated in CASA Day at the Capitol! Together we are amplifying the voices of children and families across Texas.
	3. **Recommended Image:** <https://www.dropbox.com/s/sqperl05bx535zu/CASA_Capitol%20Day_Thank%20You2.png?dl=0>

***CASA Legislative Priorities***

1. Priorities Overview
	1. **Facebook/Instagram:** These legislative priorities, developed by the Texas CASA Public Policy team and the CASA programs, inform everything we are doing during the session to ensure CASA has a strong voice and to improve the way the child protection system works for children and families.
	2. **Twitter:** The CASA Legislative Priorities inform everything we are doing during the session to ensure CASA has a strong voice and to improve the way the child protection system works for children and families.
	3. **Recommended Image:** <https://www.dropbox.com/s/m6wedzpf0773alc/CASA_Priorities1.png?dl=0>
2. Priorities: CFE Funding
	1. **Facebook/Instagram:** Since 2015, the Texas Legislature has funded a partnership between DFPS and CASA called Collaborative Family Engagement (CFE). CFE uses a structured approach that is built around the fact that children have many blood relatives and other important connections that can be identified, located and engaged with—providing children and families with a dedicated support system that is meant to last even after CASA and CPS involvement. Now in 51 of 72 local CASA programs, or more than 50% of the statewide network, we are on track to take CFE statewide by FY 2023.
	2. **Twitter:** CASA and DFPS have continued to roll out the Collaborative Family Engagement (CFE) approach across Texas thanks to funding from the Texas Legislature. With continued funding, we will be able to expand to all programs by FY 2023.
	3. **Recommended Image:** <https://www.dropbox.com/s/ezfxh2acclas9eb/CASA_Priorities2.png?dl=0>
3. Priorities: CASA Funding
	1. **Facebook/Instagram:** As the child welfare system evolves, the CASA network strives to remain at the forefront of these changes. We are leading the evolution by finding new ways to advocate for children and families in the child welfare system. Funding from the legislature goes directly to local CASA programs across the state for recruitment, training and volunteer support to ensure children and families receive quality advocacy.
	2. **Twitter:** Funding from the legislature goes directly to local CASA programs across the state for recruitment, training and volunteer support to ensure children and families receive quality advocacy.
	3. **Recommended Image:** <https://www.dropbox.com/s/7jut8cg4fqed0n0/CASA_Priorities3.png?dl=0>

***CASA Legislative Successes***

1. Legislative Successes:
	1. **Facebook/Instagram:** The CASA network is a leader in working to assure sound public policies in Texas on issues affecting the child welfare system, the well-being of children and youth in state custody and other policy areas related to our mission. In 2019, Texas CASA supported HB 53, which adds topics to be covered in the DFPS Preparation for Adult Living (PAL) program, including insurance, taxes and voting. Improving and expanding the PAL program helps ensure youth like Ava get the age-appropriate information and training they need to be able to effectively navigate life after foster care.
	2. **Twitter:** The CASA network is a leader in working to assure sound public policies in Texas on issues affecting the child welfare system, the well-being of children and youth in state custody and other policy areas related to our mission.
	3. **Recommended Image:** <https://www.dropbox.com/s/hg1ppqr4dy74kgs/CASA_Successes1.png?dl=0>
2. Legislative Successes:
	1. **Facebook/Instagram:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol. In 2019, Texas CASA championed HB 1702, which strengthens on-campus support for students who are attending college. It requires colleges to publicize the contact information of their foster care liaisons, equip liaisons with a list of current students who’ve experienced foster care, and inform these students of available support services on campus.
	2. **Twitter:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol, like HB 1702 in 2019 which strengthens on-campus support for students who are attending college.
	3. **Recommended Image:** <https://www.dropbox.com/s/nleii3ub6hbx86v/CASA_Successes2.png?dl=0>
3. Legislative Successes:
	1. **Facebook/Instagram:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol. In 2017, Texas CASA supported HB 4, which changed how DFPS provides financial assistance to kinship caregivers. Now, eligible caregivers like DaShaun and Micah’s grandma receive about $350 per month per child, to help alleviate the cost of things like clothes and school supplies. Previously, kinship caregivers only received an initial payment of $1,000, plus $500 per year.
	2. **Twitter:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol, like HB 4 in 2017 which changed how DFPS provides financial assistance to kinship caregivers.
	3. **Recommended Image:** <https://www.dropbox.com/s/ewh28k2hv6pa4pt/CASA_Successes3.png?dl=0>
4. Legislative Successes:
	1. **Facebook/Instagram:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol. In 2019, Texas CASA supported HB 3390, which requires guardians ad litem, attorneys ad litem, and caseworkers to ask children, in a developmentally appropriate way, about any adult who could be a caregiver for them. This legislation helps ensure that all parties are having more constructive conversations with children like DaShaun and Micah more often—prioritizing their voices and leading to more connections.
	2. **Twitter:** We’re highlighting some of our past legislative successes as part of CASA Day at the Capitol, like HB 3390 in 2019 which requires guardians ad litem, attorneys ad litem, and caseworkers to ask children, in a developmentally appropriate way, about any adult who could be a caregiver for them.
	3. **Recommended Image:** <https://www.dropbox.com/s/g6m1g0wks2cznah/CASA_Successes4.png?dl=0>

***General CASA Information***

1. CASA Impact Numbers
	1. **Facebook/Instagram:** CASA continues to be an essential partner in a child welfare system that is fast evolving. In local communities, programs recruit, train and supervise Court Appointed Special Advocate (CASA) volunteers to advocate for children involved in the child welfare system and improve their well-being. The CASA network has 72 local programs that serve a total of 219 counties in Texas. In 2020, those programs supervised 11,066 volunteers and served 29,229 children and their families.
	2. **Twitter:** The CASA network has 72 local programs that serve a total of 219 counties in Texas. In 2020, those programs supervised 11,066 volunteers and served 29,229 children and their families.
	3. **Recommended Image:** https://www.dropbox.com/s/bh8vrp3yfsxix5g/CASA\_Impact%20Numbers\_Updated.png?dl=0
2. CASA Impact Funding
	1. **Facebook/Instagram:** State financial support has been crucial to maintaining the breadth and quality of services CASA is able to provide. Every state-appropriated dollar is multiplied many times through unpaid volunteer service and leveraged charitable donations. In 2020, every appropriated state dollar leveraged more than three dollars in private philanthropic support and other local funds.
	2. **Twitter:** State financial support has been crucial to maintaining the breadth and quality of services CASA is able to provide. In 2020, every appropriated state dollar leveraged more than three dollars in private philanthropic support and other local funds.
	3. **Recommended Image:** <https://www.dropbox.com/s/49s1jiqycolaian/CASA_Impact_Funding%20Leverage.png?dl=0>
3. CASA Impact Funding
	1. **Facebook/Instagram:** The CASA model stands as an innovative nonprofit partnership with the State of Texas that brings out the best in our fellow Texans through selfless service to their communities, and efficiently leverages public funding to support Texas’ most vulnerable children. In 2020, the 11,000 CASA volunteers in Texas contributed an estimated 2 million hours of volunteer time - a value of $50 million.
	2. **Twitter:** In 2020, the 11,000 CASA volunteers in Texas contributed an estimated 2 million hours of volunteer time - a value of $50 million.
	3. **Recommended Image:** <https://www.dropbox.com/s/fkbugonn55bla7l/CASA_Impact_Value.png?dl=0>
4. CASA Role
	1. **Facebook/Instagram:** CASA volunteersprovide a consistent presence for children and families and help facilitate nurturing relationships. CASA volunteers also work to find, engage and strengthen a support network for the child and family.
	2. **Twitter:** CASA volunteers support children and families by providing a consistent presence, facilitating nurturing relationships and strengthen support networks for the child and their family.
	3. **Recommended Image:** <https://www.dropbox.com/s/i6biwpdzumnt09o/CASA_Role1.png?dl=0>
5. CASA Role
	1. **Facebook/Instagram:** CASA volunteers can increase the well-being of children in foster care. Using a trauma-informed approach, CASA advocates address each child’s mental, physical and educational needs. When safe and possible, CASA volunteers will advocate first and foremost for reunification and keeping families connected.
	2. **Twitter:** CASA volunteers can increase the well-being of children in foster care by advocating to keep families together and connected when safe and possible and working to address each child’s mental, physical and educational needs.
	3. **Recommended Image:** <https://www.dropbox.com/s/4kq6hyle4ve1g4u/CASA_Role2.png?dl=0>
6. CASA Role
	1. **Facebook/Instagram:** CASA is of, and for, the community, meaning CASA volunteers are everyday people who support children and families. Volunteers go through intensive training before being appointed by their local courts. Throughout the case, CASA volunteers are supported by trained supervisors.
	2. **Twitter:** CASA is of, and for, the community, meaning CASA volunteers are everyday people who are trained to support children and families.
	3. **Recommended Image:** <https://www.dropbox.com/s/e8dqqlzbvut3cx3/CASA_Role3.png?dl=0>
7. CASA Role
	1. **Facebook/Instagram:** How does a CASA volunteer help?CASA volunteers provide a consistent presence in a child’s life while working collaboratively with others involved in the case. CASA volunteers stay by the child’s side during their time in foster care, advocating for the child’s voice to be heard and for the needs of the child, parents and family.
	2. **Twitter:** How does a CASA volunteer help? CASA volunteers stay by the child’s side during their time in foster care, advocating for the child’s voice to be heard and for the needs of the child, parents and family.
	3. **Recommended Image:** <https://www.dropbox.com/s/97n02gqumqrzy79/CASA_Role4.png?dl=0>
8. CASA Role: COVID-19 Response
	1. **Facebook/Instagram:** Throughout the pandemic, the CASA network has been finding new ways to advocate for children and families. Check out some of the ways we’re keeping the CASA spirit moving forward.
	2. **Twitter:** Throughout the pandemic, the CASA network has been finding new ways to advocate for children and families. Check out some of the ways we’re keeping the CASA spirit moving forward.
	3. **Recommended Video:** <https://www.dropbox.com/s/m9jnadm2bgzwu9w/CASA_COVID_Response.mp4?dl=0>

**SOCIAL ASSETS**

*Here are all of the above assets for your use on Twitter, Facebook, and Instagram.*

[2021 CASA Day Social Media Toolkit](https://www.dropbox.com/sh/neyk860jgiqn7rg/AADoVRgp3fiQgVquOE0jV1YHa?dl=0)