



SOCIAL MEDIA TOOLKIT

2020 will be a demanding year. The approaching election season in a politically-polarized national discourse risks even more gridlock, stagnation, and acrimony. MAP believes we must do better. A clear vision for post-partisan progress is more essential than ever, and that's why it's up to us to express it. During the NWPA, ask yourself about ways you can serve together with friends, family, neighbors, or even strangers; challenge yourself to take post-partisan action in your online and offline communities. Share how you take action—who else can you inspire to do the same?

This toolkit provides you with the information and tools you will need to promote the Millennial Action Project's (MAP)'s National Week of Postpartisan Action (NWPA). This toolkit should be employed freely throughout the week of February 17th-21st. You are encouraged to share this toolkit with other supporters of our mission!

LEVERAGE OUR WEBSITE

At millennialaction.org/serve-together, you can access a hub of information. You'll be able to see social media posts from people as [#MAPservestgether](https://twitter.com/hashtag/MAPservestgether) across the country, find press hits on actions taken by Future Caucuses in several states, and the latest on NWPA events! If you look further, you'll be able to look into MAP's year-round action, past programs, blog posts, or make a donation and find out how to partner with us.

Think of the MAP website as a homebase, and share the link with your network!

You will also find on this page a selection of [downloadable graphics](#) for your convenience!



LEVERAGE SOCIAL MEDIA

All of our partners and supporters are encouraged to use the hashtag **#MAPservestgether** across their social media accounts. MAP will retweet you and share your Tweets and Instagram photos on millennialaction.org/serve-together throughout the week. We urge you to keep the content nonpartisan or post-partisan! Click here for a selection of [downloadable graphics](#) for your convenience.

FACEBOOK

[MAP's Facebook page](#) will engage users by making them aware of resources and activities surrounding the National Week of Post-Partisan Action.

Promote NWPA by liking and sharing posts and asking your friends to join. Facebook is home to users of all ages and ideologies; your amplification of NWPA on Facebook will ensure that MAP's message of post-partisanship spreads to a multi-generational and politically-diverse group of people, which is what we need to build an effective movement.

MAP on Facebook: @MillennialActionProject

TWITTER

[MAP's Twitter](#) will be able to host more active conversations than any other social media platform. We'll engage organizations, legislators, and individual users about their experiences during the week. This is the most important place to use the hashtag **#MAPservestgether** to spread the NWPA message!

Sample Tweets for use:

- *From Feb. 17th - 21st, @MAActionProject is celebrating Serve Together: National Week of Post-Partisan Action! They're dedicating this week to showcasing political processes at their best — when we work across the aisle! Join me in following MAP. #MAPservestgether*
- *Happy Monday! Today marks the first day of Serve Together: National Week of Post-Partisan Action by @MAActionProject. Toss MAP a follow to witness a week of legislators working across the political aisle and getting things done. #MAPservestgether*

MAP on Twitter: @MAActionProject



INSTAGRAM

[MAP'S Instagram](#) will post multiple images and stories throughout NWPA. Be sure to follow us and like our posts, and we also encourage you to make your own posts to visually show what you are doing to take post-partisan action in your community.

Be sure to tag @mactionproject in your posts and stories so we can reshare!

Download this NWPA sticker to add flair to your stories! Save it to your camera roll, and then copy and paste it to your story! Click the sticker to download.



MAP on Instagram: @mactionproject

LINKEDIN

[MAP's LinkedIn page](#) is a platform for you to professionally connect with us and our network. LinkedIn provides the unique opportunity to network with others around the country who share the MAP ethos with you.

Keep an eye out on LinkedIn for our press releases through this National Week of Post-Partisan Action! We encourage you to like and share our posts with your network.

MAP on LinkedIn: Millennial Action Project

