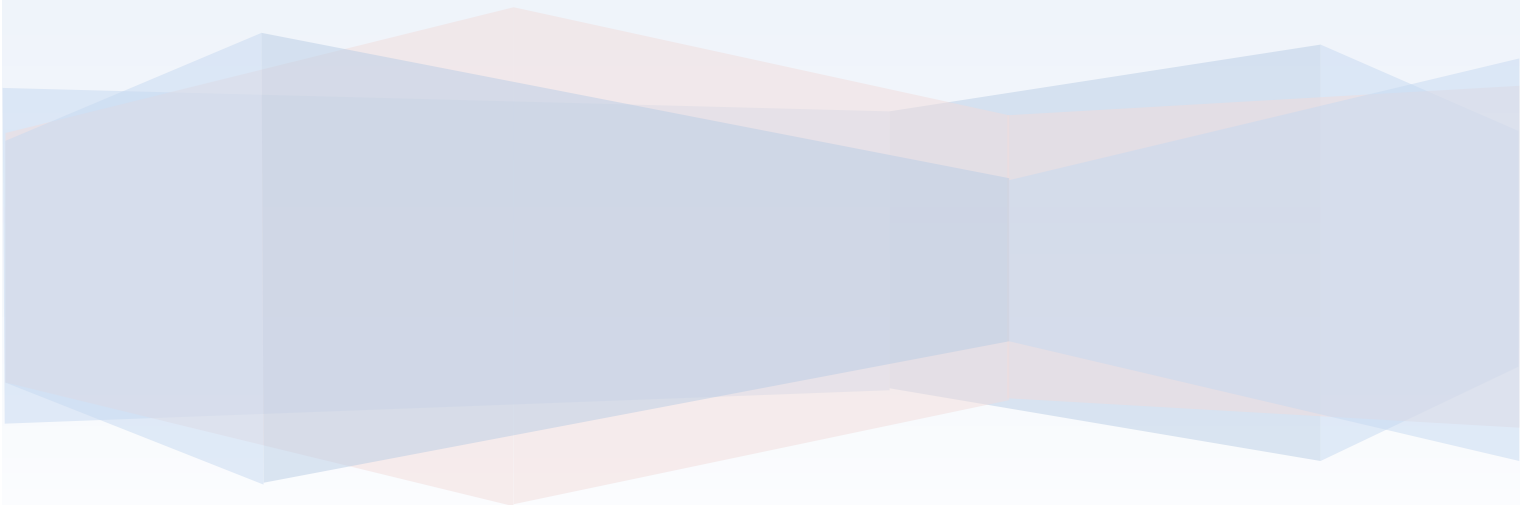


Using Social Media to Communicate with Legislators

TRTA 2019

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How to Use Social Media to Contact Your Legislators

Social media is one of the best new ways to interact with your legislators. Social media is opening doors that were previously closed for communicating with your state lawmakers on issues that are important to you.

In this document, we'll be using the #RAISETHEBASE example, but these resources are useful for general social media use when contacting your legislators.

This session, TRTA has been encouraging its members to participate on social media by using #RAISETHEBASE. It's a movement that speaks to the core issue of increasing the state funding for the TRS pension fund and TRS-Care health care fund.

What is a hashtag?

A hashtag is a method for tagging a conversation. Essentially, it marks a conversation, so it can be followed. Hashtags start with a # sign and contain no spaces. If you click on a hashtag on Twitter, you can see all other tweets using the hashtag. You can organize these tweets by top tweets or by the latest ones.

What does #RAISETHEBASE mean?

#RAISETHEBASE is about increasing state funding for the TRS pension fund and TRS-Care. Texas ranks last in the nation in state funding for its TRS pension fund among states that are non-mandatory Social Security. TRS-Care is facing a \$230 million budget shortfall, and the problem only gets worse as the funding formula remains the same.

 TX Retired Teachers
@TRTA

TRS reported on the change to rate of return assumption today, as well as the funding shortfall to TRS-Care. Learn more in the latest Inside Line! [#RAISETHEBASE](#)



Texas Retired Teachers Association

Executive Summary: TRS provided testimony concerning the pension fund and TRS-Care. Use #RAISETHEBASE when communicating with legislators on Facebook a...
trta.org

2:51 PM - 4 Feb 2019

The purpose of #RAISETHEBASE is to raise awareness about retiree issues. By using #RAISETHEBASE, we're communicating with legislators about the issue and encapsulating it into a simple phrase.

Where do I find my legislators on social media?

If you don't know who your legislators are, you can use the Who Represent Me? Website. Its address is wrm.capitol.texas.gov. Once you know your legislators, you can use TexasTribune.org to search for them. The Tribune's website has links to their Facebook and Twitter pages.

Most legislators use a public facing Facebook page that allows you to like the page to get updates from it whenever posts are made. Additionally, the pages often allow for comments on posts. The comments are where you would include the #RAISETHEBASE. This can be a bit more difficult, as ideally, you'd like to find a post where the purpose is discussing TRS issues.

Twitter is much more straightforward in its use of #RAISETHEBASE. You can either reply to a legislator's tweet about TRS-related issues, or you can tweet directly at the legislator using the #RAISETHEBASE. You can even tag multiple legislators in a tweet about TRS.

How do I use #RAISETHEBASE?

You can use the hashtag anywhere in the text of your Facebook comment or Twitter tweet. Most commonly, you'll use it at the end of a comment/tweet. When using it, make sure your comment/tweet is pertinent to TRS-related issues. If someone asks you about the hashtag, you can explain the meaning of it as it relates to the TRS pension fund and TRS-Care funding. Thank you for your participation in this movement, and we're excited to use social media to help promote positive change for retired educators!

