

# Tips on using social media to support public education

It is important that members stay active in demanding a government that will protect and enhance public education in Ontario. As an ETFO member you can use your social media to help get the message out.

Using social media effectively means both posting messages and following people or groups to be sure you are part of the conversation.

Be sure to connect with your union on social media. ETFO is active on three social media platforms: Facebook at [facebook.com/ETFOprovincialoffice](https://facebook.com/ETFOprovincialoffice), X (formerly Twitter) at [@ETFOeducators](https://twitter.com/ETFOeducators), and Instagram at [@etfoeducators](https://www.instagram.com/etfoeducators). Follow these accounts to stay in the know and to share how your union is advocating to keep public education in Ontario strong.

When using social media, remember that your comments are public. No personal information, images of students, or school information should be shared online. You can find information on using social media responsibly in the PRS Matters Bulletin *Electronic Communication and Social Media – Advice to Members*.

# Effective social media does the following



Informs, raises awareness, and conveys an accessible message to your friends and followers.



Creates buzz about a specific topic or event in your community.



Contributes to a conversation by advocating for public education in Ontario.



Shows how ETFO's priorities reflect your experiences as a teacher or education worker.



Expands the reach of ETFO messages and increases our collective voice to defend public education.



Supports and shares election actions of members, including those running in the election.

# Social media actions you can take:



Share how funding cuts are affecting your school, and tag [@ETFOeducators](#).



Post in favour of public education consistently, constantly, and regularly – don't wait for an election.



Follow ETFO locals and [@ETFOeducators](#) and reshare ETFO's posts, images, videos, and resources.



Tag your posts with [#ETFO](#) or [#OntEd](#) to connect with others concerned about education issues and to let people find your posts easily.



Reshare but be sure to add your personal view.