

2023



RESOURCES & SOCIAL MEDIA TOOLKIT

Overview

On February 2, CASA volunteers, board members, and staff from across the state will come together with legislators and other state officials for CASA Day at the Capitol. The day includes a legislative briefing, lunch, and a visit to the Capitol where attendees meet up with legislators at the lunch, in legislative offices, or in the halls of the Capitol.

The toolkit is available to support social media outreach leading up to, during, and after this coordinated day of engagement. The goal of the day is to harness the collective strength of the CASA network to bring awareness to critical issues facing children who experience the foster care system and offer collaborative solutions.

These resources aim to help you amplify and increase awareness across the General Assembly during the 2023 legislative session. These materials can be used for any promotion efforts leading up to and during the event, particularly via social and digital promotion on your affiliate's channels, newsletters, and website. Original content is always encouraged as it helps to reach the largest possible audience and supports legislative efforts as well.

Thank you for your ongoing work and for being an integral part of the CASA Day at the Capitol.

References & Talking Points

These talking points are helpful for in-person conversations with legislators on CASA Day at the Capitol. Additionally, they can be adapted for pre-event and post-event promotional purposes. Becoming familiar with these points in advance will ultimately help you navigate the day effectively.

2023 IMPACT NUMBERS

- 45 Local CASA programs
- 158 Georgia counties with CASA service
- 2,600 CASA volunteers
- 9,000+ Children in Georgia served by CASA volunteers

PHOTO GALLERY

Find photo gallery to use in posts by visiting
www.gacasa.org/casa-day-capitol-2023/

Show Appreciation for Ongoing Support

- Legislative support has resulted in a strong foundation for CASA advocacy in all parts of the state.
- Increased funding has enabled CASA affiliates to:
 - o Recruit, screen, train, and empower additional community volunteers to advocate for more children in state's custody; and
 - o Attract and retain highly committed and qualified local staff members, who are skilled and experienced in supporting volunteers.
- If you are in an area with a high number of un-served children experiencing foster care, mention the particular needs for additional support and advocacy.

Share CASA's Momentum & Engage Legislators in the CASA Network

- Discuss current happenings and share recent achievements from your local affiliate.
- Offer to be a resource about CASA or child welfare issues as the session progresses.
- Invite your legislator to attend your next event, swearing-in ceremony, training, or to observe court.
- Ask legislators to spread the word about CASA within the district at their faith-based, civic, or professional associations or clubs and within their other circles.
- Share a CASA recruitment message for their constituent newsletter or social media profile.
- Take a photo or screen shot with your legislator and share on social media.

Bring Attention to Needs of Children & Families

- Highlight issues that impact children and families in your area. The following list is included to provide possible suggestions for discussion.
 - o Placement stability, permanency, and normalcy efforts for children in foster care
 - o Foster parent and kinship caregiver support
 - o Substance use treatment services
 - o Mental health for children and youth in care
 - o Quality legal representation for children and parents in dependency proceedings

Calls To Action

Oftentimes, it helps to include a call to action within a social media post. When a viewer is interested in what you have said, they may want to know how to help. Here are some ideas for a call to action to use when appropriate.

Join us at CASA Day at the Capitol on February 2.
Registration link in bio.

Share your CASA experience and bring attention to needs of children and families involved in the system.

Know your legislators and invite them to attend your next swearing-in ceremony, training, or event.

Learn more about how to get involved with CASA in your community by contacting us, link in bio.

Follow & Tag

Help our message reach further and remain connected through tagging on the relevant platforms.

GACASADayatCap



www.facebook.com/gacourtappointedspecialadvocates



@georgiacasa



www.linkedin.com/company/georgiacasa



@GeorgiaCASA

Visit www.openstates.org/find_your_legislator/ to identify your state senators and representatives. If they have social media accounts, add them to your posts or provide content for their pages.

Sample Post 1

Before CASA Day

**Photo With
Smiling People**



**Image Relates to
Caption Topic**



Are you coming to CASA Day at the Capitol on February 2? Wear a pop of red to show your solidarity with CASA!

You are an important part of highlighting our reach throughout Georgia. 158 counties across the state work daily to amplify the voices of children who are experiencing foster care, and we are so grateful you are a part of that!

Help @georgiacasa show this impact by joining us for the upcoming legislative session. Register by January 19!

#GACASADayatCap #CASA
#childwelfare
#georgialeglativesession

**Speaks Directly
to Reader**



Georgia CASA is Tagged



Hashtags



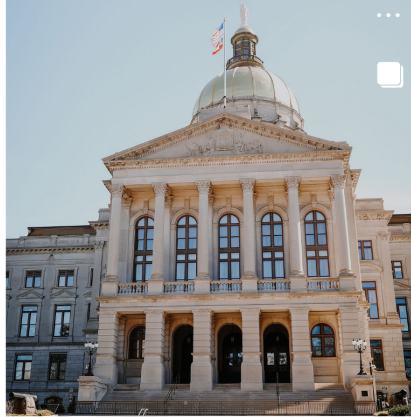
Sample Post 2

On CASA Day

**Photo From
Event**



 **Georgia CASA**
georgiacasa



CASA Day at the Capitol is finally here!

CASA Day at the Capitol is the CASA network's chance to share personal experiences of advocacy with Georgia legislators and urge legislators to keep child welfare a priority.

Keep an eye on our stories throughout the day. We will be sharing moments of connection, collaboration, and celebration!

#GACASADayatCap #CASA
#childwelfare
#georgialegislativesession


Announce CASA Day

Engage



Hashtags



Sample Post 3

After CASA Day

**Photo From
Day Of**



**Tag Georgia
CASA &
Legislators Who
Attended!**



A huge thank you to @govkemp and the many state legislators who joined us today for lending their platforms to mission of CASA!

Georgia CASA was excited to join state leaders and other child welfare advocacy groups at the Capitol today to harness the collective strength of the CASA network and offer collaborative solutions.

#GACASADayatCap #CASA
#childwelfare
#georgialegislativesession

Tagged Legislator

Background Info

Hashtags