

Mothers Out Front Social Media Guide



Tell the story to the world of your holding elected officials accountable by taking photos of your postcard delivery visits or other Mother's Day events and sharing them on social media.

- **Please tag @MothersOutFront and use both hashtags #MakeOurMothersDay and #MothersDay in your posts.**

Ideas:

- Take photos of people—including mothers and children—filling out and sending postcards.
- Take photos of your postcard delivery with stacks of cards.
- You can **make a sign** that says, “This Mother’s Day, I want...” and finish that sentence for us! Then take a selfie or a group shot holding the sign and post it with the hashtags and tag @Mothers Out Front. Tag your local officials as well!
- Take photos at Mother’s Day marches and share why you are marching this Mother’s Day.

Accounts to follow and tag:

- **Mothers Out Front:**
 - **FB:** @mothersoutfront
 - **Twitter:** @mothersoutfront
 - Instagram: @mothers.out.front
 - **Hashtag:** #MakeOurMothersDay #MothersDay
- Lookup your **local officials, city councilors, mayors, governors, congresspeople, etc.**, and follow them so you can tag them easily, too!

What you’ll do on social media...

- If you have 1 minute: you will send a tweet or post to Facebook
- If you have 3 minutes: you will take a picture and post it on Twitter and Facebook
- If you have 10 minutes: search #MakeOurMothersDay and retweet all the tweets you see
- If you have 20 minutes: you will post a video on Twitter and Facebook, and then share and retweet other mothers’ posts

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