



PIA StopPSEcuts.ca Digital Day of Action

Stop the Cuts

Social Media Action

Last week, the provincial government released *Alberta 2030: Skills for Jobs*—most alarmingly, this report outlines changes to the governance structures away from local control and a shift to vocational job training at all levels of post-secondary education. This document will set the stage for the privatization and increased corporate influence into our world class post-secondary education system.

The report also states that “Public funding remains under pressure. Public investment as a share of total spending on post-secondary education has been steadily declining.” The report doesn’t, however, point out the obvious fact that the provincial government has made the conscious decision since being elected to dramatically slash post-secondary funding, including a \$170 million cut to the University of Alberta alone in just two and half years.

Today’s action is to flood social media (Twitter, Instagram, Facebook) with images and messages asking for the government to support and invest in our universities and colleges. We are asking everyone to put up a photo of themselves (or their back yard or their pets, etc.) with the sign demanding that the provincial government stops the cuts.

Please, use the hashtag #StopPSEcuts in your posts to Facebook, Twitter, and other social media sites. Below are a couple comics you can use on your social media platforms on the day of action, a link to a printable sign, and a list of sample messages you can use.

Sample Captions for Social Media Posts

The PIA stopPSEcuts.ca campaign knows that all our supporters have strong feelings and opinions on the cuts that the UCP government has imposed on our universities and colleges over the last three years. So, feel free to speak to the issues that affect you most directly. Below are a few samples to give you some ideas:

#ABstudents need a fully-funded public education system, not cuts. #StopPSEcuts #abPSE #abpoli #maythefourth #ableg

Post-secondary workers need good, stable jobs, #StopPSEcuts #abPSE #abpoli #maythefourth #ableg

Why did Jason Kenney cross the road? To get to the dark side. #stopPSEcuts #maythefourth #abPSE

The UCP spent \$3.7 million of taxpayers’ money on Alberta 2030: Skills for Jobs. Now they are, again, telling the public that we need to do more with less. #StopPSEcuts #abPSE #abpoli #maythefourth #ableg

The UCP Empire first destroyed Alderaan, and now they are coming for the University of Alberta. #StopPSEcuts #abPSE #abpoli #maythefourth #ableg

Images and Sign

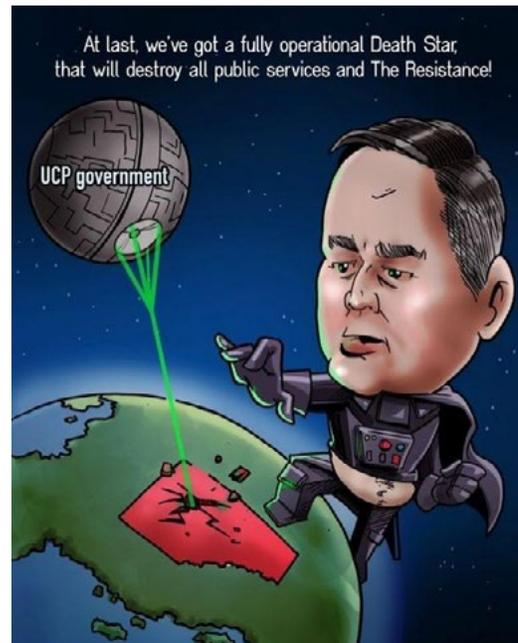
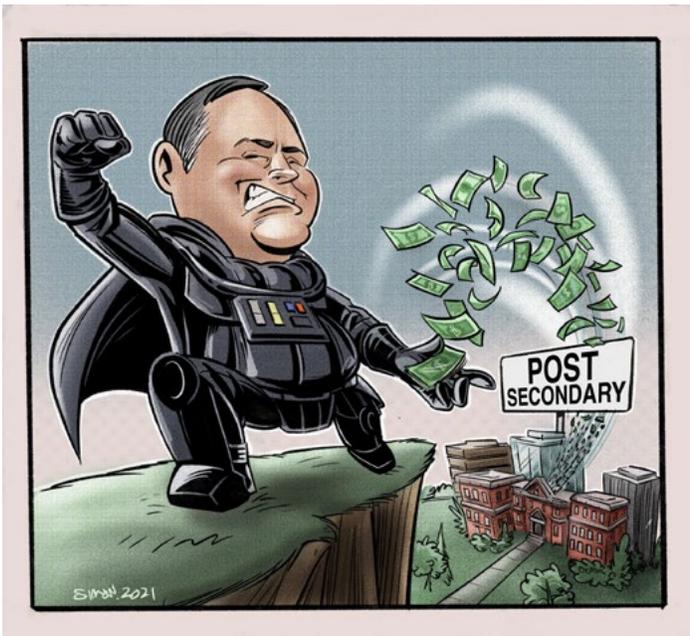
You can find the Alberta 2030: Skills for Jobs here: alberta.ca/alberta-2030-building-skills-for-jobs.aspx

You can find online instructions, digital copies of the comics, and a downloadable sign on our website here: stopPSEcuts.ca/maythe4th

Below are a couple Star Wars based images that you can use to tie the event into May the 4th. **Please credit Simon Glassman if you choose to use the image.**

Tweet your Representatives Directly!

You can find links to their Twitter pages by visiting their legislative webpage and clicking on the Twitter link.



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