**Tool X.x: Sample Social Media (Twitter) Calendar - A month in the life of the RTC Coalition**

Tags:

*Social Media has been a powerful platform for spreading the word about Right to Counsel and for centering the stories and experiences of tenants in this fight (See our* [*Sample Social Media Plan*](https://docs.google.com/document/d/10AxjfchiCz53Y1T3ah6MI2-JcyiT0FB5OziL5HQKDEM/edit?usp=sharing)*). You can develop a plan on social media messaging for ongoing engagement, as well as plans specific to events and hearings so that multiple people and organizations can tweet and post on your behalf. The calendar below details instructions for Twitter for a whole month - this was a particular month where we were waiting for the Mayor to release his preliminary budget, so we wanted to increase our presence and visibility to be a part of those conversations.*

**Instructions for Twitter for January 2015**

This is a list of instructions of tweeting throughout the next month. It is an essential time because the preliminary budget will be passed soon and we want to make sure The Right to Counsel is included. Tweet at least **twice each week** because we want everyone to hear our message loud and clear. We will be doing many video posts throughout the week consisting of different experts’ opinion on why the Right to Counsel should be a right. You can even use these same tweets as facebook posts!!! **For each tweet please make sure that #RTCNYC** is included.

Also included in this document are Twitter handles for some elected officials, tenant organizations, and legal providers. **Make sure to always try to tweet at Mayor de Blasio, City Council Speaker Melissa Mark Viverito, CM Chirlane, CM Levine, CM Gibson and CM Williams.**  Some of these folks have not retweeted us at all so let’s make sure to keep the pressure on. Tweet as many times as possible!!

Remember this is a historic moment and we need to put the word out far and wide.

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| **Week** | **Tweets** |
| **Jan. 5th** | * Housing is the basic foundation of everything we do-Adriene Holder Legal Aid #RTCNYC <http://youtu.be/Z_EMFRBgr_s> * I don’t want to learn by getting evicted-Ms.Steptoe CASA #RTCNYC <http://youtu.be/uGg5eucZZqs> |
| **Jan. 12th** | * #RTCNYC establishes justice and fairness in a system that doesn’t give fairness to tenants- CM Gibson <http://youtu.be/pUE9mRTf4Sg> * Every $1 spent in civil legal services for the poor, $5 or $6 are returned to the state- Judge Lippman <http://youtu.be/WE6AafA62e4> |
| **Jan. 19th** | * Right to Counsel is a racial justice issue #RTCNYC <http://youtu.be/-F5vU7APZB4> * The impact of homelessness on children is devastating-Patrick Markee CFH #RTCNYC <http://youtu.be/IsJH47ifNQ8> * Speaker Mark-Viverito is very interested in the need for housing representation-Judge Lippman [~~#~~RTCNYC](https://twitter.com/search?q=%23RTCNYC) <http://youtu.be/BdM5cMFostg> |
| **Jan. 26th** | * With [~~#~~RTCNYC](https://twitter.com/search?q=%23RTCNYC) we would save $30,000 per individual in the shelter system-CM Levine  <http://youtu.be/rsdqI_mBnuk> * Even though we were doing everything we were supposed to be doing I was losing- Ms.Charles [~~#~~RTCNYC](https://twitter.com/search?q=%23RTCNYC)  <http://youtu.be/CLUr7kSWsZE> * It is the mayor’s responsibility to decide that this is important and to fund it-Susanna Blankley [~~#~~RTCNYC](https://twitter.com/search?q=%23RTCNYC) <http://youtu.be/0w7DgqrlMSE> |

**Who to tweet**

* Political Figures (*Consider local people like the mayor, city council members, community board leaders, state senators in your district and aldermen, and state politicians like senators, and governors. Refer to your primary and secondary targets from your* [*campaign planning*](https://docs.google.com/document/d/1Jt8JjQpuw4bvj-4Yh0MQmECHS7BJN4LUzIqhDlxaJKE/edit?usp=sharing)*!)*
  + @BilldeBlasio
  + @SenSchumer
  + @SenGillibrand
* National Figures
  + [@just\_shelter](https://twitter.com/just_shelter) (*Matthew Desmond is a sociology professor and heads the Eviction Lab at Princeton University. Read more about him* [*here*](https://sociology.princeton.edu/people/matthew-desmond)*.)*
* Legal Services *(These are examples of groups local to New York.)*
  + @LegalAidNYC
  + @MFYlegal
  + @LSNYCnews
  + @nylag
  + @HCAnswers
* Community Groups *(These are examples of groups local to New York.)*
  + @CASAbronx
  + @tenantneighbor
  + @MRAF\_NY
  + @maketheroad
  + @Met\_Council
  + @caaav
* Homelessness Advocates *(These are examples of groups local to New York.)*
  + @NYHomeless
  + @pthny
  + @HSUNYC
  + @TOPnyc
* Right to Counsel Coalitions Across the Country!
  + We are building a RTC movement! Please tag us in any posts about your work towards a right to counsel in your municipality or state so we can retweet you! @RTCNYC