

APTA 2023 Advocacy Fly-In Social Media Toolkit

Introduction

Heading into the budget negotiations this fall, our goals are simple but challenging—prevent cuts to public transportation investment and maintain a drumbeat of support and enthusiasm for the investment provided in the Transportation Appropriations Act, the Infrastructure Investment and Jobs Act (IIJA), and other legislation in 2022. You can use your social media channels to remind your elected officials how investments in public transportation benefit the communities and economies that they represent—by modernizing infrastructure, expanding access, and growing local businesses. Together, we can show them the American people are unified in our efforts to protect public transportation investment.

Key Messages and Content

Below are sample posts you can leverage to help amplify APTA’s message and highlight the impact of public transportation in your community. Looking for local facts? Visit apta.com/everyone for resources that you can use to tell your story. You can also find key messages to guide your outreach and advocacy efforts on our Messaging Guide.

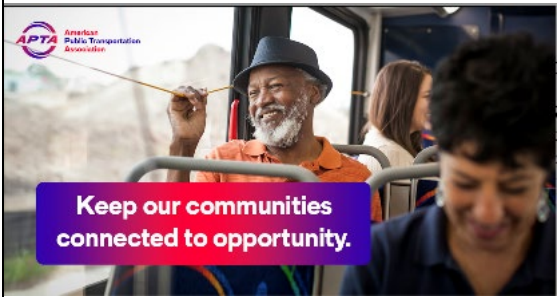
APTA Accounts & Hashtag

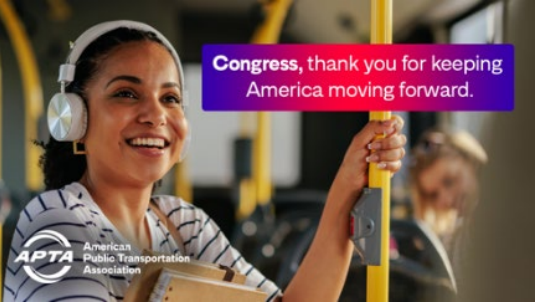



As you amplify our messages, we also ask that you tag and engage with APTA’s social media accounts as appropriate. APTA’s social media handles are:



- Instagram: [@APTA_Transit](https://www.instagram.com/APTA_Transit)
- X (formerly Twitter): [@APTA_info](https://twitter.com/APTA_info)
- LinkedIn: [American Public Transportation Association](https://www.linkedin.com/company/AmericanPublicTransportationAssociation)
- Facebook: [@AmericanPublicTransportationAssociation](https://www.facebook.com/AmericanPublicTransportationAssociation)
- Recommended Hashtags: #InvestInPublicTransportation #APTainDC23

Sample Posts and Tweets

Here are some examples of social posts you can share on your channels. Download graphics [here](#), and supplement with your own photos, images and video content.

Images	Sample Posts & Tweets
	<p>From Washington to New York, Minnesota to Texas and South Carolina to Maine, investments in public transportation are creating opportunities. Join me and tell Congress to protect investment in public transit and keep our communities growing and thriving https://voicesforpublictransit.org/take-action/alertid/3424/ #APTainDC23</p> <p>Public transportation gives families – like those here in [Insert community name] – a reliable way of getting to the jobs, schools, care and services they couldn’t otherwise reach, ensuring more equitable opportunities for Americans to thrive – learn more about the benefits of public transportation in your community at: https://www.apta.com/public-</p>

	<p>transportation-works-for-everyone/ #APTainDC23 #InvestInPublicTransportation</p> <p>Reminder: Students in rural and underserved communities rely on [insert community/state] public transit systems—and cuts to transit investment will put that access at risk. Join me in reminding Congress to invest in our future by investing in theirs: https://voicesforpublictransit.org/take-action/alertid/3424/</p> <p>#APTainDC23 #InvestInPublicTransportation</p>
	<p>FACT: Investing in public transportation means investing in our local military, as servicemembers often use #publictransit to get out and around the community. [Insert local example of military base and the transit system that connects them to the broader community]. Join me and tell Congress to protect investment in public transit!</p> <p>https://voicesforpublictransit.org/take-action/alertid/3424/</p> <p>#APTainDC23</p>
	<p>Public transportation isn't just for those who ride it. The benefits are felt by everyone – from the businesses who need customers and employees, and the communities that want to grow and thrive. [Insert local example of how federal investment for public transportation, such as the Capital Investment Grants, has benefitted your community by creating jobs and boosting local business] Learn more: https://www.apta.com/public-transportation-works-for-everyone/</p>
	<p>Every \$1 invested in public transportation means \$5 in economic returns. Let's remind Congress that when they fund public transportation, they're investing in our workers, our businesses and our communities.</p> <p>https://voicesforpublictransit.org/take-action/alertid/3424/</p> <p>#APTainDC23</p>

	<p>Communities across America are manufacturing critical components needed for public transportation, creating and supporting long-term job opportunities. [Include local example of manufacturing company and the jobs it brings to your community] Check it out: https://www.apta.com/public-transportation-works-for-everyone/</p>
	<p>Did you know? A family can save \$13,000 a year by taking public transportation. [Insert local example of affordable housing connected to transit lines or major employer campuses linked by public transportation] Protecting public transportation means protecting Americans' and [insert community name] pocketbooks. Public transportation matters – for all of us. #APTAINDC23</p>

Additional Content and Guidance for those Traveling To DC

For those attending the Fly-in in person, we encourage you to capture meaningful moments, perspectives from lawmakers, and your personal experience in DC in content shared via your organizational and personal social channels. There are several key moments we're hoping to amplify across personal and organizational channels:

Pre-Arrival	In DC	After the DC Visit
Share examples about what's at stake in your state/district and what investment for public transportation has made possible	Share highlights from the press conference and your meetings with your elected officials	Share highlights from your trip and stories from your fellow constituents; advocate for continued action

Looking for inspiration? Here are some specific recommendations.

Pre-Arrival Wednesday, September 13	
Messaging opportunity	Ahead of the Fly-In, use your personal and organization channels to share what's at stake and why you are making the trip to Washington DC.
Engagement	<ul style="list-style-type: none"> • Tag your legislators, peers, and organization's accounts to let them know you'll be there. • Retweet members who are attending the conference from organizational accounts.
Graphics	Use our campaign graphics for Twitter, Instagram, and LinkedIn; or photos from your transit system or business
Content	Personal/Leadership account <i>Post #1: The House of Representatives is considering major cuts to public transportation. I've come to Washington, DC with fellow @APTA_info (@APTA_Transit, etc.) members to tell</i>

	<p><i>Congress why it's critical to our communities and economies that we #InvestInPublicTransit. #APTainDC23</i></p> <p><i>Post #2: I'm heading to DC to remind Congress how investments in public transportation benefit [city/state] – from [example of past infrastructure upgrade made possible by federal investment] to [insert example of new work currently underway]</i> #InvestInPublicTransportation. #APTainDC23</p> <p>Organizational account The people of [location] know that public transportation means more than buses and trains – it's about helping [name of people in location – ex. Chicagoans] get to work each day, keeping businesses open, & helping our downtown thrive. #APTainDC23 #InvestInPublicTransportation</p> <p>Brand account [Quote Tweet] We're glad to see @[name of attendee] representing @[city/state/organization] at the @APTA_Info fly-in this week sharing how #publictransportation benefits our people, economy, and community! #APTainDC23</p>
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Fly-In Day Thursday, September 14	
Messaging opportunity	<p>We recommend using social media to amplify the morning press conference and to highlight your Hill visits and meetings with elected officials and their legislative staff, including:</p> <ul style="list-style-type: none"> • Share memorable quotes and pledges of support from the press conference about the vital impacts of federal investment on local community growth • Share organization and state-specific message points that were discussed during Hill visits to hold members accountable • If you receive express permission from the office, record quotes or notable exchanges with lawmakers and staff
Engagement	<ul style="list-style-type: none"> • Tag speakers at the press conference with summary of their messages • Tag lawmakers and their staff in posts and photos • Retweet/quote tweet lawmakers or staff who post positive content about Hill visits • Tag members of local media in photos with representatives to generate coverage
Graphics	<ul style="list-style-type: none"> • Take photos or short video clips from press conference • Take photos or selfies with members during Hill visits. Aim to get as many people in one photo as you can when possible. • Take short video clips or selfies with the Capitol or other recognizable monuments in the background
Content	<p>Personal/Leadership account It was great to meet with @[Member of Congress] to discuss their plans for expanding public transportation in [city/state]. Fulfilling the investment promises of the IIJA will allow @[Transit System /Business] to [plans for future improvements]. #APTainDC23 #InvestInPublicTransportation</p> <p>Organizational account Thank you @[Member of Congress] for your efforts to ensure we receive the necessary infrastructure investment through the IIJA. With your support, we can continue to provide over [X number] individuals and families a way of getting to jobs, school, care and services in [City/State]. #APTainDC23</p> <p>Organizational account [Quote tweet] Today our [position – ex. City Director of Transportation] got to meet with @[Member of Congress] to share how their past and future support for public transportation investment benefits all of the families, workers, parents, individuals, and businesses who rely on @[Public Transportation System] to keep the [City/State] economy thriving. #APTainDC23</p>

Highlights Friday, September 15 and beyond	
Messaging opportunity	Share highlights and top moments from the week, including: <ul style="list-style-type: none"> • Thank lawmakers and staff who showed new interest in protecting public transportation • Communicate continued need for advocating for better public transportation and encourage followers to contact lawmakers at: https://voicesforpublictransit.org/take-action/alertid/3424/ • Draw on what you told your elected officials: share examples of how your transit system or business have used public transportation investment to boost economic growth and opportunity for those in your community, (you can find local data at www.apta.com/everyone)
Engagement	<ul style="list-style-type: none"> • Tag high-visibility lawmakers and staff that you connected with during the week • Retweet stories generated by media and shared by APTA • Like/Share other APTA content from throughout the week, including highlights and wrap-up content
Graphics	<ul style="list-style-type: none"> • Post 2-4 photos to create a collage, showing key moments from your visit to DC (prioritize photos of Members of Congress but consider images of DC public transportation systems) • Share our campaign graphics for Twitter, Instagram, Facebook, and LinkedIn to show that we are joining together to protect public transportation.
Content	<p>Personal / Leadership account <i>We can't allow Congress to cut investment in public transportation, which provides a vital lifeline for families, communities, and local economies. This week, I was in Washington DC with @APTA_info to make the case. Join me by adding your name here:</i> https://voicesforpublictransit.org/take-action/alertid/3424/ #APTAINDC23 #InvestInPublicTransportation</p> <p>Personal/Leadership account <i>Federal investment in public transportation has allowed @[Transit System/Manufacturer/Business] to [expansion, improvement, employment numbers, critical services, etc] – and we're just one example of what happens when you</i> #InvestInPublicTransportation #APTAINDC23</p> <p>Personal/Leadership [Quote tweet] <i>This month and beyond, we must continue to advocate for public transportation. From the parents who ride with their child to the doctor to the business owners who rely on public transportation to bring in customers – public transportation is essential for all Americans.</i></p>

Social Media Content Guidelines

Below are some quick tips and guidelines for amplifying, sharing, and leveraging content on social media.

Tips for using Facebook and Instagram stories

- Don't aim for perfection. Stories should be spontaneous, authentic, and imperfect, so don't spend too much time editing them.
- Give a window into what you're seeing and experiencing. Show what's going on behind the scenes to pique viewers' interest.
- Keep speed and sound in mind: People consume stories content much faster than regular post content. Use speed as a creative element to keep the attention of users. Stories with sound tend to increase the engagement results of the content. Diversify your content with voiceovers or music to add interest.

Tips for taking good, selfie-style videos for Instagram and Facebook stories

- Be sure you're in an area without too much noise and decent lighting.
- Film yourself with your cellphone in a vertical position. Use the front facing camera if possible.
- At the beginning of the video, state your name and where you are from. This gives context for people who may repost or share your video story.

Tips for using the thread function on X (Twitter)

- Threads are a great way to tell a story and make crucial points that require more than 280 characters.

How-to: Click the + sign at the bottom of your tweet to start a thread. You can also add more tweets to threads after publishing by replying to your own tweet.

- Let your followers know that your post is a multi-part thread by opening your first tweet with "THREAD:" or including a tweet count in each tweet. Ex: 1/5, 2/5/ 3/5...
- Tie your tweets together with a common theme or overarching point.
- Keep your points concise and try not to make your thread too long. The most effective threads are usually under 10 tweets.

Tips for tagging accounts on X (Twitter)

- After adding a photo to your tweet, tap on the "who's in this photo?" option. This will be located at the bottom side of the picture.
- Search for an account to tag in your picture. You can tag up to 10 people in a photo. When you're done, hit the "done" button and post.