

Social Media Toolkit for Disability Victory

The mission of Disability Victory is to build the political power of disabled progressives through training, networking, and leadership development.

We believe disabled leaders need a community space where they can safely talk about the challenges they face in the political arena, process their experiences, and connect with other disabled progressives. Since starting Disability Victory, disabled progressives have eagerly asked about any opportunities for connecting with mentors and other disabled progressives to share their stories, questions, and best practices. We envision a country where disabled people have the information, support, and skills they need to successfully lead as candidates, elected officials, and campaign staff.

This toolkit is designed to provide you with the resources and guidance to effectively promote Disability Victory on social media platforms. By using these tools, you can help spread awareness, amplify our message, and engage others in our mission to empower disabled progressives in politics.

www.disabilityvictory.org | [#DisabilityVictory](https://twitter.com/DisabilityVictory)

DIRECTORY

QUICK LINKS

WAYS TO PARTICIPATE

HASHTAGS

SAMPLE TWITTER POSTS

SNAPCHAT/FACEBOOK/VIDEO

SAMPLE INSTAGRAM POSTS

GRAPHICS

Alt Text

QUESTIONS/FEEDBACK

QUICK LINKS

- Link to our webinars and events <https://www.disabilityvictory.org/events>
- Stay updated on the latest news <https://www.disabilityvictory.org/news>

WAYS TO PARTICIPATE

- Have questions about running for office or staffing a campaign as a disabled person? Share your questions on social media and tag Disability Victory, and we can try to answer them.
 - Share our events and posts with your network.
 - Participate in or coordinate #CripTheVote conversations on 2024 elections.
 - Why do we need more disabled progressives in elected office? What can organizations do to support disabled candidates and campaign staff? Share your thoughts and tag us.
- What kind of workshops and resources would you and your network like Disability Victory to create? Do you want training on campaign skills like fundraising or voter contact, policy issues like environmental policy or health care, or something else? Share your ideas and tag us.
- Ideas for hosting virtual events, starting conversations, engaging with influencers, and leveraging personal networks.
- Tips for creating engaging content, including storytelling, testimonials, and interactive polls or challenges.
 - If you're posting a video, make sure to add captions! See our [#MakeAccessAPractice](#) tip on [adding captions to videos](#).
 - If you're posting an image, make sure to add alternative text! See our [#MakeAccessAPractice](#) tip on [adding alt text to images](#).
- **Donate to the Disability Victory to help us** continue to serve as a space for disabled progressives to find community and support as candidates, campaign staff, and others in the political arena.

HASHTAGS: [#DisabilityVictory](#) [#CripTheVote](#), [#Disability](#), [#Accessibility](#)

SAMPLE TWITTER POSTS

- Join me in supporting @DisabilityVictory as they work to ensure that disabled voices are heard and represented in all levels of government. Together, let's empower disabled leaders, challenge stereotypes, and create a more accessible and equitable society for all. [#DisabilityAdvocacy](#) [#EqualRepresentation](#)
- Proud to stand with @DisabilityVictory in their mission to build political power for disabled leaders. Together, we can ensure that everyone, regardless of ability, has a seat at the table and a voice in our democracy. [#PoliticalEmpowerment](#) [#InclusiveLeadership](#)
- Are you passionate about diversity, equity, and inclusion? Join Disability Victory in their mission to empower disabled progressives in politics! Together, we can create a more inclusive society where everyone has a voice.
- Excited to support @DisabilityVictory in their mission to empower disabled leaders in politics! Join me in advocating for inclusive policies and accessibility for all. [#DisabilityVictory](#) [#InclusionMatters](#)

- Did you know that Disability Victory is working to increase political representation for disabled individuals? Let's amplify their message and ensure that every voice is heard in our democracy. #DisabilityRights #RepresentationMatters
- Proud to stand with @DisabilityVictory in their commitment to progressive disability representation and inclusive policy-making. Together, we can create a more equitable future for all Americans. #CripTheVote #DisabilityAdvocacy





SNAPCHAT/FACEBOOK/VIDEO

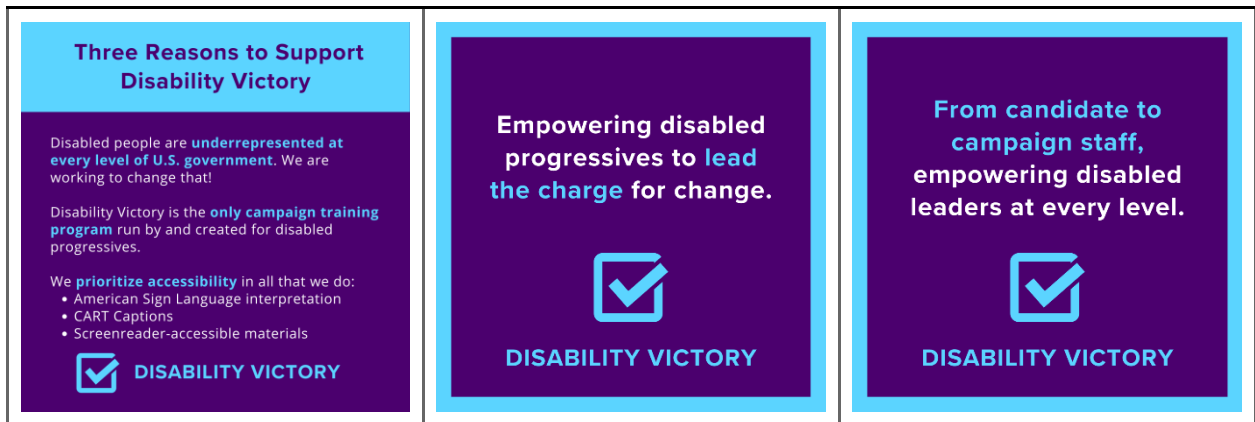
- Consider posting a short video with the phrase “Disability Victory taught me...”
- [Video Post] Check out this inspiring video from Disability Victory highlighting the importance of empowering disabled leaders in politics. Let's support their mission for equal representation and accessibility! #DisabilityVictory #CripTheVote
- Today, I'm proud to support Disability Victory and their efforts to empower disabled progressives to run for office and work on campaigns. Join me in advocating for a more equitable future! #DisabilityRights #Representation
- Disability Victory is making a difference by empowering disabled progressives and advocating for inclusive policy-making. Let's stand together and ensure that all voices are heard in our democracy. #CripTheVote #DisabilityAdvocacy

SAMPLE INSTAGRAM POSTS

- [Image Post] Proud to be part of the Disability Victory movement! Together, we can break down barriers and create a more inclusive society for all. #DisabilityVictory #Inclusion
- [Carousel Post] Swipe ➡ to learn more about Disability Victory and how you can support their mission for equal representation and accessibility in politics. Let's make a difference together! #DisabilityRights #Empowerment
- [Video Post] Join me in standing with Disability Victory as they advocate for disability representation and inclusive policy-making. Together, we can create positive change and build a more inclusive future! #VoteAccess #DisabilityAdvocacy

GRAPHICS [VIEW AND DOWNLOAD ALL GRAPHICS HERE](#)

 <p>DISABILITY VICTORY</p> <p>Disability Victory is a 501(c)(4) organization working to build the political power of disabled progressives through training, networking, and leadership development.</p> <p>They envision a country where disabled people have the information, support, and skills they need to successfully lead as candidates, elected officials, and campaign staff.</p> <p>DisabilityVictory.org</p>	<p>Photo: Disabled and Here</p>  <p>Together, we can make elected office more accessible.</p> <p>By supporting Disability Victory, you will empower disabled leaders to effect progressive change in campaigns and elected office. Donate today.</p> <p> disabilityvictory.org/donate</p>	<p>Disabled Progressives are...</p> <p>Ready to get to work:</p> <ul style="list-style-type: none"> • 22% are already running for office • 43% are preparing to run soon • 35% are preparing to become campaign staff <p>Community-oriented:</p> <ul style="list-style-type: none"> • 55% want to campaign at the local level • 39% want to campaign at the state level <p>Experienced and ready to lead:</p> <ul style="list-style-type: none"> • 84% have prior experience with running for office or working on a campaign. <p>Support Disability Victory as we build a bench of disabled progressive leaders in 2024.</p> <p> DISABILITY VICTORY</p> <p><small>(Source: Disability Victory Cohort Interest Survey 8/28-9/15/23)</small></p>
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Alt Text

- Image 1: “Disability Victory is a 501(c)(4) organization working to build the political power of disabled progressives through training, networking, and leadership development. They envision a country where disabled people have the information, support, and skills they need to successfully lead as candidates, elected officials, and campaign staff. DisabilityVictory.org”
- Image 2: “Together, we can make elected office more accessible. By supporting Disability Victory, you will empower disabled leaders to effect progressive change in campaigns and elected office. Donate today. DisabilityVictory.org/donate.” Includes an image of a Black Deaf man standing in front of a colorful mural holding a sign that reads “nothing about us without us.”
- Image 3: “Disabled progressives are...ready to get to work. 22% are already running for office, 43% are preparing to run soon, 35% are preparing to become campaign staff. Community-oriented: 55% want to campaign at the local level, 39% want to campaign at the state level. Experienced and ready to lead: 84% have prior experience with running for office or working on a campaign. Support Disability Victory as we build a bench of disabled progressive leaders in 2024. Source: Disability Victory Cohort Interest Survey 8/28-9/15/23.”
- Image 4: “3 reasons to support Disability Victory. 1: Disabled people are underrepresented at every level of U.S. government. We are working to change that! 2. Disability Victory is the only campaign training program run by and created for disabled progressives. 3. We prioritize accessibility in all that we do: American Sign Language interpretation, CART captions, screen reader-accessible materials.”
- Image 5: “Empowering disabled progressives to lead the charge for change. Disability Victory.”
- Image 6: “From candidate to campaign staff, empowering disabled leaders at every level. Disability Victory.”

QUESTIONS/FEEDBACK
hello@disabilityvictory.org