

Union Solidarity. Texas Together.

Social Media Toolkit

1. Send an Email to Your Lists/Friends

Friends,

The coronavirus pandemic teaches us, once again, that two of the most powerful words in the English language are “Thank you.”

So many frontline working people deserve our thanks that it is easy to lose track: Health-Care Workers; First Responders; grocery workers; utility workers; communications workers; Building Trades workers; sanitation workers; postal and delivery workers; port workers; government workers; and others you will think of who are helping us through to the other side of the pandemic.

We may be physically separated but we are always together in our words, deeds and hearts. That’s why we are launching a simple campaign to say “Thank you” to frontline workers.

We’re calling the campaign [**“Union Solidarity, Texas Together”**](#) to show that our gratitude cuts through physical isolation. **It takes place Thursday, April 16.** We are asking union members, retirees and allies to post photos and a **“thank you” message to the frontline workers of your choice on social media.**

The mass “thank you” is a first step in encouraging thousands of Texans to consider the unusual risks frontline workers are taking and the working conditions that may make their tasks more difficult.

We would love for you and your labor union or organization to join us.

To participate, please distribute the attached materials to your membership with a request to post on Thursday, April 16. The post can be as simple as wearing a union shirt and holding up a “Thank You” sign for the working people of your choice.

To get started, we are including below and in attachments a toolkit for the campaign, along with shareable graphics for social media and samples of social media posts.

Together, we can send an unmistakable message of thanks to and solidarity with frontline workers.

Sincerely,

2. Post a Personal Thank You on Social Media on Thursday, April 16th, Wearing Your Union Shirt.

Tag the Texas AFL-CIO, your union/organization //@texasafio and use the hashtags #1u, #1uThankYou so we can share on our social media pages and show our front line workers the our union appreciation.

Union Photo Thank You Example:

1. Shirt
2. Thank You Sign
3. Post and Include your Unions, plus hashtags



I'm a proud AFSCME 1624 member and I want to say thank you to the sanitation workers who risk their lives every day to make keep communities clean and safe. #1u #1uThankyou #COVID19 @TexasAFLCIO

Sample Tweets:

We're saluting ALL the #frontlineworkers keeping Texas running in the midst of this public health crisis. Join us in thanking the many unsung heroes protecting our health and safety by risking their own. #1u #1uThankYou

Who are #frontlineworkers? The #Covid19 crisis is showing: they're doctors and nurses, AND hospital janitors, grocery store cashiers, gas station attendants, postal workers and millions more. Help us thank the workers keeping Texas running. #1u #1uThankYou

Join us in singing the praises of Texas“ 'unsung heroes” – the #frontlineworkers out there delivering the mail, stocking the grocery shelves, picking up the garbage, and doing the everyday jobs that keep Texas running. #1u #1uThankYou

While many of us are home, millions of others are still out there on the job, doing their part to keep our state running. We stand with Texas #frontlineworkers, and hope you'll join us today in thanking them. #1u #1uThankYou

The #Covid19 pandemic is expanding our image of who Texas's #frontlineworkers are, and the risks they're taking every day in order to provide for themselves and their communities. Join us in sending them a huge THANK YOU. #1u #1uThankYou

Sample Facebook Posts:

Not all heroes wear capes – some wear hardhats, or deli aprons, or scrubs, or coveralls, or non-slip clogs. But ALL Texas, front-line workers deserve our appreciation. Join us in thanking the everyday working people doing the jobs that keep our state running. #1u #1uThankYou

This Covid-19 public health crisis is putting a huge spotlight on the everyday workers who truly keep Texas running. They're the heart of our Texas relief efforts – risking their health to make sure our communities don't miss a beat. Join us today in saying THANK YOU. #1u #1uThankYou

The contributions of everyday working people have overlooked – or taken for granted – for too long. Join us in saying thank you to the frontline workers who are truly keeping Texas running, putting themselves on the line to provide for themselves and their families. #1u #1uThankYou

Additional Shareable Graphics for Download

<https://bit.ly/2VjJy04>