



SENI 2.0 Social Media Toolkit

HASHTAGS

#EquityWorks #EquityisJustice #BecauseofSENI2

SOCIAL MEDIA HANDLES

Instagram: @InnerCityStruggle, @CoCoSouthLA, @AdvancementProjectCA

Twitter: @ICSEastLA, @CoCoSouthLA, @AP_California

LAUSD: @LASchools

SAMPLE POSTS

Impact focused Option #1: #BecauseofSENI2

Facebook:

#BecauseofSENI2 59th Street Elementary received nearly \$200,000 to support their students' needs. These new funds allowed them to bring in a full-time social worker and an intervention coordinator. It's time we do more. Join us and volunteer → bit.ly/BecauseOfSENI2

#BecauseofSENI2 Audubon Middle School received \$483,000 which allowed them to bring in an Assistant Principal, a program coordinator for high-need students, and take kids on more field trips. Equity is working! Join us and volunteer → bit.ly/BecauseOfSENI2

#BecauseofSENI2 Manual Arts High School received \$1,513,000 which allowed them to reduce class sizes, hire additional counselors, administrators, intervention coordinators, and campus aides, and provide professional development and training time to their faculty. It's time we do more. Join us and volunteer → bit.ly/BecauseOfSENI2

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Twitter:

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What would you do with an additional \$1.5M in school funding? Manual Arts HS used it to reduce class sizes, hire additional counselors, administrators, intervention coordinators, and campus aides, and provide professional development time to their faculty. #BecauseofSENI2

Impact focused Option #2: #EquityWorks

Facebook:

#EquityWorks 59th Street Elementary, the highest need elementary school under SENI 2.0, received nearly \$200,000 to support their students' needs. These new funds allowed them to bring in a full-time social worker and an intervention coordinator. #EquityisJustice #BecauseofSENI2

Join us and volunteer → bit.ly/BecauseOfSENI2

#BecauseofSENI2 Audubon Middle School, the sixth highest-need middle school under SENI 2.0, received \$483,000 which allowed them to bring in an Assistant Principal, a program coordinator for high-need students, and take kids on more field trips. #EquityisJustice #BecauseofSENI2

Join us and volunteer → bit.ly/BecauseOfSENI2

#EquityWorks Manual Arts High School, the 6th highest need school under SENI 2.0, received \$1,513,000 to holistically support their students' success. These new funds allowed them to reduce class sizes, hire additional counselors, administrators, intervention coordinators, campus aides, and provide professional development and training time to their faculty. #EquityisJustice #BecauseofSENI2

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#EquityWorks Audubon MS, the 6th highest-need middle school under SENI 2.0, received \$483,000! They used it to hire an Assistant Principal, a program coordinator for high-need students, and take kids on more field trips.

#BecauseofSENI2 → bit.ly/BecauseOfSENI2

Manual Arts HS received \$1,513,000 to holistically support their students' success! They used the new \$\$ to reduce class sizes, hire more counselors, administrators, intervention coordinators, campus aides... yes

#EquityWorks #BecauseofSENI2 → bit.ly/BecauseOfSENI2

SENI 2.0 is a commUNITY win Option #3: WHY black and brown youth fought for SENI 2.0.

Facebook:

Our education system is still riddled with racism and racial inequality - by centering equity in the allocation of funding, LAUSD has the opportunity to confront the historical impact of under-resourcing communities and begin to build an educational system that meets the needs of all students! #EquityWorks #BecauseofSENI2

Join us and volunteer → bit.ly/BecauseOfSENI2

In 2018, youth leaders challenged the district's status quo policies that leave low-income Black and Latinx students to bear the brunt of historic disinvestments by organizing to pass SENI 2.0, winning equitable investments for the highest-need schools in the district! #EquityWorks #BecauseofSENI2

Join us and volunteer → bit.ly/BecauseOfSENI2

Young people know that we cannot build restorative communities and schools that meet the needs of all students without addressing the historic disinvestment Black and brown students have had to deal with for decades, which is why they fought to bring additional resources to the district's highest-need schools through the SENI 2.0 resolution. #EquityWorks #BecauseofSENI2

Join us and volunteer → bit.ly/BecauseOfSENI2

Students, families and civil rights organizations know that an equitable need index is necessary to reverse the systemic disinvestments that have perpetuated inequities for the district's Black and Latinx students.

#EquityWorks #BecauseofSENI2

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SENI 2.0 is a community-led victory! Community members advocated and organized collective actions that lead the LAUSD Board to unanimously pass the resolution establishing SENI 2.0 and bringing equity to the forefront! #EquityWorks #BecauseofSENI2

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Black & Brown student power is like no other! On January 16, 2020, they organized to send a clear message to the LAUSD board - EQUITY is JUSTICE! They demanded LAUSD to continue to implement SENI 2.0 to ensure the highest need students in the district have the resources to thrive! #EquityWorks #BecauseofSENI2

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Twitter:

Our education system is still riddled with racism and racial inequality. By centering equity in the allocation of funding, @LASchools can address the historical impact of under-resourcing communities & begin to build an educational system that serves all students.#BecauseofSENI2

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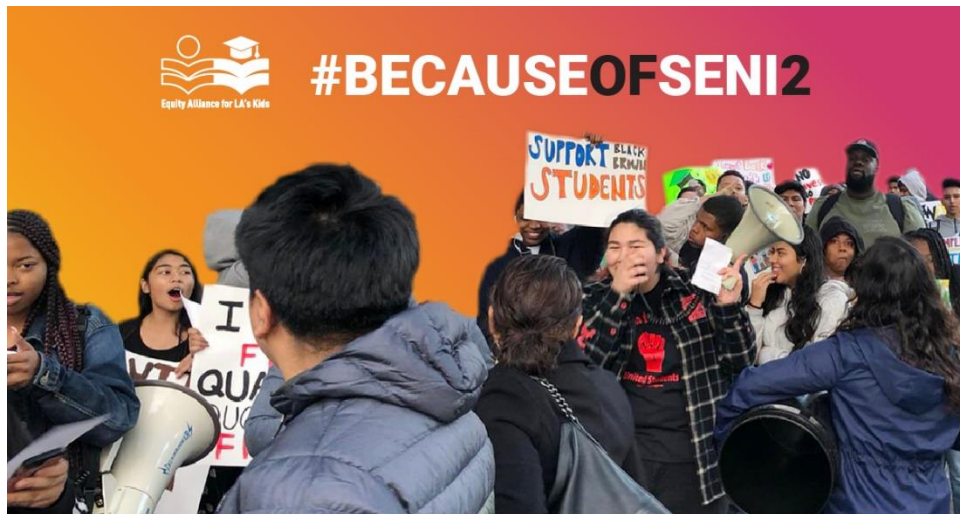
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(More on next page)

IMAGE ASSETS: [CLICK TO DOWNLOAD](#)





#BECAUSEOFSENI2



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SUPPORT THE STUDENTS WITH THE HIGH AND HIGHEST NEEDS!

#BECAUSEOFSENI2



INNERCITY

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