

#Visión2020 Social Media Toolkit

WELCOME!

Saratoga County EOC, the Visión event and the Estamos Aquí photography exhibit are committed to creating a welcoming and equitable community for immigrants to build strong ties and healthy, thriving families.

Real change happens when people stand firmly with this mission and encourage others to do the same. **You can make a difference.** You'll find this social media toolkit is full of ways to share information about our immigrant neighbors, Visión event, the Estamos Aquí photography exhibit and the services Saratoga County EOC provides.

Get started **just by following EOC on Facebook and sharing our posts** throughout the month of August. Go above and beyond by adding your personal endorsement or emailing your friends with a personal invitation. There are sample emails, Facebook posts and tweets on the following pages to help get you started.

Don't forget to tag Saratoga County EOC in all your posts!

> Facebook | [Saratoga County EOC](#)

> Twitter | [@saratogaeoc](#)

> Instagram | [@saratogaeoc](#)

If you have any questions, email g.matson@saratogaeoc.org.

Sample Email: *Copy and paste, edit or create your own!*

Subject Line: Visión: a look at life behind the scenes is an important event to me! Will you join me in supporting our immigrant neighbors?

Dear **NAME**,

I hope you are well and staying safe! I wanted to invite you to join me in supporting Visión: a look at life behind the scenes throughout August. Each year, new photos are added to the Estamos Aquí (We Are Here) exhibit while also raising critical funds for the Latino Community Advocacy Program (LCAP) of Saratoga County EOC.

LCAP empowers immigrants to build strong community ties and healthy, thriving families by holding English classes, offering translation and interpretation, and providing assistance opening bank accounts and filing taxes, among many other services.

The Estamos Aquí photography workshop and exhibit is an extension of that empowerment. The entire exhibit was created to help Latino immigrants reclaim their narrative and share their experiences in Saratoga with the community.

LCAP, Saratoga County EOC, the Estamos Aquí exhibit and the Visión all promote a welcoming and equitable community - a mission I proudly believe in and I hope you'll join me in supporting them.

For more details or if you would like to support EOC, [please click here](#).

Sincerely,

NAME

Sample Facebook Messages ([Follow Saratoga County EOC](#) and share our daily posts on Facebook. You can edit and add these to your shares or create your own posts!)

- The Latino Community Advocacy Program of Saratoga County EOC empowers immigrants to build strong community connections and healthy, thriving families. Join me in supporting this important effort! Learn more at saratogaec.org/vision2020.
- I believe in a welcoming and equitable community. The Latino Community Advocacy Program of Saratoga County EOC is our local nonprofit dedicated to helping our local immigrant neighbors find a foothold. I hope you'll join me in supporting them at this year's Visión event being held online throughout the month of August. Learn more at saratogaec.org/vision2020.
- COVID-19 has impacted our local immigrant community particularly hard. Backstretch workers face new challenges accessing support and year-round families are struggling with distance learning. The Latino Community Advocacy Program of Saratoga County EOC has been working to close those gaps. I hope you'll join me in supporting our immigrant neighbors by giving to Saratoga County EOC's Visión event being held throughout August. Learn more at saratogaec.org/vision2020.
- Did you know that the Latino Community Advocacy Program (LCAP) of Saratoga County EOC is one of the few places that immigrants can turn to for help? All of the advocates are bilingual and can be trusted no matter what kinds of challenges the clients may be facing. Learn more at saratogaec.org/vision2020.
- The Estamos Aquí (We Are Here) exhibit helps share the experiences of our immigrant community members with us. The photos are powerful and have really changed the way that I look at Saratoga. I hope you'll join me in seeing the entire Estamos Aquí exhibit released for the first time online on Tuesday, Aug. 11, and then join me again on Tuesday, Aug. 18, to see the 2020 additions to this important collection. Learn more at saratogaec.org/vision2020.

Sample Tweets ([Follow @saratogaec](#) and retweet our posts about Visión. You can also build your own tweets! Here are a few samples to help get you started.)

- I am empowering our immigrant neighbors by supporting #Vision2020 and @saratogaec. Will you join me? saratogaec.org/vision2020.
- Counting down until the new website housing the entire #EstamosAquí exhibit goes live on Tuesday, Aug. 11. Learn more at saratogaec.org/vision2020.
- Save The Date! The 2020 #EstamosAquí exhibit will premiere on Tuesday, Aug. 18, at 7 p.m. Watch it with me live at facebook.com/sceoc.
- Estamos Aquí exhibit will premiere on Tuesday, Aug. 18, at 7 p.m. Watch it with me live at facebook.com/sceoc.

- Join me at 7 p.m. on Tuesday, Aug. 28, at facebook.com/sceoc to learn about what we can all do to build a more welcoming and equitable community for immigrants. #vision2020

Sample Instagram Posts (*Follow @saratogaec and like our posts about Visión. You can also build your own Instagram! Here are a few samples to help get you started.*)

- I believe in the inherent worth and dignity of all people. I choose to empower immigrants by supporting #Vision2020, which helps the Latino Community Advocacy Program of @saratogaec continue to provide services to Saratoga’s seasonal backstretch workers and year-round immigrant families. Learn more at @saratogaec.
- Estamos Aquí translates to “We Are Here.” It is a powerful declaration by our immigrant neighbors and we can support them by learning more about their experiences through the Estamos Aquí exhibit. Learn more at saratogaec.org/vision2020.

Visuals

(Right click to save the image)

