



Competencies and Outcomes

Module 10: Social Media Campaigns

Description: Let's expand your circle of influence! Social media offers customized platforms to find and engage with likeminded stakeholders on any topic. To make the most of this go-to town square of influence, you need to thoughtfully cultivate your message and have a plan for how to build and sustain your momentum over time. This module will provide you with the skills and strategies to plan and run an online social media campaign to advance your advocacy goals, increasing your impact socially and in the decisionmaking arena.

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Competencies

This module aligns with the following NEA Leadership Competencies:

Advocacy

Utilizes best practices in advocacy and political efforts
Engages and builds mutually beneficial relationships to advance advocacy and political goals
Acts as a political advocate
Makes strategic plans that are data driven and uses analysis and metrics to achieve key advocacy and political goals

Communication

Develops individual communication approach and style to fit appropriate audience
Effectively uses current media (print, broadcast, online, social media) to communicate
Identifies and utilizes appropriate messages in acting as a compelling advocate for the organization

Governance and Leadership

Establishes and maintains collaborative and effective relationships
Sets strategic objectives to guide long-term goals and priorities

Leading our Professions

Supports professional excellence and builds capacity for continual improvement and learning to ensure the success of all students

Organizing

Utilizes best practices, technologies, and methods that through experience and research have led to successful organizing outcomes
Builds and maintains meaningful community partnerships
Engages in collective action to identify and address pivotal issues

Social and Emotional Intelligence

Understands one's emotions, thoughts and values and how they influence behavior across contexts

Understand the perspectives of and empathize with others, including those from diverse backgrounds, cultures, and contexts

Earning Criteria

Earning this badge indicates that the learner completed Module 10: Social Media Campaigns of The Worthy Educator EDInfluencer Advocacy Microcredential and is certified to have the understandings, skills and dispositions to successfully serve as an advocate for the education profession.

Evidence

The learner was assessed on advocacy core competencies through self-assessment and reflection on thirteen activities verifying the role of the educator as an influencer and advocate for what is best for children and for the profession in a democratic society.

Earning Criteria

Recipients must complete the earning criteria to earn this badge:

1. Build a media kit of images, videos and resource that can be used in implementing a social media campaign.
2. Craft weekly messaging for a one month social media campaign, including stories and example that promote empathy and buy-in for their advocacy priorities.
3. Create a four week social media campaign calendar, building in the messaging and media kit assets they have developed.
4. Conduct a four week social media advocacy campaign based on their calendar, collecting analytics and qualitative data to help them frame their learning for future efforts.

Evidence is verified and approved by authorized leaders of The Worthy Educator to ensure the integrity and quality of these requirements are met.

Alignment

This badge is aligned with the [Leadership Competencies](#) of the [National Education Association](#).

Skills

Recipients of this badge demonstrate these skills:

Using social media channels to advocate for their priorities

Plan, schedule and participate in a concerted social media campaign advocating for their education priorities

Utilize social media affordances and digital assets to maximize their messaging and capacity-building efforts

Track data from a social media campaign that establishes a baseline for future initiatives

Pathways

This module supports these educator advocacy pathways:

Professional Development and Skill-Building

Advocacy Training: learning about the legislative process, how to communicate their message effectively, and how to build relationships with policymakers.

Building Relationships and Coalitions

Stakeholder Communication: effective communication with parents, community members, and other stakeholders to build support for advocacy efforts.

Networking: joining and forming coalitions with other educators, parents, and community members to amplify their voices and increase their influence.

Amplifying Voices and Sharing Stories

Personal Narratives: sharing stories to help decision-makers understand the impact of policies and practices on students and educators.

Research: using data to support advocacy for positions, policies and legislation.

Highlighting Best Practices: citing examples of successful experience can inspire others and demonstrate the potential for positive change.

Focusing on Specific Issues

Identify Key Issues: adopt positions on specific issues to advocate for policies and practices that support optimal outcomes for public education and the students it serves.

Develop a Clear Message: crafting concise messaging that resonates with stakeholders and influences decisionmakers.

Advocate for Change: make direct communication with decision-makers, create public awareness, and engage the community in support for what is best for children.

Resources

Adobe Express: How to Create a Social Media Campaign that Works
<https://www.adobe.com/express/learn/blog/social-media-campaign>
September 23, 2025

Aristotle: Amplify Your Voice: Using Social Media to Promote Grassroots Activism <https://www.aristotle.com/blog/2023/12/amplify-your-voice-using-social-media-to-promote-grassroots-activism/> December 14th, 2023

Connors, John: Social Media Dos and Don'ts for Your Grassroots Movement <https://www.campaignnow.com/blog/social-media-dos-and-donts-for-your-grassroots-movement> January 12, 2021

Bullock, Lilach: How to Create and Structure a Social Media Campaign Plan, Step-by-Step <https://www.smartinsights.com/social-media-marketing/social-media-strategy/how-to-plan-a-social-media-marketing-campaign-step-by-step> May 10, 2024

Gourley, Debbi: 8 Social Media Success Stories to Inspire You <https://www.singlegrain.com/social-media/8-social-media-success-stories-to-inspire-you/> October 25, 2024

Kane, Brendan: 22 Minutes of Why Storytelling Wins On Social Media [VIDEO 22:13] https://youtu.be/S4hcK9nlxk8?si=E_36yCwcnp85y5pC August 20, 2025

McAlister, Karen: Advocacy Through Social Media: Why Trending Topics Matter [VIDEO 11:32] <https://youtu.be/o4sGLLaLq-Q?si=QHUMcOX7rGQVfpQx> Jun 21, 2016

Schaefer, Aubree: The Complete Guide to Social Media Campaigns [+ 4 Examples for 2024] <https://sproutsocial.com/insights/social-media-campaigns> March 18, 2024

Schmidiger, Melissa: Build Your Public Voice. [VIDEO 12:45] Original Content. Original content exclusively recorded for The Worthy Educator August 22, 2025

Schmidiger, Melissa: Build Your Public Voice (without Burning Out) Original content exclusively provided to The Worthy Educator August 22, 2025

Speziani, Isabella: Alix Earle Shares her Journey to Social Media Success <https://news.miami.edu/stories/2024/11/alix-earle-shares-her-journey-to-social-media-success.html> November 18, 2024

Suresh, Aashika: Social Media Campaign 101: A Complete Guide
<https://www.sprinklr.com/blog/social-media-campaigns> November 20, 2024

Yeshiva University: 7 Examples of Social Media Advocacy Success
<https://online.yu.edu/wurzweiler/blog/7-examples-of-social-media-advocacy-success> November 17, 2024

Submission Guidelines & Evaluation Criteria

The following are submitted to the module discussion board for engagement and evaluation:

- I. Collect or develop a minimum of twelve (12) images, videos and resources for your social media advocacy campaign and save them in a folder for future use.

Share them in the EDInfluencer Advocacy Microcredential Incubator discussion group and ask for additional assets others can suggest to add to your cache!

- II. Craft 4 weekly messages for a month-long advocacy social media campaign, each one building on the message from the previous week, culminating in a call to action in the final week's message.

For each message, include a story or real-world example that promotes understanding and buy-in for your cause. Share them in the EDInfluencer Advocacy Microcredential Incubator discussion group, asking for input and ideas from fellow Worthy Educators!

- III. Create a four week social media advocacy calendar, scheduling when to post the weekly message, your collected resources, and any live activities you plan to conduct during the month.

Share your calendar in the EDInfluencer Advocacy Microcredential Incubator discussion group and ask for feedback on your plan!

- IV. Using the calendar, messaging, and resources you have brought together, conduct a four-week social media campaign on the advocacy topic of your choice.

Use your calendar to track any analytics you collect on the response to your posts, as well as anything you notice about the quality of the interactions your posts receive from stakeholders.

At the end of the month, share the results of your four week campaign in our EDInfluencer Advocacy Microcredential Incubator so that others can benefit from your experience.

Rubric

Worthy Educator EDInfluencer Advocacy Microcredential Rubric

Criteria	3 Outstanding	2 Adequate	1 Needs Improvement
Voice	A compelling introduction Grabs the reader's attention Relates personal perspective Appeals to stakeholder perspective Offers personal experience and expertise Utilizes an inclusive, professional tone Elevates the narrative on education Confident expression of ideas	A clear introduction Addresses the reader directly Present educator credentials Maintains a consistent tone Avoids blame and polarizing statements Smooth use of syntax and semantics	Uses first-person voice Succinctly states ideas Relates personal opinion Leaves the reader wanting more elaboration
Persuasiveness	Clarity of the purpose of the piece Shows awareness of audience Evidences expertise and credibility Presents solid data and evidence Uses logic and reason Appeals to emotion and experience Makes the case effectively Influences the reader to take action	Directly states premise Shows audience awareness Logical flow of ideas Cites professional experience Espouses personal priorities Makes clear closing statement	Speaks on own behalf Straightforward presentation of ideas Unconvincing presentation Didactic tone
Organization	Begins with clear thesis statement Effective use of language Ideas are logically sequenced Builds to a call to action Creates a satisfying conclusion Documents references cited Adherence to technical conventions Clean formatting	Clean introduction Clear expression of ideas Well-developed structure Documents references cited Technically consistent Clean formatting	Underdeveloped thesis States thoughts in isolation Meets minimum requirements of assignment Technical errors
Substance	High interest topic Relevant to current issues in education Viable treatment of the topic References reliable sources Indicates desired course of action Enlists the support of stakeholders Outlines next steps Describes desired outcome	Knowledgeable on the topic References current events Appeals to popular sentiment Cites personal aspirations Outlines options for action Brings discussion to satisfying conclusion	Surface-level treatment of ideas Uses lists rather than sentences Promotes personal agenda Lacks connection to future
Vision	Makes the case for future needs Universally relevant message Explains what is at stake Outlines consequences of inaction Paints a credible picture Provides clarity and detail Builds a bridge from the present Invites others to help build out the vision	Makes the case for change Connects with the reader Speaks in the present tense Describes possibilities Inspires hope and aspiration Invites others to join in the vision	Describes current circumstances Asks questions without providing answers Reactive rather than proactive Unclear next steps