



Social Media Guide

NAfME Hill Day 2026

Your Voice Matters!

As we take our expertise to Capitol Hill on June 24, social media is one of our most powerful advocacy tools. Every post before, during, and after #NAfMEHillDay helps raise awareness about the importance of music education, highlight our advocacy efforts, and encourage others to take action.

Nearly 300 advocates will meet with members of Congress, but our impact extends far beyond Capitol Hill when supporters across the country share our message, engage their networks, and contact their lawmakers. Whether you're attending Hill Day or advocating from home, your voice can help build support for music education and ensure more students have access to the opportunities it provides.

Use the guidance, key messages, and sample posts below to amplify our priorities and inspire others to get involved.

Before You Post

A few simple steps can help maximize the reach and impact of your advocacy posts. Before sharing content, add the official hashtag, tag NAfME, and identify members of Congress correctly so others can easily engage with and amplify your message.

Use the Official Hashtag

Be sure to include **#NAfMEHillDay** in every post.

Promote the Virtual Campaign

Where possible, share the link to our advocacy campaign and encourage your followers to contact their members of Congress virtually: bit.ly/nafme-hill-day-2026

Tag NAFME

- **Instagram:** [@nafme](#)
- **Facebook:** [National Association for Music Education](#)
- **LinkedIn:** [National Association for Music Education \(NAfME\)](#)

Tag Members of Congress

If posting about congressional meetings:

- Tag official congressional accounts when possible. Many legislators' social media handles can be found on their official webpages at [house.gov](#) or [senate.gov](#).
- Verify accounts using the blue checkmark or other official indicators.
- Keep posts focused on music education advocacy and appreciation for the conversation.
- Frame posts as conversations or discussions—not political endorsements.

Best Practices

While on Capitol Hill

- Designate one team member to capture candid photos and share them with the group throughout the day.
- Take plenty of photos that document your Hill Day experience. In addition to group photos, capture details such as office buildings, nameplates and flags outside congressional offices, state-specific memorabilia, your walk around Capitol Hill, and, when appropriate, photos with congressional staff or members of Congress.
- Always ask permission before posting photos that include other people.

Across Social Media

- Like, share, and engage with comments on your own posts, as well as with posts from NAFME, fellow advocates, and Hill Day attendees to further amplify the message.
- Keep posts positive, professional, and focused on music education advocacy.
- Feel free to use the sample captions provided, but personalize them with your own experiences and perspectives to make them more impactful.

Using Shareable Graphics

A variety of downloadable social media graphics are available in [this Google Drive folder](#), and we encourage advocates to share them widely. Before posting, please review the following guidance:

- **Graphic Dimensions:** Each graphic has been sized for a specific social media platform. Use the version specifically sized for your platform of choice whenever possible.
- **Graphic Content and Timing:** Some graphics are designed for use before Hill Day, while others can be shared at any time. Be sure to review the text and messaging on each

graphic so you use it at the appropriate stage of the campaign and pair it with a relevant caption.

- **Photo Frames:** Some graphics feature transparent backgrounds and are intended to be used as photo frames. You can use a tool such as Canva or Google Slides to place your headshot or Hill Day photos behind the frame. We encourage advocates to use these Hill Day frames as much as possible when sharing event photos to help identify their participation in Hill Day.
- **Instagram Carousel Graphics:** The group of graphics labeled "Instagram Carousel" are designed to be shared together as a single Instagram carousel post. Please upload all five graphics and arrange them in numerical order (1–5) so the content displays as intended.
- **Need Help?:** If you have questions or need assistance using any of the graphics, please contact amberf@nafme.org – she’s happy to help.

Sample Post Copy

Below are sample captions for use before, during, and after Hill Day, as well as examples for advocates supporting from home. Feel free to personalize these messages with your own experiences, photos, and reflections—authentic stories are the most impactful.

Before Hill Day

- On June 24, I’m joining nearly 300 music education advocates for #NAfMEHillDay! We’ll meet with members of Congress to advocate for federal funding and legislation that help ensure students have access to music and arts education. Add your voice by contacting your members of Congress: bit.ly/nafme-hill-day-2026 #musiceducation #artsadvocacy
- Federal investment is essential to strengthening music programs nationwide, which is why I’m heading to Capitol Hill this month for #NAfMEHillDay. We’ll be advocating for policies and programs that expand access to music education and support students and educators across the country. Join our cause by contacting your members of Congress today: bit.ly/nafme-hill-day-2026
- Music education has a proven, lifelong impact, yet approximately four million public school students in the United States still lack access. That’s why we’re taking our voices to Capitol Hill for #NAfMEHillDay. We’ll be raising awareness about the importance of music education and encouraging federal lawmakers to help ensure every child receives a well-rounded education that includes the arts.

On Hill Day

- Catch me on Capitol Hill! Today, I’m standing up for music education alongside nearly 300 fellow advocates during #NAfMEHillDay. We’re bringing our stories directly to members of Congress and encouraging support for key federal programs that expand

access to music education, strengthen teacher recruitment and retention, and preserve the federal role in education. Show your support by sending a letter to your member of Congress: bit.ly/nafme-hill-day-2026

- It's a great day to advocate for music education! As part of #NAfMEHillDay, I'm joining educators and advocates from across the country to highlight the importance of music education and the critical role federal funding plays in sustaining high-quality programs and expanding opportunities for students. Contact your member of Congress today and tell them why music education matters to you: bit.ly/nafme-hill-day-2026
- Music education is known to positively impact students and communities, yet approximately four million public school students still lack access. That's why we're on Capitol Hill today for #NAfMEHillDay, advocating for robust federal funding and encouraging our members of Congress to support legislation that expands access to music education for all students.

After Hill Day

- That's a wrap on #NAfMEHillDay! We set out to make our voices heard by members of Congress, and we did just that. I had the opportunity to meet with [Name of Member(s) of Congress/the staff of Member Name] to discuss the importance of federal investment in music education and how policymakers can support a well-rounded education for students nationwide. We're grateful for the time to share our message and be heard.
- Another #NAfMEHillDay for the books! I'm proud to have joined nearly 300 advocates on Capitol Hill to amplify the importance of music education and the need for strong federal support of programs and legislation that expand access to the arts. I was grateful to meet with [Name of Member(s) of Congress/the staff of Member Name] to discuss how legislative and programmatic support can help expand music education opportunities for students in (State) and across the country. Let's keep the momentum going!
- Music education benefits students and communities, yet approximately four million public school students still lack access. That's why we brought our advocacy to #NAfMEHillDay. We met with [Name of Member(s) of Congress/the staff of Member Name] to discuss how Congress can support robust funding and policies that expand access to music education. It was an inspiring day—but the work continues. Keep advocating by contacting your members of Congress: bit.ly/nafme-hill-day-2026

Not Attending Hill Day? You Can Still Support from Home!

- As a music education advocate, I'm speaking up for robust federal funding and support for programs and legislation that expand access to music education, support educators, and create high-quality arts opportunities for students nationwide. Today, I'm writing to my member of Congress, [Name], urging them to support programs such as Title I, Title

II, Title IV-A, IDEA, and the Assistance for Arts Education Program. Reach out to your member of Congress to help make a difference: bit.ly/nafme-hill-day-2026

- Do you believe every student deserves access to music education? Make your voice heard! Write to your members of Congress today and share why music education matters, how they can support students, and the difference federal funding can make in your community. I know [Name of Member of Congress] will be hearing from me! Reach out today: bit.ly/nafme-hill-day-2026
- Across the United States, approximately four million students still lack access to music education, despite its power to transform lives both inside and outside the classroom. To expand access, strong support for the programs and legislation that make music education possible is essential. Contact your members of Congress today: bit.ly/nafme-hill-day-2026

Pro Tip: Strengthen Your Message with Personal Stories and Local Impact

One of the most effective ways to support Hill Day from home is to help elected officials understand how music education funding and legislation affect students, educators, and communities in their own districts and states. Consider:

- Sharing an in-depth post or brief video about your experience as a music educator, student, parent, or advocate, and tagging your elected officials.
- Explaining how federal funding and support have impacted your program—or how funding challenges have affected students.
- Posting photos or videos that showcase your program or classroom (be sure you have permission to share any student images, or leave likenesses blurred or covered).
- Shouting out elected officials who support music education. Positive reinforcement can make a difference.

Key Messages

Need more inspiration for your posts? Use these key points to help explain the challenge, why music education matters, and what Congress can do to help.

The Challenge

- Approximately four million U.S. public school students lack access to music education.
- Access gaps disproportionately affect students from low-income communities and rural areas.

- Two-thirds of states face shortages of music educators.
- Nearly half of teachers believe music and arts education receive less attention than other subjects.

Why Music Education Matters

- Arts participation is linked to better attendance, improved behavior, and higher student engagement.
- Students involved in the arts are more likely to stay in school and less likely to experience chronic absenteeism.
- Low-income students with high arts participation are twice as likely to graduate from college and have significantly lower dropout rates than their peers who are uninvolved with the arts.
- Students who take four years of arts and music classes score, on average, more than 150 points higher on the SAT than students with little or no arts coursework.
- Music and arts education support academic success while helping students develop creativity, empathy, cultural understanding, and essential life skills.

What Congress Can Do

- Support strong federal funding and policies that expand access to music education and help ensure every student receives a well-rounded education.
- Protect and strengthen key federal programs, including:
 - Title I, which supports schools serving high populations of low-income students
 - Title II, which helps recruit, prepare, and retain effective educators
 - Title IV-A (Student Support and Academic Enrichment grants), which provide flexible funding to support a well-rounded education
 - Assistance for Arts Education (AAE), which supports professional development, instructional resources, and partnerships that expand arts learning opportunities
 - IDEA, which helps ensure students with disabilities receive a free appropriate public education
- Co-sponsor legislation introduced in the 119th Congress that expands access to music education, including:
 - Arts Education for All Act (H.R.2485)
 - HBCU Arts Act (H.R.2664/S.4496)
 - Reimagining Inclusive Arts Education Act (H.R.3852)
 - Equitable Arts Education Act (H.R.5399)
 - Guarantee Access to Arts and Music Education Act of 2026 (H.R.7855/S.4018)

Thank you for your dedication to music education advocacy!

Please contact advocacy@nafme.org with any Hill Day questions.