

**WE BELIEVE  
IN OPPORTUNITY.  
FOR ALL.**

## Social Media Toolkit

by OFN's Strategic Communications & Public Policy Teams

 Updated as of January 31, 2017

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# Social Media Tips

- Use #CDFIstory on Twitter and Facebook to share your CDFI impact
- Include a photo of your borrower or an infographic that demonstrates your impact
  - NOTE: Photos no longer have an impact on the 140 character count
  - Share a highlight of how your CDFI played a role in your borrower's success or highlight impact data
- Link out to the longform version of your story if you have it on your website
- Share your #CDFIstory with your member of Congress and/or the borrower's member of Congress
- Follow #CDFIstory throughout the day and retweet your fellow CDFIs and OFN @OppFinance

# Hashtags

Link the conversation to other conversations followed by policymakers on social media by using these hashtags when applicable:

#CDFIFund  
#InvestinAmerica  
#jobs  
#manufacturing  
#rural  
#smallbiz  
#veterans

# Sample: Small Business, Veteran

.@RepRichHudson @CarolinaSmBiz provided start-up financing to #smallbiz in your district creating 9 jobs #CDFIstory



# Sample: Veteran Services

A @FCLFOrg #CDFIstory of \$4.3MM investment in @TransitionHous to provide housing & supportive svcs for #veterans

**TRANSITION HOUSE  
ST. CLOUD, FL**

**\$4.3MM INVESTED  
264 SUPPORTIVE HOUSING BEDS  
102 TEMPORARY JOBS CREATED  
20+ LOCATIONS FINANCED**

**#CDFISTORY**





# Sample Tweets: #CDFIstory



CEI @CEIMaine · 23 Oct 2016

Maine fishermen get the scoop on scallop farming from experts in Japan. [pressherald.com/2016/10/17/jap...](http://pressherald.com/2016/10/17/jap...) #CDFIstory #sustainability



Japan gives visiting Mainer the scoop on scalloping - The Portland P...

A delegation studies mechanized methods to see if they can be used in aquaculture back home using equipment funded by a grant.

[pressherald.com](http://pressherald.com)



Pacific Com Ventures @PCVtweets · 21 Jul 2016

A #CDFIstory about helping a #smallbiz owner pay off predatory loans and grow her business! [bit.ly/29k3z1J](http://bit.ly/29k3z1J)



LEDC @ledcmetro · 25 May 2016

Our #CDFIstory - maintaining #affordablehousing, increasing #homeownership & helping #smallbiz succeed @OppFinance

## Our impact

**INVESTMENT**  
\$1.5 million invested in 103 small businesses to start and expand

**AFFORDABLE HOUSING**  
3000 families in 84 apartment buildings assisted with affordable housing preservation services

**HOMEOWNERSHIP**  
40 new homeowners

**BUSINESS CREATION**  
48 new businesses sparked

**PRESERVATION**  
14 apartment buildings preserved 100% affordability for the long-term

**FORECLOSURE PREVENTION**  
149 homeowners counseled on how to save their home from foreclosure

**LOAN MODIFICATION**  
36 permanent home loan modifications stopping foreclosures

**HOMEOWNERSHIP**  
597 individuals trained on the responsibilities of homeownership

**PUBLIC INVESTMENT**  
\$44 million in DC government funds allocated to affordable housing projects facilitated by LEDC

**FINANCIAL LITERACY**  
262 individuals participated in financial capability workshops

**JOB SUPPORT**  
309 jobs supported, along with 154 projected jobs created with the help of LEDC small business services

**SMALL BUSINESS DEVELOPMENT**  
851 entrepreneurs trained on business skills for success

We Believe in Opportunity.  
For All.

OFN.ORG

# Senate Appropriations Committee Members' Twitter Handles

Republicans	Democrats
Thad Cochran (MS), <i>Chair</i> @SenThadCochran	Patrick Leahy (VT), <i>Ranking Member</i> @SenatorLeahy
Mitch McConnell (KY) @McConnellPress	Patty Murray (WA) @PattyMurray
Richard Shelby (AL) @SenShelby	Dianne Feinstein (CA) @SenFeinstein
Lamar Alexander (TN) @SenAlexander	Dick Durbin (IL) @SenatorDurbin
Susan Collins (ME) @SenatorCollins	Jack Reed (RI) @SenJackReed
Lisa Murkowski (AK) @lisamurkowski	Jon Tester (MT) @SenatorTester
Lindsey Graham (SC) @LindseyGrahamSC	Tom Udall (NM) @SenatorTomUdall
Roy Blunt (MO) @RoyBlunt	Jeanne Shaheen (NH) @SenatorShaheen
Jerry Moran (KS) @JerryMoran	Jeff Merkley (OR) @SenJeffMerkley
John Hoeven (ND) @SenJohnHoeven	Chris Coons (DE) @ChrisCoons
John Boozman (AR) @JohnBoozman	Brian Schatz (HI) @SenBrianSchatz
Shelley Moore Capito (WV) @SenCapito	Tammy Baldwin (WI) @SenatorBaldwin
James Lankford (OK) @SenatorLankford	Chris Murphy (CT) @ChrisMurphyCT
Steve Daines (MN) @SteveDaines	Joe Manchin (WV) ( <i>new</i> ) @Sen_JoeManchin
John Kennedy (LA) ( <i>new</i> ) @JohnKennedyLA	Chris Van Hollen (MD) ( <i>new</i> ) @ChrisVanHollen
Marco Rubio (FL) ( <i>new</i> ) @marcorubio and @SenRubioPress	



# Senate Financial Services & General Government Subcommittee Members' Twitter Handles

Republicans	Democrats
Shelley Moore Capito (WV), <i>Chair</i> @SenCapito	Chris Coons (DE), <i>Ranking Member</i> @ChrisCoons
Jerry Moran (KS) @JerryMoran	Dick Durbin (IL) @SenatorDurbin
John Boozman (AR) @JohnBoozman	Joe Manchin (WV) ( <i>new</i> ) @Sen_JoeManchin
James Lankford (OK) @SenatorLankford	Chris Van Hollen (MD) ( <i>new</i> ) @ChrisVanHollen

# House Appropriation Committee Members' Twitter Handles

Republicans	Democrats
Rodney Frelinghuysen (NJ-11), <i>Chair</i> @USRepRodney	Nita Lowey (NY-17), <i>Ranking Member</i> @NitaLowey
Harold Rogers (KY-5) @RepHalRogers	Marcy Kaptur (OH-9) @RepMarcyKaptur
Robert Aderholt (AL-4) @Robert_Aderholt	Pete Visclosky (IN-1) @RepVisclosky
Kay Granger (TX-12) @RepKayGranger	Jose Serrano (NY-15) @RepJoseSerrano
Mike Simpson (ID-2) @CongMikeSimpson	Rosa DeLauro (CT-3) @rosadelauro
John Culberson (TX-7) @CongCulberson	David Price (NC-4) @RepDavidEPrice
John Carter (TX-31) @JudgeCarter	Lucille Roybal Allard (CA-40) @RepRoybalAllard
Ken Calvert (CA-42) @KenCalvert	Sanford Bishop (GA-2) @SanfordBishop
Tom Cole (OK-4) @TomColeOK04	Barbara Lee (CA-13) @RepBarbaraLee
Mario Diaz-Balart (FL-25) @MarioDB	Betty McCollum (MN-4) @BettyMcCollum04
Charlie Dent (PA-15) @RepCharlieDent	Tim Ryan (OH-13) @RepTimRyan
Tom Graves (GA-14) @RepTomGraves	Dutch Ruppersberger (MD-2) @Call_Me_Dutch
Kevin Yoder (KS-3) @RepKevinYoder	Debbie Wasserman Schultz (FL-23) @DWStweets
Steve Womack (AR-3) @rep_stevewomack	Henry Cuellar (TX-28) @RepCuellar

# House Appropriation Committee Members' Twitter Handles

Republicans	Democrats
Jeff Fortenberry (NE-1) @JeffFortenberry	Chellie Pingree (ME-1) @chelliepingree
Tom Rooney (FL-17) @TomRooney	Mike Quigley (IL-5) @RepMikeQuigley
Charles Fleischmann (TN-3) @RepChuck	Derek Kilmer (WA-6) @RepDerekKilmer
Jaime Herrera Beutler (WA-3) @HerreraBeutler	Matt Cartwright (PA-17) @RepCartwright
David Joyce (OH-14) @RepDaveJoyce	Grace Meng (NY-6) <i>(new)</i> @RepGraceMeng
David Valadao (CA-21) @RepDavidValadao	Mark Pocan (WI-2) <i>(new)</i> @reppocan
Andy Harris, MD (MD-1) @RepAndyHarrisMD	Katherine Clark (MA-5) <i>(new)</i> @RepKClark
Martha Roby (AL-2) @RepMarthaRoby	Pete Aguilar (CA-31) <i>(new)</i> @RepPeteAguilar
Mark Amodei (NV-2) @MarkAmodeiNV2	
Chris Stewart (UT-2) @RepChrisStewart	
David Young (IA-3) @RepDavidYoung	
Evan Jenkins (WV-3) @RepEvanJenkins	
Steven Palazzo (MS-4) @CongPalazzo	
Dan Newhouse (WA-4) <i>(new)</i> @RepNewhouse	
John R. Moolenaar (MI-4) <i>(new)</i> @RepMoolenaar	
Scott Taylor (VA-2) <i>(new)</i> @Scotttaylorva	

# House Financial Services & General Government Subcommittee Members' Twitter Handles

Republicans	Democrats*
Tom Graves (GA-14), <i>Chair</i> @RepTomGraves	*As of 1/31/17 the House Democratic leadership has not announced their members for the FSGG subcommittee.
Kevin Yoder (KS-3) @RepKevinYoder	
Jaime Herrera Beutler (WA-3) @HerreraBeutler	
Mark Amodei (NV-2) @MarkAmodeiNV2	
Chris Stewart (UT-2) @RepChrisStewart	
David Young (IA-3) @RepDavidYoung	
John R. Moolenaar (MI-4) ( <i>new</i> ) @RepMoolenaar	

# OFN Contact Information

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