

MEMO

To: NYDA
From: J Strategies
Date: April 22, 2026
Subject: NYS Budget Social Media Plan

NYDA Social Media Blitz Plan

Final Budget Advocacy Push: 4% TII
April 27 – May 1, 2026

Purpose & Strategic Objective

This coordinated digital advocacy campaign is designed to:

- Urgently elevate the need for a full 4% Targeted Inflationary Increase (TII)
- Demonstrate broad, statewide support from providers, families, and advocates
- Apply visible, public pressure on key decision-makers to prioritize this investment in the final budget

This effort complements ongoing direct advocacy (calls, emails, meetings) by amplifying the message publicly and repeatedly across platforms.

Core Campaign Strategy

This will be a high-frequency, coordinated, multi-stakeholder social media push leveraging NYDA, member agencies, and partners to:

- Maintain constant visibility throughout the week
- Deliver consistent, unified messaging
- Drive direct engagement with policymakers through tagging and calls to action

Target Audiences

Primary:

- Governor's Office
- NYS Assembly & Senate Leadership
- Chairs of relevant committees (Health, Disabilities, Ways & Means, Finance)

Secondary:

- Rank-and-file legislators
- Legislative staff
- Media and policy influencers

Tertiary:

- Families, self-advocates, and the general public (to build broader pressure)

Key Message Framework

All content should reinforce a small set of clear, repeatable messages:

- Urgency
 - Final budget decisions are happening now
 - Action cannot wait
- Impact
 - Investments made last year are already making a difference
 - Without continued funding, progress is at risk
- Workforce Crisis
 - Providers are struggling with staffing shortages and rising costs
 - A 4% TII is necessary to stabilize services
- Call to Action
 - Lawmakers must include a full 4% TII in the final budget
 - Tagging legislators to prompt direct accountability

Campaign Structure & Daily Execution

Social Media Cadence (All Participating Agencies)

- 2 posts per day per organization
 - 10:00 AM: Original post (campaign messaging with accompanying graphic)

- 2:00 PM: Amplification (share/repost NYDA content)
- Platforms:
 - Instagram, Twitter/X, Facebook

Content Mix (Across the Week)

- To avoid repetition and increase engagement, content should include:
 - Data points/statistics
 - Graphics with key messages
 - Calls to action tagging lawmakers

Legislator Engagement Requirements

To maximize visibility and pressure, every post must tag:

- Executive leadership
- Relevant committee chairs
- Local Assemblymembers and Senators

Paid Amplification (Optional but Recommended)

Agencies with available budget are encouraged to:

- Boost posts
 - JS to provide step-by-step instructions

Direct Advocacy Integration

To reinforce digital efforts: Daily Calls (Monday–Friday)

- Coordinated outreach from:
 - Board members
 - Agency leadership

Focus:

- Investments made last year are already making a difference
 - Without continued funding, progress is at risk
- Providers are struggling with staffing shortages and rising costs
 - A 4% TII is necessary to stabilize services

- Lawmakers must include a full 4% TII in the final budget
 - Action cannot wait

Next Steps

- Approve campaign strategy
- Finalize content
- Distribute content to agencies
- Launch April 27