

# SOCIAL MEDIA GUIDE

Engaging Members of Congress on social media (namely Twitter and Facebook) is one of the most effective ways to advocate, and you can become a key influencer by using our instructions, templates, and guide. Senators and Representatives are far more inclined to use social media than they were in the past. Currently, 98 % of Congress is on social media. At little to no cost, and as one of the most effective ways to advocate, using social media should be a key part of your Health Center's advocacy tactics.

For the purpose of the current action step, the best item(s) to highlight on social media and share with Members of Congress

- A post/message of appreciation for the support of your Member(s) of Congress, that if possible, connects to recent investments in the Health Center Program and your Health Center specifically.
  - o For example: sharing what recent grant awards will mean to your health center in the form of expanded medical capacity, health infrastructure awards, New Access Points, and Base Grant Adjustments – connect any or all of these to the number of additional patients that are being/will be served, jobs created, etc.
- If you are successful in publishing a Letter to the Editor of OpEd in your local media, post information linking to local news highlights and reference the support of your Member(s) of Congress in being able to continue providing high quality care in the community.

## A Clear Case for Advocacy via Social Media

According to the newly released report entitled [#SocialCongress](#) released by the Congressional Management Foundation “Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.” The study explained that by posting 30 or fewer similar comments on a social media, an organization or individual can get an office's attention. Other key findings included:

- 76% of the respondents agreed that "social media enabled us to have more meaningful interactions with constituents."
- 70% agreed that "social media have made Members/Senators more accountable to constituents."
- 71% said social media comments directed to the Member/Senator by "multiple constituents affiliated with a specific group or cause" would have "some" or "a lot" of influence on an undecided lawmaker.

To accomplish our goals of expressing public appreciation for Members of Congress and sharing what recent investments in the Program have meant at the local level, we have created template Tweets and Facebook posts to assist as you create your own custom posts.


Below are general instructions and tips for using Twitter & Facebook.

## Twitter

### Post a Tweet via the web:

1. Sign in to your Twitter account.
2. Type your Tweet into the box at the top of your Home timeline, or click the Tweet button in the top navigation bar.
3. Make sure your update is fewer than 140 characters. We'll count the characters for you! Remaining characters show up as a number below the box.
4. Tip: Read about how to include photos in your Tweet here, and how to include a video in your Tweet here.
5. Click the Tweet button to post the Tweet to your profile.
6. You will immediately see your Tweet in the timeline on your homepage.

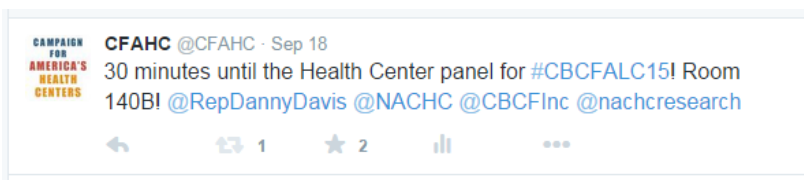
### Post a Tweet via Mobile App:

1. Ensure the mobile app is downloaded and you are signed in with your username.
2. Tap the compose Tweet icon  in the top menu on the right.
3. Compose your 140-character message and tap Tweet.
4. The Tweet will be successfully posted to your profile.

### Posting a mention on Twitter:

*A mention is a Tweet that contains another user's username.*

1. Type a Tweet as you normally would, but replace any names you would use with the person's username/handle. If you wish to mention your Congressman, you would need to find their Twitter username to do so. Keep in mind some use shorter or alternative names, for example, Senator Roy Blunt's handle is just @RoyBlunt.
2. When you mention another user, they receive a notification.



### Posting a photo in a Tweet:

1. Type your Tweet into the box at the top of your Home timeline. If using an Android device, tap on What's happening? If using an iOS device, tap the Tweet icon.
2. From the web, click Add media. From a device, tap the camera icon to take a photo, or choose a photo from your gallery. (Tip: Read about how to include a video in your Tweet here.)

3. Once a photo is selected, you will see a thumbnail image (or file name) appear as an attachment. You can select up to 4 images to tweet at once. (Note: Animated GIFs cannot be included in Tweets with multiple images.)

### Using Hashtags

*A hashtag is the # symbol, used to mark keywords or topics in a Tweet.*

Example: Example: In the Tweet below, @CFAHC included the hashtag #CHC50. Many health centers and advocates use this when sharing information about the 50<sup>th</sup> Anniversary of the Health Center Program. See below:




Keep in mind...

- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet
- Use no more than 2 hashtags per Tweet.
- Use hashtags only on Tweets relevant to the topic.

### Retweeting a Tweet

*A retweet is a Tweet that your forward to your followers.*

1. Hover over the tweet.
2. Click the Retweet icon, which looks like two arrows 
3. You will see a pop up that allows to add a comment. If you wish to “quote the Tweet” by adding your own comment, feel free to do so.
4. Click the blue Retweet button.
5. When you retweet another user, they receive a notification. You will also receive one if they retweet your content.

Example: Let’s say your health center is in the 13<sup>th</sup> district, and you are perusing Twitter and Senator X posts: “I love all the community health centers in the 13<sup>th</sup> district!” on Twitter, this would be worth a retweet.

### Liking a Tweet

*Favorites are used to express that you like a Tweet.*

1. Hover over the Tweet
2. Click on the star icon, it will turn gold, which confirms you have favorited the Tweet.

3. The user whose tweet you favorited will get a notification and vice versa.

## Facebook

### How to write a post

1. Go to your Health Center's main page
2. Click Status: you will have the option to write something, post a photo or video, etc.
3. Type your post
4. Click publish

### How to share a post

1. Hover over the post
2. Click the share button.
  - a. If you wish to share with no explanation, click share now
  - b. If you wish to say something, simply click share
3. Click share link

### How to Tag/Mention

1. Write a post (see how to above)
2. To mention a Page (this includes most Members of Congress, as they have pages) in your Page's post, type the "@" symbol and then start typing the Page's name.

### Tips for Posting on Facebook

- Keep it interesting and interactive. When explaining continued investment in your Health Center on Facebook, use imagery. Consider using photos and videos to describe your Health Center's progress, new programs, or exemplify patient experiences. Check out [this example](#).
- Other Example:



- Under no circumstances should you say anything negative about a Member of Congress, community org, or government institution on your health center's page. If you mention another page, it should be to share good news, express gratitude or give recognition. See examples of acceptable mentions below:

**Campaign For America's Health Centers**  
Published by Dorian Wanzer [?] · September 2 · 🌐

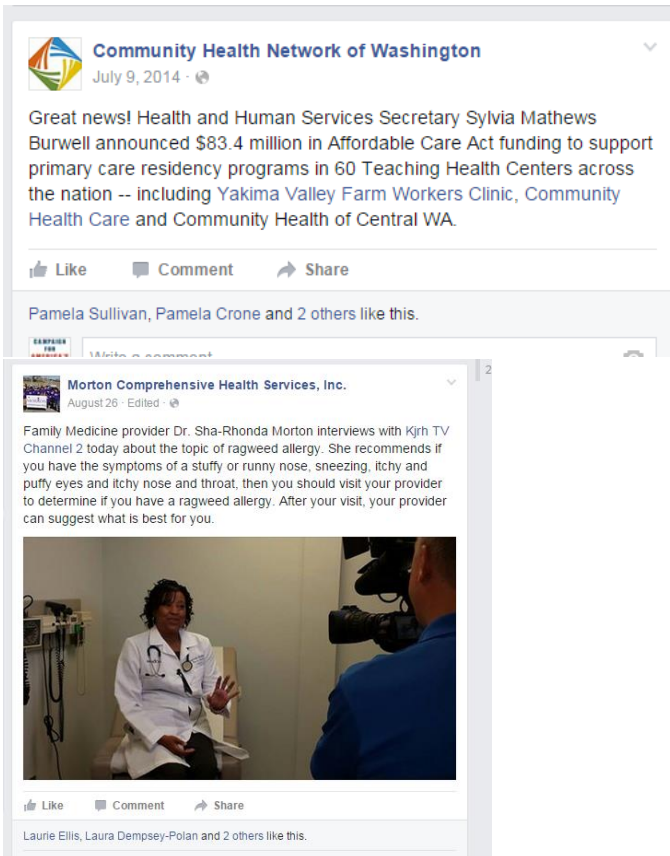
Check out Representative Todd Rokita visiting Family Health Clinic of Carroll County for their 20th Anniversary Celebration during #NHCW15! cc: Indiana Primary Health Care Association



97 people reached [Boost Post](#)

👍 Like    💬 Comment    ➦ Share

Jonathan Brown and Indiana Primary Health Care Association like this.



## Common Questions

If I mention a Member of Congress will they read my posts?

*More often than not, a staff is managing a legislator's Twitter and Facebook pages. However, there are those Members of Congress that are in charge of their own social media accounts and are very responsive. Whether or not they respond is definitely important, but the more you mention them the more they will take notice.*

*Generally speaking, you are far more likely to get a retweet or favorite on Twitter than Facebook simply because of Facebook privacy settings. Twitter is more immediate, and definitely effective.*

Can I delete and edit posts on Twitter and Facebook?

*Anything that you post on Facebook is editable and it can also be deleted. If you post something and notice a typo, do not fear! Simply click the downward facing arrow on the post, click edit post, and make the necessary changes.*

Our health center doesn't have a hashtag, what should we use?

*If your Health Center does not have a specific hashtag, use #AccessistheAnswer, if it is relevant to the post or Tweet.*

How can I ensure that my Tweets and posts do not seem partisan?

*In some cases you will be thanking legislators who have supported health centers, but saying thank you does not require you to share any political stance. If you are tweeting and posting under the name of your Health Center, you cannot allude to political leanings. Rule of thumb: if it doesn't feel right, it probably is not right. Check out the different between the posts below:*

- *“Access to health care in rural Tennessee is not always easy, but today we are proud to unveil our new mobile unit, that will provide access to those in need. We are so honored that Congresswoman Smith is here for the celebration, she’s always been a champion for health care.”*
- *“Congresswoman Smith is the kind of republican we LOVE! We are so glad she is here for the unveiling of the new mobile unit.*