



SOCIAL MEDIA FOR ADVOCACY

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BENEFITS OF SOCIAL MEDIA

- Inform/Educate
- Real-time updates
- Drive conversation
- Grassroots support
- Call to action

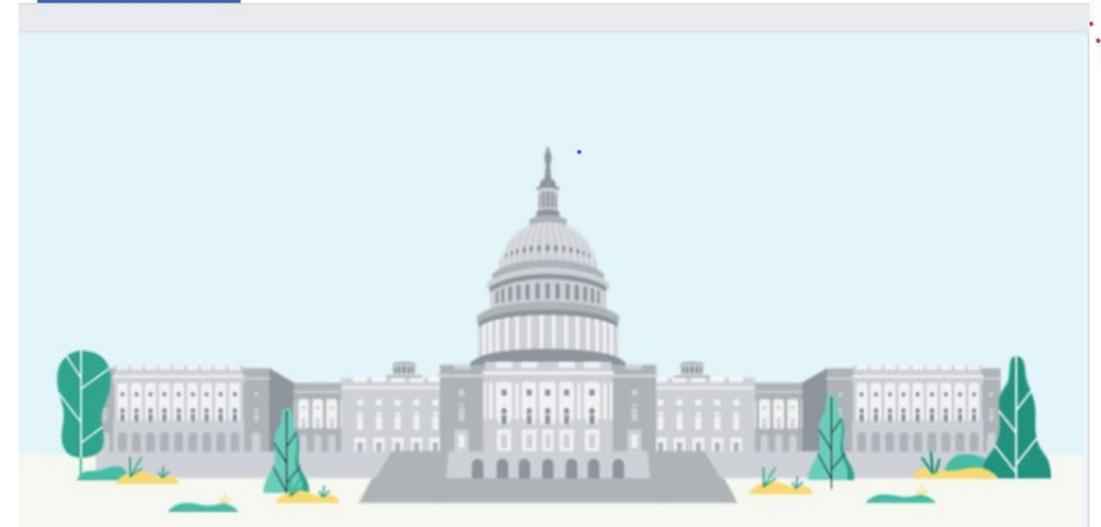
ENGAGING WITH LEGISLATORS

RESEARCH

- What is already happening on social media in the issue space?
- Focus on a list of potential or known champions and policy influencers
- Explore the social media profiles of legislators to learn how they each use social media.
 - Who are they following, retweeting?
 - Which hashtags are they using frequently?
 - Are they posting often?
 - Do they engage with constituents?
 - Tag their official handles in any posts that you want them to see.

Town Hall

Directory Explore



[FACEBOOK.COM/TOWNHALL](https://www.facebook.com/TownHall)

MESSAGE

BE VALUES DRIVEN

- Tap into your audience's values and beliefs. Understand how your values and beliefs are aligned with your connections. If you focus on the key issues that personally resonate with you, you will also speak with authenticity.

PRIORITIZE YOUR AUDIENCE

- Who are you primarily speaking to on key issues? Vary the tone and context of your message based on the audience. The “public” is not an audience. Is it parents of elementary school kids who get lunch at school? The more specific you tailor your message to the audience, the better your outcome will be.

THINK ACTION

- Messaging should aim to move someone to act. Be clear about solutions and think about how your messages will inspire your audience to be involved...that they can actually make an impact with their single voice.

MESSAGE

MAKE IT AS LOCAL AS POSSIBLE

- People care most about what they see and experience in their daily lives. Policymakers want to see how this issue plays out in their jurisdiction.

MAKE IT PERSONAL

- An emotional connection will be more influential than messaging that solely relies on facts and figures. Identify great stories – a CPR save, a school that has successfully implemented PE, a student who is now eating healthy because of the new school meals standards, etc. – and use it.

URGENCY

- Why is the issue urgent? Be clear with your audience about the urgency of the matter. With political actions shifting daily, sometimes hourly, keep your audience updated on the progress, challenges and outcomes along the way. Convince them why taking action today, and not tomorrow is vital to making a policy change.

Know Your Channels



Friends, Family & Content



Creating & Sharing



Real-time Convo & Streaming



Collecting & Purchasing



Networking & Job Searching



Real-time Storytelling



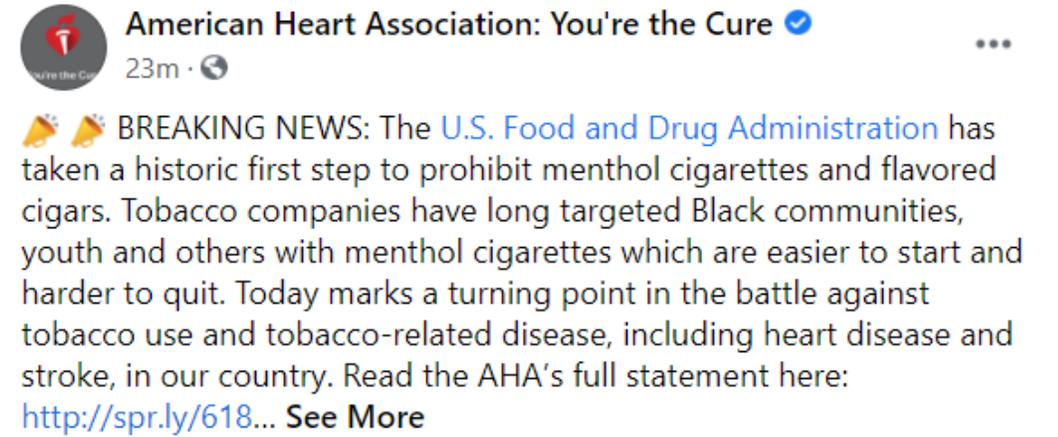
Video Search & Discovery



Chat Messaging

FACEBOOK

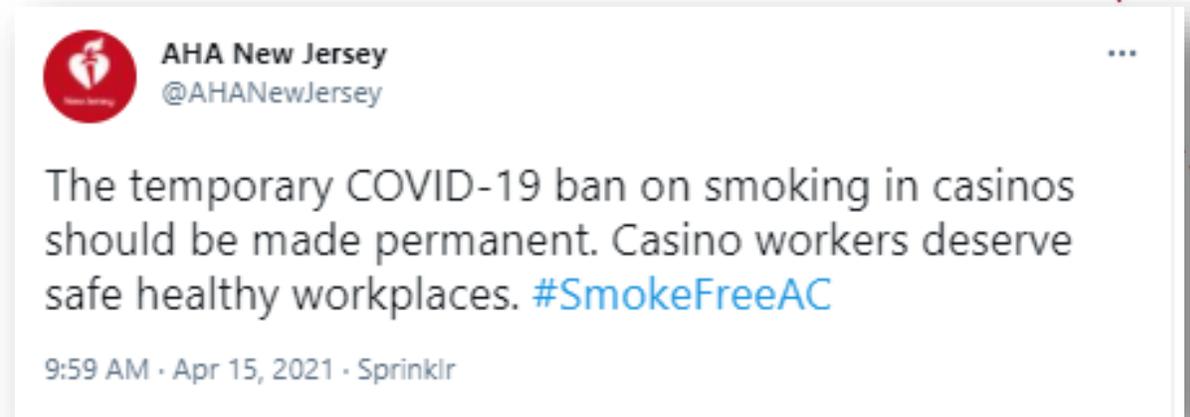
- Still the most popular social media platform with more than 2.7 billion monthly active users.
- Facebook emphasizes content based on what type of users are engaging with it, the content type (video and visual) and how popular it is (algorithm determines what content gets seen most)
- The biggest demographic on Facebook are users ages 25 to 34 years old.
- Some of the most popular content on Facebook includes:
 - Funny Posts
 - Shared User-Generated Content
 - Current Events
 - Giveaways
 - Inspirational Quotes and Images
 - Native Video
 - Live Video



**Breaking News:
FDA takes first step
toward prohibiting
menthol cigarettes and
flavored cigars in U.S.**

TWITTER

- This platform is a great way to reach & interact with local legislators.
- Character limit forces you to be concise and direct.
- The conversation on Twitter is fast-paced (timely updates are essential) and you can tweet something more than once.
- Engaging with others will lead to more success, but this platform is also a great space to stay on top of news on a topic.
- Check hashtags to tap into existing conversations on relevant topics and consider making and regularly updating Twitter “Lists” of important influencers, media and legislators so you can easily search whether a subject is getting pickup in a certain community.



INSTAGRAM

- One of the fastest growing platforms, Instagram is a place for great visuals only.
- While it is less likely to drive traffic to a website or other platform, it is a great way for followers to deepen their understanding of who you are and what you do.
- Use your Bio page to include helpful links. When you post, you can add a “link in bio” text to remind followers that they can get more info by clicking that link.
- Instagram Stories. These are videos and photos that disappear after 24 hours, often done as a series.
- Increasingly popular thanks to promotion from the company, these are a helpful way to provide an informal look into your campaign and the work you’re doing. If you would like to save these clips for your followers to see at a later time, you can organize them into Story Highlights, which serve as digital albums for your content



LINKEDIN

- Largely a professional network, LinkedIn can be an effective platform to establish thought leadership in an industry or knowledge area.
- Individual people are more effective than organizational accounts on LinkedIn, and creating a network takes time.
- Keep the tone focused on the issue and call-to-action, if the issue resonates with your connections.
- An opportunity to communicate how you volunteer with organizations that you care about. Update your bio.



Dan Benson · 2nd

Assemblyman

Trenton, New Jersey, United States · 500+ connections ·

[Contact info](#)

FOLLOW + ENGAGE



FACEBOOK:
@AMERICANHEARTNJ

TWITTER:
@AHANEWJERSEY

INSTAGRAM:
@AHANEWJERSEY

FOLLOW + ENGAGE



#LIFEISWHYNJ

#NJGORED

#SMOKEFREEAC

#CPRSAVESLIVES

#STROKEWONTWAIT

TAKE ACTION:

- NJ HAS BEEN SMOKE-FREE FOR 15 YEARS, BUT CASINOS WILL STILL BE PERMITTED TO ALLOW SMOKING AFTER THE COVID-19 PANDEMIC. CASINO WORKERS DESERVE PROTECTION FROM SECONDHAND SMOKE TOO. #SMOKEFREEAC
- NJ CASINOS HAVE BEEN TEMPORARILY SMOKE-FREE 6+ MONTHS DUE TO COVID-19. LET'S MAKE WORKER PROTECTIONS PERMANENT: SUPPORT S1878/A4541! #SMOKEFREEAC
- THE TEMPORARY COVID-19 BAN ON SMOKING IN CASINOS SHOULD BE MADE PERMANENT. CASINO WORKERS DESERVE SAFE HEALTHY WORKPLACES. #SMOKEFREEAC
- CASINO WORKERS ARE BEING FORCED TO CHOOSE BETWEEN THEIR HEALTH AND FINANCIAL SECURITY FOR THEIR FAMILIES. ITS TIME FOR NJ TO PROHIBIT SMOKING IN CASINOS! #SMOKEFREEAC
- 15 YEARS AFTER NJ'S SMOKE-FREE AIR LAW WAS SIGNED, CASINO WORKERS ARE STILL EXPOSED TO SECONDHAND SMOKE DAILY AS PART OF THEIR JOBS. ITS TIME TO CHANGE THIS! #SMOKEFREEAC
- IT'S BEEN 15 YEARS SINCE NJ'S SMOKE-FREE AIR LAW WAS SIGNED, YET CASINO WORKERS ARE BEING ASKED TO ROLL THE DICE ON THEIR HEALTH JUST BY COMING TO WORK. ASK YOUR REPRESENTATIVES TO SUPPORT S1878/A4541 TO PROTECT CASINO WORKERS FROM TOXIC AIR. #SMOKEFREEAC

QUESTIONS?