Advocacy
SOCIAL MEDIA GUIDE

FOLLOW YOUR ELECTED OFFICIALS ON ALL THE SOCIAL MEDIA PLATFORMS YOU USE

Just like advocates, elected officials use a variety of social media platforms. All officials will have Twitter and Facebook accounts, but many offices also use Instagram, YouTube, and other social media. If you use social media, search for your state and federal officials on it. Be aware that many officials maintain separate accounts for their offices and their campaigns. An official account will usually include the official's title, such as Senator or Representative, while campaign accounts often use a format such as "Candidate4State" or simply the candidate's name. Look for the blue checkmarks on Facebook and Twitter to ensure that their identity has been verified by the platform. You should follow both the official and campaign accounts to stay up-to-date, but advocacy work will primarily involve their official accounts.

ENABLE YOUR FACEBOOK CONSTITUENT BADGE

By visiting Facebook Town Hall *(facebook.com/townhall)*, you can find your elected officials and enable the constituent badge. This badge shows up next to your name when you comment on an official's post or post on their profiles. It lets your representatives know that you are one of their constituents and helps them focus on the comments that deserve attention. It applies to both your future comments and to all comments you have made on their posts previously.

USE TWITTER BEST PRACTICES

The goal is to make sure your tweet appears publicly on your followers' timeline as well as the timeline of any official's tagged account. To ensure this, please apply these best practices:

- If you begin your tweet with a tagged user's account (i.e. @user) make sure you add a period (.) to the beginning of the tagged account (ex. @user). Without adding this period, your message will not appear in your followers' timelines nor will it appear in the tagged user's timeline. It will appear in the tagged user's notification window which is easily ignored.
  - Acceptable example tweet:
    .@user Thank you for supporting AMCP's priorities!

- A period before the tagged user's account is not necessary if you mention the user anywhere else within your tweet.
  - Acceptable example tweet:
    Thank you for supporting AMCP's priorities, @user!

SOCIAL MEDIA GUIDE *continued*

TAG AMCP AND INCLUDE HASHTAGS AND BILL NUMBERS

Make sure to include all the important pieces of information in your social media advocacy posts. This will typically include tagging AMCP (@amcporg on Twitter, Facebook, and Instagram), using the hashtags #AMCP and #AMCPAdvocacy, and including bill numbers. Tagging AMCP and using the hashtags makes it easy to find other similar posts discussing the same subject and positions AMCP as a thought leader. Including the bill numbers assigned to AMCP's priority legislation will help political offices quickly identify which bills their constituents are concerned about. AMCP staff will provide you with the relevant bill numbers during advocacy campaigns.

ALWAYS STAY CALM AND COMPOSED

Advocacy work often requires you to engage with politicians with whom you have substantial disagreements. As a result, it is important to set those differences aside while advocating for AMCP's policy agenda. Offices give substantially less weight to angry or insulting messages. Keeping a professional tone in social media communications will elevate your posts above the noise.