

# SOCIAL MEDIA ADVOCACY TIPS

## FIRST AND FOREMOST, WHAT IS A HASHTAG?

- On Twitter and Facebook, the pound sign (or #) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords. For instance, if you want to post about Rare Disease Week on Capitol Hill 2016, you would include **#RAREDC2016** in your post to join the conversation. You could then click the hashtag to see other posts on Rare Disease Week on Capitol Hill.

## HOW DO I 'MENTION' SOMEONE ON TWITTER?

- Many Congressional offices have Twitter accounts to keep in touch with constituents. If you know your Representative's Twitter name, you can @mention them in your post about **#RAREDC2016**.
- If you don't know your Representative's Twitter name, check his or her official website.

## BEFORE YOUR MEETING:

- Create a post tagging the Member's office and the issue you will be talking about, for example:

**"WE ARE EXCITED TO MEET WITH @SENATORJENKINS FOR #RAREDC2016 TO TALK ABOUT WAYS TO BRING MORE TREATMENTS TO #RARE DISEASE PATIENTS."**

This is a good way to introduce yourself and your issue to the staff. This will add a face to the upcoming meeting and will help them remember you and your issue.

## DURING THE MEETING:

- Ask to take a photo (Preferably towards the end).
- Jot down any notes that might make for good tweets or quotes on your Facebook page.

## AFTER THE MEETING:

- Post your picture with a thank you note on Twitter and Facebook re-emphasizing the ask or any key points you discussed during the meeting, for example:

**"THANK YOU @SENATORJENKINS FOR JOINING THE RARE DISEASE CONGRESSIONAL CAUCUS AND SUPPORTING #RARE DISEASE LEGISLATION FOR #RAREDC2016!"**

