

# Tips for Advocating on Social Media

*Taking your advocacy online to social media platforms can be an effective way to raise awareness among family, friends, and community members while also catching the attention of elected officials.*

- **Know your audience.** Who are you trying to reach? Determine who your audience is and post on the social media platform that best caters to them at a time of day that they will most likely see it.
- **Know the platform you are posting on.** On some platforms, it is acceptable to post multiple times a day (Twitter), while on other platforms, you shouldn't post more than once or twice a day (Facebook, Instagram).
- **Post content that is both eye-catching and simple.** Social media is cluttered and oversaturated. Content that will grab attention and still be clear enough to be understood in a few glances is most effective.
- **Make your profile public.** If you feel comfortable, doing this will increase the visibility of your post and allow people to widely share/repost your content.
- **Use hashtags.** Hashtags group together content of related topics and can make your content easier to find.
- **Tag (@) people in your post.** You can tag a relevant organization or your elected official, for example.
- **Tell stories.** The one downside of social media advocacy is that it lacks relationship building and connection. Strive to relate the cause to you in order to put a face/person behind the post.
- **Cite sources if you are listing facts and statistics.** Too often false information is circulated on social media and it is difficult to know what to believe as a user.
- **Create avenues for people to learn more about your cause.** Direct interested parties to a news article or website to learn more.
  - On Instagram: you cannot add links to a post, so direct people to your bio (your personal account page) where you can add links under the "website" section of your profile settings.
- **Use pictures.** People respond well to photos alongside pieces of text.
- **Add your location to your posts.** This can make the post more interesting and engaging.
- **Include a clear call to action.** This allows your network to go beyond simply liking or reposting the content you've posted and helps create more meaningful impact.
- **"Boost" (share/retweet/repost) the content of advocacy organizations that support your cause.** This can help you sustain your message without having to repeatedly create your own content.
- **Follow your legislators' and elected officials' accounts and engage with their content.** Commenting on their posts, tweeting at them, etc. can help you connect with legislators who are busy and run tight schedules.
- **Coordinate your posts with others.** For example, organize a tweet storm: a series of many targeted tweets posted in quick succession on Twitter to maximize impact. Gather a group of people to tweet at a legislator at the same time and/or find a designated time to post content around a topic you want to educate people on.