



#March4TSCResearch Social Advocacy

Tips for Social Advocacy Posts

1. Tag your Representatives and Senators when you meet with their offices. Many Congressional offices have social media accounts to keep in touch with constituents, which they feature on their websites. You can find their websites by visiting the Senate and House Directories at www.senate.gov and www.house.gov and clicking the name of the member you are meeting with.



2. Include a picture or video. This year will include both virtual and in-person congressional meetings, so it is important to feature photos from both! Toward the end of the meeting ask to take a picture with the Representative or Senator, or if you are meeting virtually, request permission to take a screenshot of the video chat. Tag the staff member or member of Congress you meet with in your post after the meeting to thank them. If they aren't available for a picture you can take one outside their office by their nameplate, or in the virtual setting, you can take a picture with your computer and tag the Representative or Senator (Note: Most Congressional members are on Twitter and appreciate hearing from their constituents).

3. Keep your posts concise and positive!

4. Make sure your posts are set to "Public" so they can be seen and shared by the TSC community!

Share the hashtag and tag us:

March4TSCResearch



What should I post?

You can post before or after you've met with your member of Congress. Before the meeting you should create a post that highlights the issues you will be talking about. After the meeting you can post your picture with a thank you note on social media reemphasizing the ask or any key points you discussed during the meeting.

Here are some examples:



What about videos?

Posting videos on your Facebook and Instagram story is a great way to share your experience and connect with people in real time.

PLEASE NOTE: Filming inside Congressional Office Buildings is prohibited. However, filming outside is allowed.

If you want to film video while on the Hill, here are a few tips:

1. Let your followers experience your day on the Hill! Share your day of advocacy as a running video blog.
2. Write a description that includes tagging @tsalliance.