

Engaging Your Elected Official with Social Media

Social media is a great tool for anyone to connect instantly with policy makers, peers, and members of their community. There are so many ways that you can use social media as an outlet for advocacy. Use the tips below to help you use your social media networks to inform and influence those around you.



Facebook

Facebook allows users to connect through photos, videos, personal messages, and status updates. Facebook posts do not have a character limit and can be much more in-depth, including tags, hashtags, links to articles or studies, photos, videos, and more.

Tips for engaging on Facebook

- “Like” the Cancer Support Community as well as other health and advocacy organizations. You can keep up to date and share information with your own networks. Find the Cancer Support Community on Facebook at www.Facebook.com/CancerSupportCommunity
- “Share” posts organizations and use them to start discussions and educate your Facebook friends on relevant issues
- Create your own posts to share your stories and experiences with friends or elected officials
- Make sure to tag organizations or people in your posts, as well as using hashtags to make sure your posts are seen by all those interested in the topic. Some example hashtags are: [#cancer](#), [#cancerpolicy](#), [#mystory](#)



Instagram

Instagram allows users to share photos and include captions and hashtags. Other users can “Like” and comment on those photos, as well as tag others in their photos. Instagram is a great way to share your life and your experiences with the world.

Tips for engaging in Instagram

- Follow the Cancer Support Community on Instagram [@CancerSupportHQ](#)
- Since Instagram is only for photos, it is a great way to share your story and show others what your life really looks like. Share photos of your cancer journey, whether you are receiving treatment, going to a support group, going for a run, or visiting a friend. Every aspect of your life is meaningful and can be shared with officials to educate them on the cancer experience. Use hashtags to share your photos further. Some examples are: [#cancer](#), [#cancerpolicy](#), [#mystory](#)
- Post photos of yourself with your elected officials and tag their accounts
- Your photos can inspire others to be advocates as well. If you share a photo of yourself attending a local town hall meeting, or meeting with your member of Congress, you help others to see that they can do the same
- Share your Instagram photos on other platforms as well. Connecting your Facebook and Twitter accounts to share your Instagram posts will make sure they are seen by many, even if others do not have Instagram accounts

Engaging Your Elected Official with Social Media



Twitter

Twitter allows users to share “Tweets” of 280 characters or less, including photos and videos. Users can also “Like” or “Retweet” the tweets of other users to save updates and share them with their own networks. Users can tag others in their tweets to direct messages, comments, and questions at others and receive responses. Almost all public figures, from celebrities to politicians to the President of the United States use Twitter, making it a great way for anyone to connect and stay up to date with the people, organizations, and causes they care about.

Tips for engaging on Twitter

- You can follow the Cancer Support Community on Twitter in many ways
 - Follow CSC Headquarters [@CancerSupportHQ](#) for updates and information from the organization overall
 - Follow the Cancer Policy Institute at CSC [@CSCCancerPolicy](#) for updates on legislation, policies, and regulations impacting cancer patients across the country and in your state
 - Follow your local CSC affiliate’s twitter account for local and state updates
- The character limit on Twitter encourages users to share shorter and more frequent updates. Twitter is a great way to follow officials’ up to the moment updates and respond with comments and questions
- You can “retweet” the tweets of others, meaning that you share their post on your own timeline and with your own network. You can also “Quote tweet” someone else’s tweet, allowing you to write your own comment in addition to sharing another’s tweet.
- Tweet at your elected officials to share articles, information, concerns and questions that you care about
- Twitter is an open dialogue. Make it a conversation by replying to, linking, and sharing the tweets of others
- If you want your tweet directed at someone to be seen by everyone, make sure to include a period before their handle. Without the period the tweet will be seen only by the user that you tagged.
 - Ex. “. [@SenatorBaldwin](#) Thanks for supporting the needs of cancer patients! Will you be voting for Senate Bill XXX?”
- Use hashtags so that your tweets are seen by anyone interested in the topic or also using the hashtags. Some examples are: [#cancer](#), [#cancerpolicy](#), [#mystory](#)



YouTube

YouTube is a resource for education as well as for sharing your message. Users can “subscribe” to channels run by elected officials, organizations, or individuals to watch videos with a wide variety of content.

Tips for engaging on YouTube

- Subscribe to the Cancer Support Community’s YouTube Channel to watch videos and webinars on a variety of topics including patient stories, information on different types of cancer and treatment options, opportunities for advocacy, and more. Find CSC on YouTube at www.youtube.com/user/CancerSupportComm/
- Subscribe to other channels of interest including Congressional Committees, members, or other advocacy organizations