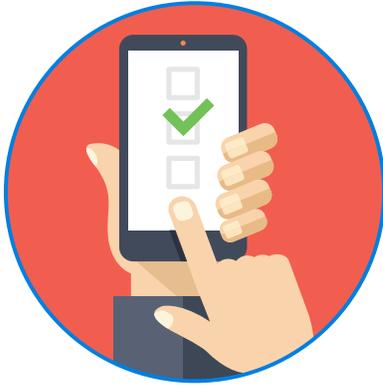


SOCIAL MEDIA ACTIVISM 101



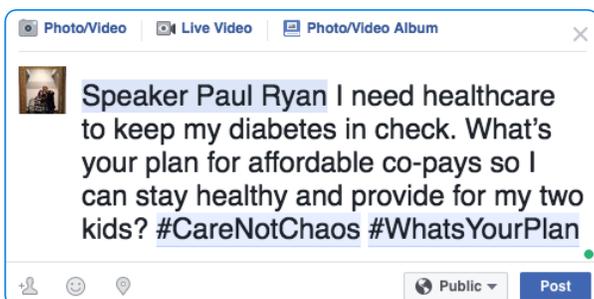
Social Media can be a powerful tool for advocacy and activism that offers you a global audience for your message. Here's a list of tips to tweet and post on several platforms and reach bigger audiences.

TWITTER:

- **Tag members of Congress** by using the @ sign and look for the verified or official handle with a checkmark next to the name.
- **Start with a period** If you begin your tweet with a tag.
- **Keep your messages short** and under the 140 character limit.
*Use hashtags – #WhatsYourPlan #CareNotChaos – so your posts are easy to find and follow.
- **Use the phrase PRT** (Please Retweet) to encourage sharing of your tweet.

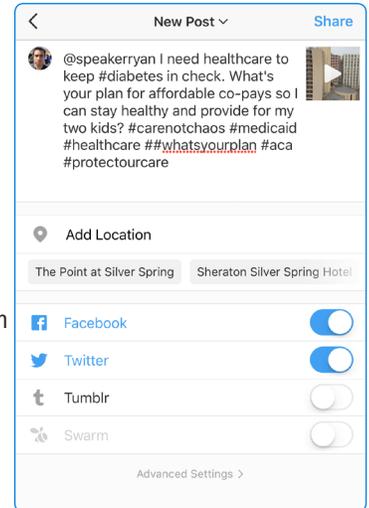
FACEBOOK:

- **Include a photo.** Facebook posts with photos are visible to more people.
- **Tag your members of Congress** to make your post visible to more followers.
- **Keep your message short** and add hashtags at the end of your post.
- **Make it public.** To make your post visible to the largest audience possible, click on the lock icon next to the post button and make sure it is set to public. Don't forget to set the settings back to Friends for your personal posts.
- **Share your personal story.** Draw from your own experience using your own words.
- **To hide a comment,** click on the arrow to the right of the comment box.



INSTAGRAM:

- **Comment like you would on Facebook.**
- **Use several hashtags.** Instagram encourages multiple hashtags and this will reach more people.
- **Tag your members of Congress** with the @ symbol. If they don't have an account, add a hashtag (#) before their name.
- **Check the Facebook and Twitter icons** so your photo or video is shared on all those social media platforms.



TIPS TO MAKE CELL PHONE VIDEOS LOOK AND SOUND GREAT.

Adding a personal video makes a social media post more engaging —and more likely to be viewed and shared.

- **Practice first.**
- **Always hold your phone horizontally** so it can be viewed in optimal format later.
- **Choose the right setting.** Make sure you record in a well-lit and quiet place with a nice background. Also check that you have a good phone signal.
- **Keep your phone steady.** If you don't have a tripod, rest your elbows on a surface or hold them firmly against you.
- **Watch your fingers!** Make sure your fingers or phone case flaps are not in the way of the lens.
- **Be heard.** Don't forget to speak slowly and clearly, emphasizing how affordable healthcare has affected you, your loved ones or patients.
- **Go live.** Press the live video button on Twitter or Facebook. Don't forget to describe the video, use hashtags and tag your member of Congress in the post. Upload your live video when you're finished recording.



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