

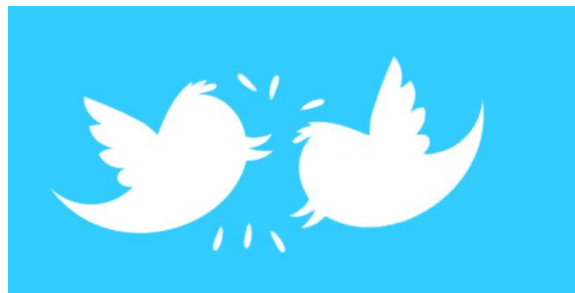


**Post, Tweet & Share:
How to Use Social Media as
an ACS CAN Volunteer**

Using social media



- **As ACS CAN volunteers, you can use Facebook and Twitter to promote campaigns and help share them with friends and family.**



How ACS CAN uses social media



Follow ACS CAN on social media to keep up to date with what we are doing!



- @ACSCAN
- [insert state handle]



- @ACSCAN
- [insert state handle]



- @ACSCAN
- [insert state handle]

What can you do on social media?



- **Thank lawmakers**
- **Lobby lawmakers**
- **Engage your friends**
- **Recruit new volunteers or members**



Lobby lawmakers



- **Use your Twitter account to tag your lawmaker and ask them to co-sponsor/vote on legislation**



Cody Wolf
@codywolf2011

Follow



Increasing cancer research funding at [@NIH](#) & [@theNCI](#) means breakthroughs in treatments and cures [@Raul_Labrador](#). And that saves lives. Please increase federal research funding! [#FundCancerCures](#)

12:14 PM - 6 Jun 2018

Thank lawmakers



- Thank a lawmaker on social media after you meet with them or they support one of our issues.



Kathi Hansen
@KathiMHansen

Follow

Thank you, [@SenatorBaldwin](#) for working to protect people like me who have pre-existing conditions! [#KeepUsCovered](#)

ACSCAN @ACSCAN

Bill introduced could stop the sale of short-term insurance plans that weaken patient protections & deny coverage for ppl w/pre-ex. goo.gl/PTDQBL [#KeepUsCovered](#)

11:52 AM - 30 Aug 2018



Engage your friends



- Tell your friends and family on social media about ACS CAN's campaigns

A screenshot of a Facebook post by Tanya Stolz. The post is dated August 29 at 5:38 AM and is public. The text of the post reads: "Signing the petitions work!! Passed through the Senate budget for a big increase in funding. Thank to the Senators that voted in favor of the increase. Now it's on to the house. ❤️🙏 #itsmetanya #fundcancercurers". Below the text is a "Show Attachment" link. The post has received 2 comments and is liked by Jackie Barnhill Gash, Lori Greenstein Bremner, and 10 others. The interaction bar shows "Like", "Comment", and "Share" options. There are three replies visible: Marissa Trejo says "Great work!" (1 like), Tanya Stolz replies "And thank you & Eli", and Carolyn Treanor says "Excellent work ! Thank you" (1 like). Tanya Stolz also replies to Carolyn with "And thank YOU 😊".

Tanya Stolz
August 29 at 5:38 AM · 🌐

Signing the petitions work!! Passed through the Senate budget for a big increase in funding. Thank to the Senators that voted in favor of the increase. Now it's on to the house. ❤️🙏
[#itsmetanya](#) [#fundcancercurers](#)
[Show Attachment](#)

👍❤️ Jackie Barnhill Gash, Lori Greenstein Bremner and 10 others 2 Comments

👍 Like 💬 Comment ➦ Share

Marissa Trejo Great work! 👍 1
Like · Reply · 1w

Tanya Stolz And thank you & Eli
Like · Reply · 1w

Write a reply... 😊 📷 GIF 🗨️

Carolyn Treanor Excellent work ! Thank you 👍 1
Like · Reply · 1w

Tanya Stolz And thank YOU 😊

Recruit new volunteers & members



- Recruit new volunteers members via sharing ACS CAN content on social media



A screenshot of a Facebook post from Pam Berger Niese, dated June 29. The post text reads: "I got mine. You can too. Donate today get involved let your voice be heard". Below the text is a photo of a hand holding a red and white "Proud member ACS CAN" sticker. To the right of the photo is a tweet from TWITTER.COM titled "ACSCAN on Twitter" with the text: "DYK all it takes is donating \$25 or more in '18 to become an #ACSCANmember to get this really cool window cling? Show the world how proud you are to...". At the bottom of the post are three interaction buttons: "Like", "Comment", and "Share".

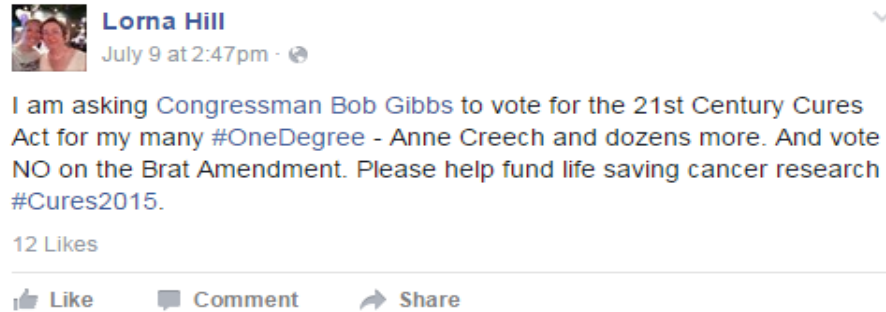
Social media tools



- **Tagging lawmakers**
- **Hashtags**
- **Promote LTEs**
- **Tell your story**
- **Pictures**
- **Your volunteer voice**



Tagging lawmakers



- **What is tagging?**
 - “Mentioning” someone’s Facebook page or profile in a post & linking to their page
 - Using someone’s username on Twitter in a tweet



Why tag lawmakers?



- Gets their attention!
- Holds them publicly accountable
- Gives them chance to respond (and get on the record!)
- Broadens reach of campaign
- Builds relationships

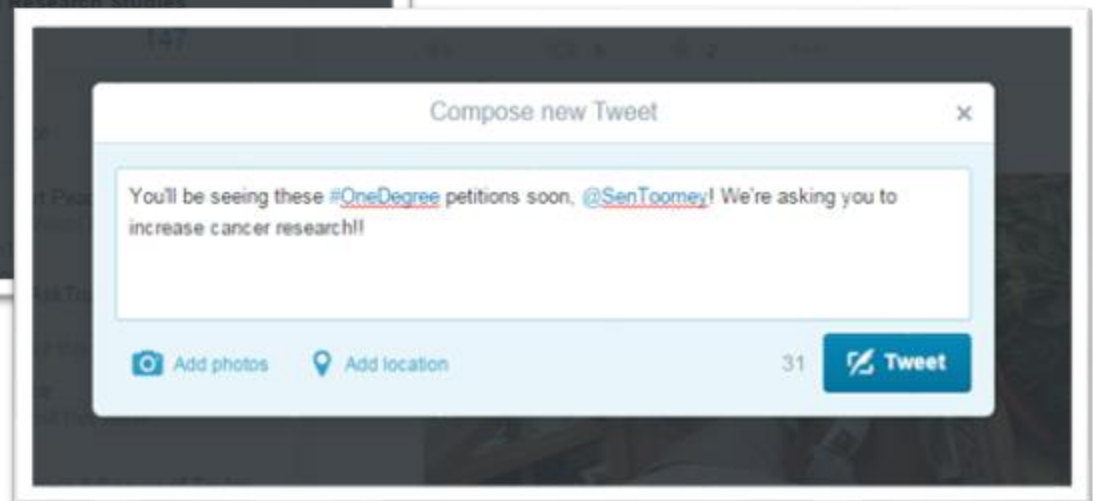
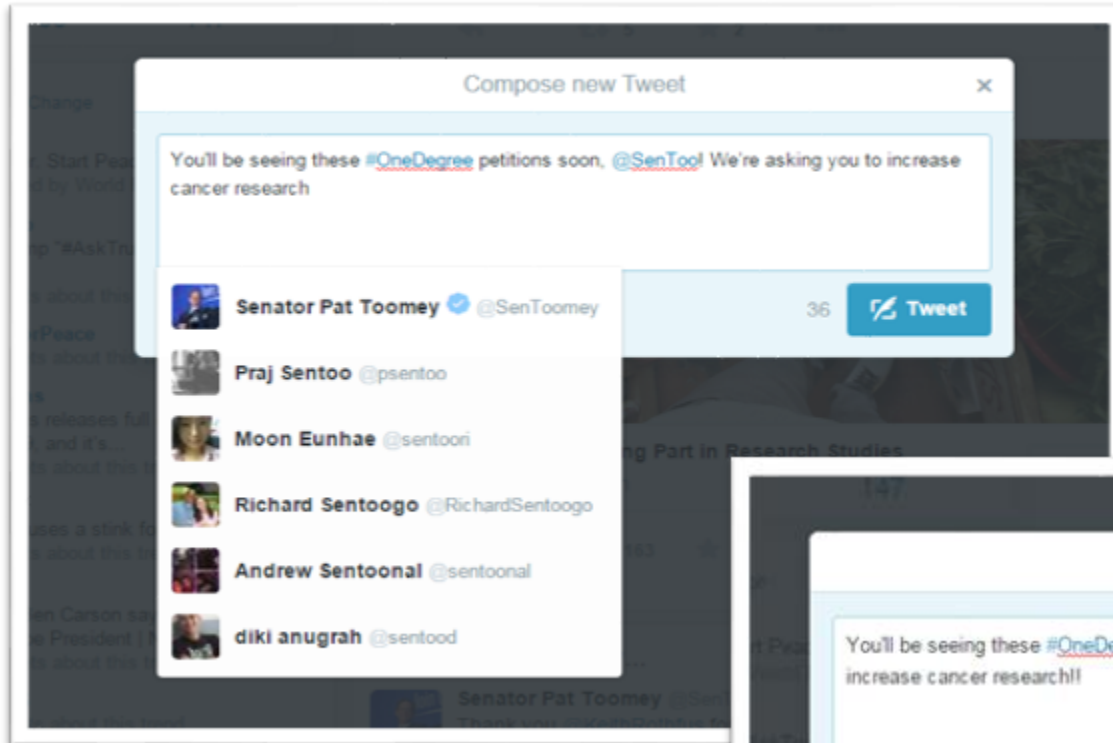


How to Tag on Facebook



A screenshot of a Facebook page for "Acs Can". The page header includes a profile picture of a group holding a banner that says "We Care About Cancer And We WILL Be Here", the name "Acs Can", and buttons for "Update Info" and "View Activity Log 5". Below the header are navigation tabs for "Timeline", "About", "Friends 886", "Photos", and "More". The main content area shows a post with the text "I'm asking Congressman @fred to cosponsor the 21st Century Cures Act for my #OneDegree - my mom is a cancer survivor and I want to see increasing the National Institutes of Health funding for cancer research." A dropdown menu is open, showing a list of suggested tags: Fred Upton (Government Official), Pete Fredriksen, Juliana Frederick, Fred Hutch (1100 Fairview Ave N, Seattle, Washington), Fred Callahan (Old Lyme, Connecticut), and Frederick Grose (Akron, Ohio). On the left side of the page, there are sections for "5 Pending Items", "Works at American Cancer Society Cancer Action Network - ACS CAN", and "FRIENDS - 886" with profile pictures of Bradley Skelcher, Lucy Bruce Whitaker (with a OneDegree logo), and Regina.

How to Tag on Twitter



Using Hashtags



- Hashtag = #
- It is a way to both track a topic and make your social media post a part of a bigger conversation



Hashtag Examples



- Use the hashtags for the state and federal ACS CAN campaigns



Jeff Bennett @jeff15bennett · May 29

Short term health plans are simply that - short term. Expanding them will hurt cancer patients and survivors, deny coverage, and drive up costs. As a cancer survivor, I'm asking you @SecAzar to withdraw the short term plan rule.

#KeepUsCovered



Sharing Your Story



- **Your stories are powerful! You can use them on social media when lobbying lawmakers or talking about ACS CAN.**



Dana Bernson
@dlbernsn

Follow

I'm an [#ACSCANmember](#) because cancer left me a widow at age 29 and I want to use my voice to make sure that we enact smart policies and fund the groundbreaking research to ensure that cancer isn't the reason more young people join the [#widowclub](#) [@ACSCAN](#) [@ACSCANMA](#)

Promote Media Hits & LTEs



Becky Mack

January 19, 2017 · Palmona Park, FL · 🌐

My Letter to the Editor regarding the Affordable Care Act is in the Naples Daily News this morning. It's under "Don't Repeal without Replacing."

Thank you to the American Cancer Society Cancer Action Network for your guidance and all the work that you do! #keepuscovered



About this website

NAPLESNEWS.COM

Letters to the editor: Thursday, Jan. 19, 2017

Letters to the editor: Thursday, Jan. 19, 2017



michaelholtz

@michaelholtz

Follow



ICYMI: my interview with [@WEHaveCancerPod](#) about cancer advocacy. [#ACSCAN](#) [#ACSCANTN](#)

Lee Silverstein @WEHaveCancerPod

How One Person Can Influence Favorable Cancer Legislation, With @MichaelHoltz traffic.libsyn.com/wehavecancersh... [#wehavecancer](#)

Share Pictures



Dana Jaelyn Georges @georges_dana · Sep 26

In memory of my late husband, Jean Georges, Jr. @ACSCAN #cancerlobbyday #lightsofhope #colorectalcanerawareness #nevertotooyoung #nationofallies #tothemoonandback #forever ❤️ @FightCRC @CCAlliance



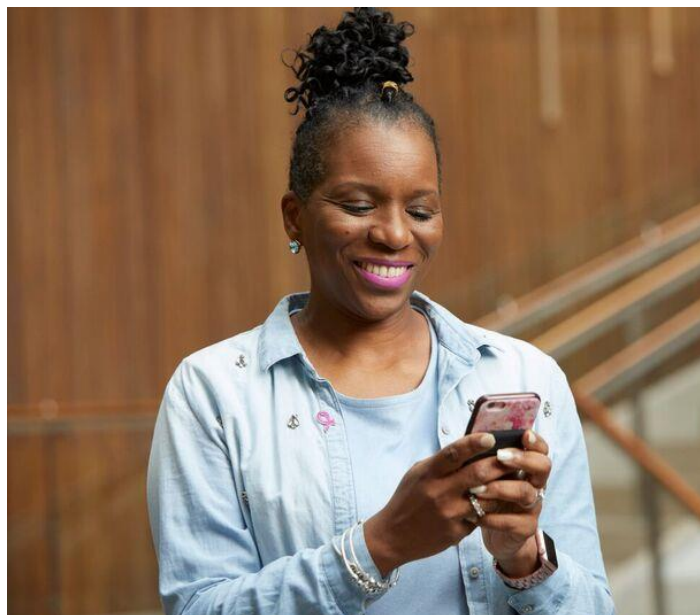
Missy McLain @Missymclain

4 days ago · Mohawk Park

Collecting petitions for @ACSCAN to protect and increase funding for mammograms at @MakingStrides. #powerofthepurse



Thank You



Thank you for all you do as ACS CAN volunteers and keep posting on social media!

