

Before Event

- Draft 3 social media posts that you can later copy and paste.
 - Who do you want to reach?
 - What story are you trying to tell?
 - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN Arkansas posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during#ARCAD25 and discussing why it's so important to have insurance coverage of genetic testing in Arkansas. Let them know why you think it's important, too!
- Spending the day in Little Rock with (X- [@ACSCANArkansas](#) /Facebook- [ACSCANArkansas](#)) asking lawmakers to make insuring genetic testing for at-risk folks a priority! #ARCAD25
- Thank you [[@LAWMAKERHANDLE](#)] for meeting with (X- [@ACSCANArkansas](#) /Facebook- [ACSCANArkansas](#)) volunteers today to hear our stories and policy priorities. Together we can #FightCancer #ARCAD25
- Sorry we missed you, [[@LAWMAKERHANDLE](#)], during (X- [@ACSCANArkansas](#) /Facebook- [ACSCANArkansas](#)) Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #ARCAD25