

## #CancerLobbyDay Social Media Tips

### General Things to Remember

- We're using social media to:
  - Show others what we're doing as ACS CAN volunteers
  - Thank lawmakers for meetings and remind them of our asks
  - Amplify #CancerLobbyDay
- You don't need to be on all social media platforms but make sure you're using the ones you are on effectively. Check out our other doc highlighting previous #CancerLobbyDay posts to see real examples how you can be talking about Lobby Day on social media.
- ALWAYS ask for permission to take a screen shot or pic in a meeting.

### Twitter Tips

- #CancerLobbyDay on all tweets so we can see and retweet from the national account.
- Have your lawmakers' handles handy.
- Tag those lawmakers and say thank you for meetings and remind them of the asks.
- Take pics!
  - While on calls
  - With your state team
  - Holding up a pic of your cancer "who"
- Follow #CancerLobbyDay and retweet. Help amplify!

### Instagram Tips

- Tag @acscan or use #acscan and we may share from the national account.
- #CancerLobbyDay on all posts and stories.
- Do a quick video talking about your day.
- Use your stories to show what you did during Leadership Summit & Lobby Day.
- Share a pic of who you're advocating for or whose cancer story you're telling.

### Facebook Tips

- Audience here is your friends and family. Tell and show them why you're participating in Lobby Day.
- Great opportunity to get others involved. Ask them to help from home.
- A quick video or Facebook Live (not during a meeting) to say what you're doing is another way to share.
- Post a pic of who you are advocating for, or in memory of and a little bit of their story and connect it to what you're doing today.