Advocacy at Home

Social Media Sharing Tips
Sample tweets:

- Surgeons advocating #athome to urge members of Congress to protect and promote [INSERT ISSUE]. @SurgeonsVoice
- Advocating #athome on behalf of @AmCollSurgeons to recognize the importance of ensuring access to quality surgical care.
- [@your Member of Congress] I am advocating #athome to make [INSERT ISSUE] a priority on Capitol Hill.
- @AmCollSurgeons advocates! I hope you will join me and advocate for meaningful change #athome.
- Thanks [@your Member of Congress] for your support on [INSERT ISSUE]. Your help makes a difference as we advocate for change #athome and in Washington.

Examples:
Twitter 101

Via smartphone or mobile device:

• **Sign in** to your Twitter account and type your Tweet into the box at the top of your Home timeline, or click the Tweet button in the top navigation bar.

• **Confirm** your Tweet is fewer than 280 characters
  – Extra characters show up as a number below the box and won’t let you send until the tweet is under the threshold
  • Consider using shorthand to preserve characters
    – & instead of and
    – Utilize / and –
    – Use photos and tag accounts in the picture to save characters in the message

• **Click** the Tweet button to post the Tweet to your profile
Sample post: Join me and advocate #athome on behalf of the @AmCollSurgeons legislative priorities.

Examples:

Amy Liepert is with Matthew Coffron and 45 others in Madison, Wisconsin.

From Madison to DC and back: It has been a week and a half filled with impacting patients and collaborating with colleagues.

#surgicalhealthpolicyadvocacy #SurgeonsVoice #WisconsinSurgicalSociety #ACSLA19 #AmericanCollegeofSurgeons #WisMed #FirearmViolenceInjuryPrevention #ThisIsMyLane

#SurgicalCollaborativeWIWisconsin Healthcare funding, Prior Authorization, Unanticipated Billing, Surgical Workforce, Rural Surgery, Trauma Funding Mission Zero Act, Coalitions, Collaborations, Friendships. #DCCherryBlossomsAreAmazing!!!
Facebook 101

Via smartphone or mobile device:

• Your **Timeline** is where you can view your posts or posts you've been tagged in displayed by date.
  – Your Timeline is also part of your profile.
  – You can post to your Timeline either from the top of your Timeline or from News Feed:

• From the top of your Timeline or News Feed, **click** what type of story you want to share (ex: status, photo/video)

• **Type** in any details you want to add

• **Select** an audience for your post

• **Click** Post

• If applicable, you can also: tag friends, pick a date for the story, and add a location or photo
Staff Contacts

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