



# **Advocacy at Home**

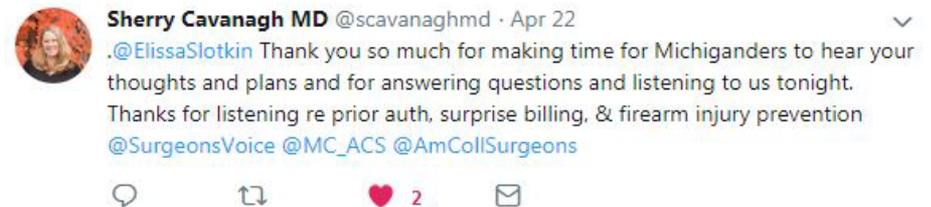
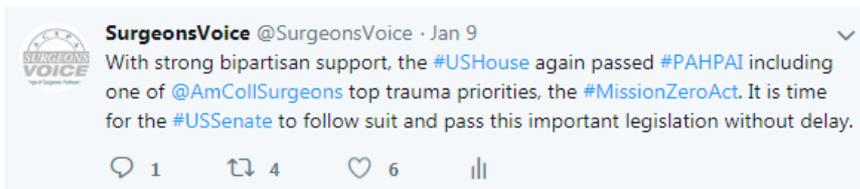
## ***Social Media Sharing Tips***

# Twitter

## 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



# Facebook

**Sample post:** Join me and advocate #athome on behalf of the @AmCollSurgeons legislative priorities.

## Examples:

 **Amy Liepert** is with Matthew Coffron and 49 others in Madison, Wisconsin. April 7 at 8:28 PM · 🌐

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 #ACSLAS19 #AmericanCollegeofSurgeons #WisMed #FirearmViolenceInjuryPrevention #ThisISMyLane #SurgicalCollaborativeofWisconsin Healthcare funding. Prior Authorization. Unanticipated Billing. Surgical Workforce. Rural Surgery. Trauma Funding Mission Zero Act. Coalitions. Collaborations. Friendships. #DCCherryBlossomsAreAmazing!!!



 **Congressman Glenn Grothman** April 4 at 1:50 PM · 🌐

American College of Surgeons visited my #DC office to discuss ways to make health care more accessible, while keeping patients in charge of their decisions.



# 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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