

Using Twitter in Advocacy

Here are some great tips on using Twitter to communicate with your elected officials!



Getting started

Some members of Congress will have multiple Twitter accounts — such as one for campaigning and another for use while they are in office. If multiple accounts exist, use the one linked from his or her “.gov” website.

Prepare yourself

- 1. Your account:** Before posting anything, make sure to review your own account. Ensure that your Twitter account includes a profile picture, a bio and location. Including any credentials you have earned, a job title and your employer can boost your credibility and show that you live or work in a particular state or district.
- 2. Resources:**
 - [Public Health Newswire](#) will help you stay up to date on public health events, the latest research, breaking news and advocacy efforts. The site features commentary from notable public health experts, including APHA members and leaders, and provides an opportunity for discussion and dialogue on the most pressing topics of the day. Visit the site, engage and share content!
 - APHA’s [@publichealth](#) Twitter feed provides frequent updates on public health issues that you can retweet to your followers.

Write your post

The basic formula for writing a post to your member of Congress is the following: location + member of Congress name or handle + the issue. When possible, use pictures in your tweets. Pictures help your tweet stand out in a stream of tweets. Here are a few examples that use different formats to expand upon this basic formula:

- **Basic:**
Climate change can lead to increased extreme heat events in states like Arizona. [@SenMcSallyAZ](#) we need action to protect public health!
- **Using district numbers and mention specific legislation:**
I’m a public health professional & resident of IN-02. I’m asking [@RepWalorski](#) to protect health & vote against ACA repeal.
- **Naming well-known local points of interest to help you identify as a constituent:**
[@PattyMurray](#), please fund immunization programs to ensure our kids are safe from mumps in the Palouse.

- **Mentioning local or influential groups to increase reach and notoriety of an issue:**
[@RepMcKinley](#), protect our kids. [@PublicHealth](#) & [@WV_DHHR](#) support CDC Lead Poisoning Prevention funded by Prevention & Public Health Fund.

Accounts to consider including in your tweets:

- APHA, APHA affiliates and APHA member components
- Local unions such as teachers, fraternal order of police, labor etc.
- Local leaders such as school administrators, fire/police chiefs, local elected officials, nonprofit leaders etc.
- Local businesses such as chamber of commerce, CEO's or small business owners
- Any non-traditional partner that can show this is a community-wide issue

Timing your post

Make sure to look for chances to respond to posts from the member of Congress's account. Likes and retweets are tallied by the member's office to gauge support. You can also voice displeasure or support by replying or commenting on posts. The more timely your reply, the more likely you are to get a response.



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