Using social media for advocacy

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Same as normal advocacy

• Be respectful
• Be concise
• Be credible
• and have the right zip code

#APHA2016  @PatrickBenko
Types of social media advocacy

- Congress
- Local
- Agencies and departments
- News outlets
- Friends and family
Your account

- Have a complete profile with picture (of you)
- Be active on the platform
- Geographic and professional cues
Find your target

- https://www.usa.gov/elected-officials
- Official vs. campaign
- Look for responsive accounts
- Journalists
- Communications staff
- Personal accounts
Write your post

• Follow the letter formula
  • Issue
  • Why important to you
  • Why important to constituents
  • Why listen to me
• What + Geography/Professional + Target Handle
• Look at what gets retweeted or favorited
• Don’t be a troll
Connect with Patrick Benko

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