

## Social Media and Advocacy Tips: Help Connect, Share, and Build our Advocacy Efforts

Being active on social media can amplify policy issues that are important to internists, especially now that the current COVID-19 public health crisis doesn't allow for large gatherings. ACP invites you to share your experiences advocating for internal medicine—whether it's engaging with a lawmaker, participating in a virtual meeting, or discussing ideas with your state chapter—on Facebook, Twitter, and Instagram. Since we are unable to advocate face-to-face with lawmakers this year, make your voice heard from the safety of your home!



- When posting on Instagram, Twitter, or Facebook, be sure to tag ACP @ACPinternists—this allows us to better track the advocacy conversation happening online. You can also tag your ACP state chapter.
- Since we are not able to meet with lawmakers in person this year, capturing their attention online is more important than ever. If you are reaching out to a lawmaker's office on an issue, also consider reaching out to them on social media. CSPAN has provided a list of members' Twitter handles here: <https://twitter.com/cspan/lists/members-of-congress/members?lang=en>
- Images make social media more engaging. If you are tagging a member of Congress you have met before in your post, consider including a picture of your previous meeting.
- You can also like ACP's posts on advocacy issues, comment, tag colleagues, or retweet us and encourage others to follow along.
- Using hashtags (#) makes it easy for other users to find and follow tweets about a specific topic and lends to the larger online conversation. Here are some we suggest using:

#Internists    #InternalMedicine    #IMProud  
#IMEssential    #COVID19    #VirtualAdvocacy  
#AccessToCare    #PatientsBeforePaperwork    #PrimaryCare

- Follow ACP staff and leadership on Twitter to get information on what ACP is doing and for fresh advocacy perspectives. Here are some accounts to consider: Bob Doherty (@BobDohertyACP), Shari Erickson (@SEricksonACP), Dr. Jacqueline Fincher (@JFincherMD), Dr. Heather Gantzer (@HGantzerMD), and Dr. Darilyn Moyer (@DarilynMoyer).
- For more updates specific to ACP's advocacy, follow our Advocates for Internal Medicine Network at @AdvocatesIM.
- When tweeting, keep in mind that your content is public. If you have been able to have a conversation with someone from your lawmaker's office or have received a response to a communication you sent them, we suggest that you **thank** them, but do not include specific comments they may have made about issues you discussed.



Want to **join the conversation**? Feel free to use the below sample content to spark ideas for your own posts. You'll find more sample posts included in each of our issue areas in our Virtual Advocacy Toolkit.



Thank you, @[insert member of Congress], for supporting [consider mentioning an issue you support that they also support]. [Include any support photos]. @ACPinternists #IMProud



Now more than ever, it is important that we advocate on behalf of #internists across the country on important #healthcare policy during the #COVID19 pandemic. @ACPinternists [include photo or video].



Today I am tweeting with @ACPinternists on to advocate on important health policy issues impacting #internalmedicine. [Include a selfie]

### ACP social media accounts to follow:

- Instagram: [www.instagram.com/acpinternists](http://www.instagram.com/acpinternists)
- Facebook: [www.facebook.com/acpinternists](http://www.facebook.com/acpinternists)
- Twitter: [www.twitter.com/acpinternists](http://www.twitter.com/acpinternists)
- Advocates for Internal Medicine Network (<http://twitter.com/AdvocatesIM>)
- Dr. Darilyn Moyer, ACP's Executive Vice President and CEO (<https://twitter.com/DarilynMoyer>)
- Bob Doherty, ACP's Senior Vice President of Governmental Affairs and Public Policy (<https://twitter.com/BobDohertyACP>)
- Shari Erickson, ACP's Vice President of Governmental Affairs and Medical Practice (<https://twitter.com/SEricksonACP>)

