



SOCIAL MEDIA ADVOCACY

TIPS FOR SOCIAL MEDIA ADVOCACY POSTS

1

Engage with Your Representatives and Senators

When you meet with the offices of your Representatives and Senators, be sure to tag them. Many Congressional offices maintain social media accounts to connect with constituents, which are often highlighted on their official websites. To find their websites, visit the Senate and House Directories at (<http://www.senate.gov>) and (<http://www.house.gov>), then click on the name of the member you are meeting with.

2

Include Visuals in Congressional Meetings

- **Capture the Moment:**

- This year will feature both virtual and in-person congressional meetings, so it's essential to include photos from both settings!

- **Take a Photo:**

- At the end of the meeting, don't hesitate to ask for a picture with the Representative or Senator. If you're meeting virtually, request permission to take a screenshot of the video chat.

- **Show Your Appreciation:**

- After the meeting, tag the staff member or member of Congress you interacted with in your post to express your gratitude.

- **Alternate Options:**

- If a photo isn't possible, consider taking one outside their office by the nameplate or, in a virtual environment, snap a picture of yourself with your computer screen and tag the Representative or Senator.

Note: Many Congressional members are active on Twitter and value feedback from their constituents!

3

Keep your posts concise and positive!

4

Ensure your posts are set to "Public" so that they can be viewed and shared by the TSC community!

SHARE THE HASHTAG AND TAG US:

#MARCH4TSCRESEARCH

@TSCALLIANCE



SOCIAL MEDIA 101

CHOOSING THE RIGHT PLATFORM FOR SHARING YOUR CONGRESSIONAL MEETINGS

Select the social media platform that feels most natural for you. Think about where you're already active, where you have the strongest audience, and whether your account is public. (You can always switch back to private after your advocacy activities if you prefer.)

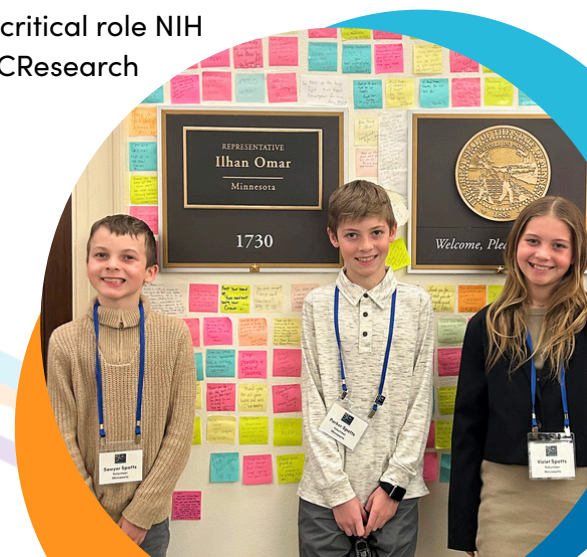
Each platform reaches different audiences and supports different content styles:

- **Instagram**
 - Perfect for compelling photos, behind-the-scenes moments, and short, engaging stories from your meetings on the Hill.
- **Twitter/X**
 - Best for real-time updates, quotes from your meetings, and joining relevant policy or advocacy conversations through hashtags.
- **Facebook**
 - Ideal for longer updates, sharing reflections, and engaging your personal network in discussion about the issues you raised.
- **LinkedIn**
 - Great for professional insights, highlighting your advocacy work, and tagging organizations, lawmakers, or partners to expand visibility.
- **TikTok**
 - A creative option for short, dynamic videos that explain why you're advocating, recap key points, or celebrate the impact of your meetings.

No matter the platform, tailor your content to its strengths—and engage with your audience. Responding to comments, reposting, and answering messages not only builds relationships but also increases visibility for your advocacy work.

HERE ARE SOME EXAMPLES

- Proud to represent the TSC community today as we meet with @SenatorJenkins to advocate for stronger research funding. #March4TSCResearch @tscalliance
- Our TSC community is strong—and today we're sharing that strength with @RepDavis during our Hill meeting. #March4TSCResearch
- Honored to meet with @RepCarver today to discuss how federal TSC research funding drives breakthroughs that improve—and save—lives. #March4TSCResearch @tscalliance
- Grateful for the chance to speak with @SenWilliams about the critical role NIH and DoD funding play in advancing TSC research. #March4TSCResearch
- Excited to meet with @SenatorJenkins today for #March4TSCResearch to discuss the importance of continued TSC research funding. @tscalliance
- Grateful for the opportunity to meet with @RepSmith today to share our story and advocate for TSC research. #March4TSCResearch @tscalliance
- Meeting with @SenBrown's office today to talk about why TSC research matters for families like ours. #March4TSCResearch



SOCIAL MEDIA

FREQUENTLY ASKED QUESTIONS



WHAT SHOULD I POST?

You can post before or after you've met with your member of Congress. Before the meeting you should create a post that highlights the issues you will be talking about. After the meeting you can post your picture with a thank you note on social media reemphasizing the ask or any key points you discussed during the meeting.

HOW TO POST A HASHTAG ON SOCIAL MEDIA

- Posting a hashtag is simple. Just create a post on Twitter, Facebook, or Instagram, and include the hashtag anywhere in the post. Capitalization and placement don't matter!
- Follow @TSCAlliance on Facebook, Instagram, and Twitter to see examples and get inspiration for your posts.

WHAT IS A #HASHTAG?

- A hashtag is a "#" followed by a word or phrase without spaces, allowing users to find specific content.
- Use the following hashtags to promote March on the Hill and TSC Alliance:
 - #March4TSCResearch
 - @TSCAlliance
 - #tscalliance, #hopenomatterhowcomplex, #tscstrong, #tuberoussclerosiscomplex

WHY USE HASHTAGS?

Hashtags help organize content. When people search for specific topics, hashtags make it easier for them to find relevant posts.

WHAT ABOUT VIDEOS?

Posting videos on your Facebook and Instagram story is a great way to share your experience and connect with people in real time. PLEASE NOTE: Filming inside Congressional Office Buildings is prohibited. However, filming outside is allowed.

If you want to film video while on the Hill, here are a few tips:

- Let your followers experience your day on the Hill! Share your day of advocacy as a running video blog.
- Write a description that includes tagging @tscalliance.

WHAT TYPE OF CONTENT PERFORMS BEST?

- Personal stories (why you're in DC)
- Photos or short videos of yourself or those impacted
- Progress updates (who has agreed to sign on in support)

