May 2017 Social Media Guide For Advocacy Posts

NPKUA Board members, staff and volunteers will be lobbying on Capitol Hill May 22 – 23, 2017 for the Medical Nutrition Equity Act. If you are unable to join us in person, or are planning to be on Capitol Hill, here are some great tips for social media engagement and sample social media posts to help get our message out. Especially since May is National PKU Awareness month, we encourage you to focus on advocacy related topics to engage your elected officials. Make sure to include the hashtag #MedicalFoodsNow, the link to our MNEA flyer (www.npkua.org/MNEA) and a customizable Photo Frame or Advocacy Infographic.

Customizable Advocacy Infographic

Download our Advocacy Infographic at https://www.npkua.org/Take-Action/Advocacy-Infographic and add your photo. Then take a picture of yourself holding the flyer and hand it to your congress person during your meeting.

Customizable Advocacy Picture Frame

Create an Advocacy Frame at www.npkua.org/Take-Action/Picture-Creator and upload to your social media platforms with the following easy to personalize posts below. Make sure to also post directly on your Senate and House Representatives social media pages.

How-To Tag Legislators

You can look up your legislators using our Legislative Lookup Tool. Visit their website to link on to their social media platforms. Make sure to follow your legislators on Facebook and Twitter. Then when you post on Facebook and type in their name you can tag them in your Facebook Post. When you are on Twitter, you can visit the legislators Twitter page and get their Twitter handle (begins with the “@”). You can tweet directly from their page or from yours.

Customizable Social Media Posts

*Facebook examples:*

- I’m on Capitol Hill right now with the NPKUA! Visiting {tag member’s official FB page}’s office to tell Congress it is time to cover #MedicalFoodsNow! Support www.npkua.org/MNEA now! *(Include the advocacy frame with your picture)*

- I support the NPKUA who is visiting members of congress to tell them it’s time to cover #MedicalFoodsNow! Support www.npkua.org/MNEA now! *(Include the advocacy frame with your picture)*
Twitter examples:

- On Capitol Hill w/ @NPKUA_Info telling Congress to cover #MedicalFoodsNow. Join us: www.npkua.org/MNEA (attach a photo in front of office)

- Today I’m on Capitol Hill w/ @NPKUA_Info to visit [member twitter handle]’s office to tell Congress to fund and support #MedicalFoodsNow www.npkua.org/MNEA (attach a photo in front of office)

Instagram examples:

- Getting my voice heard on Capitol Hill w/ @NPKUA_Info telling Congress to cover #MedicalFoodsNow. Join us: www.npkua.org/MNEA (Include the advocacy frame with your picture)

- Standing w/ @NPKUA_Info on Capitol Hill telling Congress to cover #MedicalFoodsNow. Join us: www.npkua.org/MNEA (Include the advocacy frame with your picture)

Example Facebook post using the provided text with the customizable advocacy Picture-Creator

Please contact Katrina Swenson, Project and Communications Coordinator, with any questions at katrina.swenson@npkua.org.