

TWEETING and Liking It: Social Media and Advocacy Revealed

Anatomy of a “Tweet”

RT MESSAGE

HANDLE

LINGO

SAMPLE TWEET

RT @CareAdvocacy Love that letter! @Raul_Labrador office visit very nice! Thks & check out our letter on provider assessments: <http://bit.ly/Ufh3JO> #carenotcuts

BITLY LINK

HASHTAG

Politicians and elected officials now monitor social media networks to take the pulse of constituent concerns. Review the five steps below to integrate social media into your efforts; for help contact Michael Cowden, mcowden@ahca.org, Manager, Grassroots and Member Advocacy.

- Step 1:** Sign up for a **Twitter/Facebook** account and begin *following* your **Members of Congress**.
- Step 2:** Make the most of your Tweets/Facebook posts by including pictures, news from your long term care center, tools and links AHCA/NCAL shares. Respond to advocacy alerts, but additionally connect with your Members on Twitter and Facebook.
- Step 3:** RT and like other users building reciprocal beneficial relationships which will draw more awareness to your own voice. The best time to build influence is also when you're not asking for something so use social media to share your story with your Members, invite them for a facility tour or simply RT their posts.
- Step 4:** Relax. You don't have to be a social media guru to be successful. Just by adding your voice to the mix you have enhanced your visibility as an advocate.
- Step 5:** You're not alone. Follow our **new advocacy hub** on **Twitter** (twitter.com/CareAdvocacy) and like us on **Facebook** (facebook.com/CareAdvocacy).

TWITTER TERMINOLOGY

Tweet: A 140 character or less micro-blog message.

Retweet (RT): Another user repeating your Tweet to his or her followers. Other users will retweet your message and greatly elevate your voice as an advocate.

News feed: A collection of the recent Tweets and activity of those you follow.

Follow: Not to walk behind but to select a user that interests you. His or her Tweets will then appear in your news feed.

Hashtag: Use the # symbol before any word or string of words to link your conversation to all other Tweets using the same hashtag e.g. **#carenotcuts**, **#LTC**, **#Medicaid**

Handle: Your Twitter name e.g. **@CareAdvocacy**, **@ahcancal**, **@SenSmyth**. To Tweet *to someone* use the @ followed by their handle.

Bitly: Free website which allows you to shorten long website links for your Tweets. **Bitly.com**

Lingo: Feel free to shorten words to make your Tweets more condense. If possible, leave characters space for others to leave a message in their RT.

