

DPAC Hill Day – Social Media Guide

BACKGROUND: ENGAGING WITH CONGRESSIONAL OFFICES ON SOCIAL MEDIA

On October 1st, Diabetes Patient Advocacy Coalition (DPAC) patient representatives will join medical professionals from the Endocrine Society to advocate on Capitol Hill for policies that improve the health of people with diabetes. One such policy is **H.R. 5768/S. 3366, the Expanding Access to Diabetes Self-Management Training Act of 2018**. Diabetes self-management training (DSMT) teaches Medicare beneficiaries survival skills critical to managing their diabetes. In addition, we know that better diabetes management leads to lower costs. Unfortunately, because the DSMT program is difficult to access, only 5 percent of Medicare beneficiaries with diabetes are able to take advantage of the training. **Members of Congress need to hear from you about H.R. 5768/S. 3366 and the importance of expanding diabetes self-management training.**

Engaging with congressional offices on social media in conjunction with in-person visits is an easy, effective and complementary way to deliver your message. Congressional offices track social media engagement and studies suggest that a surprisingly small number of posts is enough to get their attention.

SOCIAL MEDIA ENGAGEMENT ON H.R. 5768/S. 3366

Below is information to help you advocate for H.R. 5768/S. 3366 on social media:

Twitter Toolkit

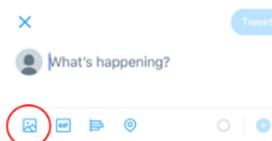
Twitter is a quick and easy way to provide support for legislation and engage with lawmakers. Twitter is a social network that allows users to send and read text-based messages of up to 280 characters, known as “tweets,” and “follow” or “be followed” by other accounts. Users can also group or link posts together to a specific topic, by using the hashtag (#) symbol, or interact and connect with other users using the at sign (@). Using the “@” sign before a lawmaker’s twitter handle will “tag” the lawmaker and notify them of your tweet.

TWITTER AT-A-GLANCE

Compose a tweet with this button



Use this button to add a photo



Use this button to search for tweets



Search for tweets on #HR5768/#S3366



Diabetes Patient Advocacy Coalition (DPAC) is an alliance of people with diabetes, caregivers, patient advocates, health professionals, disease organizations and companies working collaboratively to promote and support public policy initiatives to improve the health of people with diabetes. DPAC seeks to ensure the safety and quality of medications, devices, and services; and access to care for all 30.2 million Americans with diabetes.

SUGGESTED HANDLES & HASHTAGS

#HR5768/#S3366

#Advocate4Diabetes

(To unify all social engagement around this effort, use these hashtags.)

@DiabetesPAC

@TheEndoSociety

@RepTomReed

@RepDianaDegette

@SenatorShaheen

@SenatorCollins

(Original bill cosponsors.)

**See a list of target members of Congress and their respective handles below to incorporate into your tweets*

BEST PRACTICES

Include photos in your posts to make them more engaging.

Use hashtags to flag specific topics so that other users interested in the same topic find your tweet.

Post a ‘thank you’ tweet after each meeting with a member or staffer. Include a photo where possible.

“Tag” lawmakers and staff members in thank you tweets to increase the odds that they will take notice.

Follow, retweet, and like other Twitter and Facebook users who are advocating for the bill.

SAMPLE TWEETS

Excited to join @DiabetesPAC + @TheEndoSociety on Capitol Hill today to advocate for #HR5768/#S3366 and talk about the importance of expanding diabetes self-management training #DSMT. #Advocate4Diabetes

Only 5% of Medicare patients with diabetes are able to take advantage of critical diabetes self-management training because it is difficult to access. We’re on Capitol Hill today sharing our story and advocating for expanded access through #HR5768/#S3366 #Advocate4DiabetesCare

Diabetes self-management training teaches critical survival skills to those living with diabetes. We urge [@MEMBER OF CONGRESS] to support #HR5768/S3366 to expand access to training. #Advocate4Diabetes

Thank you [@MEMBER OF CONGRESS] for meeting with @DiabetesPAC today to discuss #HR5768/#S3366. Your support will help expand access to diabetes care, improve health, and lower costs. #Advocate4Diabetes

Great day on Capitol Hill with @DiabetesPAC + @TheEndoSociety advocating for DSMT and diabetes care. Encouraged by all the support for #HR5768/#S3366. #Advocate4Diabetes

Facebook Toolkit

Facebook is also an effective means of advocacy. Through liking, tagging, commenting, and sharing, a Facebook post’s reach is extended beyond just your friends – it will begin appearing in the feeds of your friend’s friends, extending a post’s sphere of influence. Like Twitter, one can tag friends and public figures using the “@” sign, and be linked to similar public posts through hashtags (#). In order to tag on Facebook, begin typing the target contact’s Facebook handle (e.g., “@DiabetesPAC” in the “Update Status” box. This will prompt a dropdown list of several contacts to appear. Once you select the correct contact from the dropdown list, the contact’s name will be highlighted in blue in your status box, verifying that your tag has been entered properly. (Be sure to select the target contact’s Facebook page – indicated by a blue checkmark next to their name in the dropdown list – and not their location.)

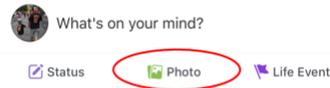
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FACEBOOK AT-A-GLANCE

Write your post here



Use this button to add a photo



SUGGESTED HANDLES & HASHTAGS

#HR5768/#S3366

#Advocate4Diabetes

(To unify all social engagement around this effort, use these hashtags. Only public posts are searchable to those who are not your friends.)

@DiabetesPAC

www.facebook.com/DiabetesPAC/

@EndocrineSociety

www.facebook.com/EndocrineSociety/

@RepTomReed

@Degette

@ SenatorShaheen

@susancollins

(Original bill cosponsors.)

**See a list of target members of Congress and their respective Facebook handles below to incorporate into your tweets*

BEST PRACTICES

Include photos in your posts to make them more engaging.

Use hashtags to flag specific topics so that other users interested in the same topic find your tweet.

Post a 'thank you' tweet after each meeting with a member or staffer. Include a photo where possible.

"Tag" lawmakers in your tweets to increase the odds that they will take notice. Tagging members of Congress means that they may share your posts with their other followers, which could include other legislators.

Follow, like and share posts by other Facebook users who are engaging on the issue.

SAMPLE POSTS

- Diabetes self-management training (DSMT) teaches critical survival skills to Medicare beneficiaries living with diabetes. Unfortunately, despite the fact that DSMT improves health and reduces costs, only 5% of Medicare beneficiaries are able to take advantage because it is difficult to access. We are on Capitol Hill today with @DiabetesPAC and @EndocrineSociety advocating for #HR5678/S3366, which will expand access to DSMT. #Advocate4Diabetes
- I am excited to join @DiabetesPAC and @EndocrineSociety on Capitol Hill today to advocate for expanded access to diabetes self-management training (DSMT) and #HR5768/#S3366. DSMT teaches survival skills for those living with diabetes and H.R. 5768/S. 3366 allows for additional training and removes existing barriers to training. #Advocate4Diabetes
- Thank you to [@MEMBER OF CONGRESS] for meeting today. With your support, we will be able to pass #HR5768/#S3366 and expand access to critical diabetes survival skills for Medicare beneficiaries living with diabetes. #Advocate4Diabetes

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RELEVANT TWITTER HANDLES FOR CAPITOL HILL MEETINGS

The following is a list of key members of Congress that advocates can engage on social media in connection with the October 1st DPAC Hill Day. Please feel free to tag these members in your tweets and Facebook posts using their official accounts below.

Rep. Rick Allen Twitter: @RepRickAllen Facebook: CongressmanRickAllen	Sen. Sherrod Brown Twitter: @SenSherrodBrown Facebook: @SenatorSherrodBrown
Rep. Joyce Beatty Twitter: @RepBeatty Facebook: @RepJoyceBeatty	Sen. Ben Cardin Twitter: @SenatorCardin Facebook: @senatorbencardin
Rep. Susan Brooks Twitter: @SusanWBrooks Facebook: @CongresswomanSusanWBrooks	Sen. Joe Donnelly Twitter: @SenDonnelly Facebook: @senatordonnelly
Rep. Kathy Castor Twitter: @USRepKCastor Facebook: @USRepKathyCastor	Sen. Diane Feinstein Twitter: @SenFeinstein Facebook: @SenatorFeinstein
Rep. Debbie Dingell Twitter: @RepDebDingell Facebook: @RepDebbieDingell	Sen. Kamala Harris Twitter: @KamalaHarris Facebook: @SenatorKamalaHarris
Rep. Gregg Harper Twitter: @GreggHarper Facebook: @GreggHarper	Sen. James Inhofe Twitter: @jiminhofe Facebook: @jiminhofe
Rep. Sam Johnson Twitter: @SamsPressShop Facebook: @RepSamJohnson	Senator John Kennedy Twitter: @JohnKennedyLA Facebook: @SenatorJohnKennedy
Rep. Doug Lamborn Twitter: @RepDLamborn Facebook: @CongressmanDougLamborn	Sen. Mitch McConnell Twitter: @McConnellPress Facebook: @mitchmcconnell
Rep. Seth Moulton Twitter: @teammoulton Facebook: @RepMoulton	Sen. Patty Murray Twitter: @PattyMurray Facebook: @pattymurray
Rep. John Sarbanes Twitter: @RepSarbanes Facebook: @RepSarbanes	Sen. Bill Nelson Twitter: @SenBillNelson Facebook: @billnelson
Rep. Steve Scalise Twitter: @SteveScalise Facebook: @RepSteveScalise	Sen. David Perdue Twitter: @sendavidperdue Facebook: @SenatorDavidPerdue
Rep. Debbie Wasserman Schultz Twitter: @RepDWStweets Facebook: @RepDWS	Sen. Rob Portman Twitter: @senrobportman Facebook: @senrobportman
Rep. David Scott Twitter: @RepDavidScott Facebook: @RepDavidScott	Sen. Debbie Stabenow Twitter: @SenStabenow Facebook: @SenatorStabenow
Rep. Kyrsten Sinema Twitter: @RepSinema Facebook: @CongresswomanSinema	Sen. Chris Van Hollen Twitter: @ChrisVanHollen Facebook: @chrishvanhollen
Rep. Albio Sires Twitter: @RepSires Facebook: @RepAlbioSires	Sen. Elizabeth Warren Twitter: @SenWarren Facebook: @senatorelizabethwarren
Rep. Dave Trott Twitter: @repdavetrott Facebook: @RepDaveTrott	Sen. Ron Wyden Twitter: @RonWyden Facebook: @wyden
Rep. Brad Wenstrup Twitter: @RepBradWenstrup Facebook: @RepBradWenstrup	Sen. Todd Young Twitter: @SenToddYoung Facebook: @SenatorToddYoung

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