





2018 ADVOCACY SUMMIT

Social Media Guide

Join the #InvestInKids Conversation

Here are a few simple ways to let your friends and family - and even Congress! - know what you're up to at the Advocacy Summit!

- Follow us, retweet and share!
 -  @SCActionNetwork | @SavetheChildren | @JNJCare
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 -  @SavetheChildren
- Use **#InvestInKids** in all your posts. Using the same hashtag will help more people see your message.
- **Take pictures!** Social media posts with photos typically get more attention. Be sure to do this as you're on your way to Washington and after your meetings on Capitol Hill!
- **Tag people** (@SCActionNetwork, @SavetheChildren, speakers and members of Congress)
- **Write in your own voice and give live updates about your day in Washington!** Tell your friends what you're up to and why you're passionate about advocating for kids.
- **Use our Snapchat filter in your snaps!**
- **Join our Facebook group!** [Connect with other attendees](#) before the Summit.
- **Upload your photos to this [dropbox folder](#)** so we can share them on social media and with press!

Sample Posts

Facebook: I'm excited to be advocating for kids this week in Washington, D.C. during @SavetheChildrenActionNetwork and @SavetheChildren's Advocacy Summit! I'm learning a lot about how to be an effective voice for kids. Can't wait to go to Capitol Hill to urge our lawmakers to #InvestInKids!

Twitter: Thrilled to be in D.C. for the @SCActionNetwork & @SavetheChildren Advocacy Summit. Let's #InvestInKids!

Instagram: I'm so excited to be advocating for kids this week in Washington, D.C. during @savethechildrenactionnetwork and @savethechildren's annual Advocacy Summit! I'm learning a lot about how to be a more effective voice for kids. Can't wait to go to Capitol Hill to urge our lawmakers to #InvestInKids through #earlyed and #globalhealth!

Tweet at Congress

It's easy to ask your members of Congress questions on Twitter and tweeting at them is a great way to let them know about issues that are important to you. To find the handle for a specific member of Congress, simply type their name into the search bar.



When starting a tweet with a handle, first type a period before the member's handle to ensure more people can see your post. See examples below.

Keep your ask short and sweet – and ask your friends to retweet it!

Sample Tweets

- [.@chriscoons](#) & [@LindseyGrahamSC](#), Now is the time to [#InvestInKids](#) by cosponsoring the [#ReachAct](#)! Let's [#SaveMomsandKids](#).
- [.@chuckgrassley](#), Our future depends on our children. Let's [#InvestInKids](#) with high-quality [#earlyed](#)!
- Thank you for meeting with us and discussing the importance of [#earlyed](#), [@RepKClark](#)! [#InvestInKids](#)

Hashtags to Use

- [#InvestInKids](#)
- [#JNJ](#)
- [#ReachAct](#)
- [#SaveMomsandKids](#)
- [#EarlyEd](#)

Stay Engaged

Use the skills you learn at the Advocacy Summit as you continue your work in your community.

- Take pictures at events and post them on social media.
- Don't forget to use [#InvestInKids](#) and tag us so we can highlight your work!
- Ask your friends to follow us, too!