

Social Media Guide

August Congressional Recess #NBCContheHill #StopBreastCancer

SOCIAL MEDIA GOALS

Commit to a social media goal of one-two posts weekly on Twitter, Instagram, and Facebook to help us amplify the importance of taking action while Congress is in recess.

If you do not yet have social media accounts but would like to create them, email the communications team at rhassanein@stopbreastcancer.org or nlevins@stopbreastcancer.org.

IDEAS FOR POSTS

- Post sample content and share NBCC's posts about taking action.
- Take pictures of townhalls you attend and share them on social media.
- Thank your representatives and senators on social media if they have cosponsored the Metastatic Breast Cancer Access to Care Act or urge them to cosponsor it. Be sure to tag them in your posts.
- Be sure to tag NBCC (see handles below) and include hashtags #TakeAction, #NBCContheHill, or both.
- If you submit a letter to your local newspaper, share it on social media and tag NBCC.
- Follow NBCC's social media and share our posts.

FOLLOW AND TAG US

 Twitter: [@NBCCStopBC](https://twitter.com/NBCCStopBC)

 Instagram: [@NationalBreastCancerCoalition](https://www.instagram.com/NationalBreastCancerCoalition)

 Facebook: [TheNationalBreastCancerCoalition](https://www.facebook.com/TheNationalBreastCancerCoalition)

NBCC August Recess Social Media #Advocacy #NBCContheHill

Amplifying our legislative and public policy priorities is critical to achieving our mission to end breast cancer. You can support our advocacy efforts using the power of social media.

GOALS FOR AUGUST RECESS SOCIAL MEDIA

- Promote your local media hits
- Post on social media tagging Members
- Follow @NBCCStopBC and the hashtags #NBCContheHill, #StopBreastCancer and share posts
- If you need assistance, text Rokia Hassanein at 202-873-4896 or email rhassanein@stopbreastcancer.org

FACEBOOK

- Facebook doesn't have a word count limit, but try to get your core message in the first 200 characters for easy viewing.
- Tag NBCC: **TheNationalBreastCancerCoalition**

TWITTER

- Tweets can have up to 280 characters
- Tag NBCC: **@NBCCStopBC**
- Send tweets before and after townhall meeting thanking Members and staff
Example: Had a great townhall meeting with @Senator today while representing @NBCCStopBC

INSTAGRAM

- Tag NBCC: **@NationalBreastCancerCoalition**
- Use hashtags above, no character limit

SOCIAL MEDIA BEST PRACTICES

- Follow Representatives and Senators on Instagram, Facebook, and Twitter.
- Search for your Representatives and Senators on each platform to follow them. Make sure you tag their verified accounts for townhall/article sharing posts.
- Include photos and videos for a more effective post.

Sample Tweets

During the congressional recess, I will be using this opportunity to discuss our legislative and public policy agenda to #StopBreastCancer. nbcc.info/PolicyPriorities

[TAG MEMBERS] I am counting on you to support women and men with breast cancer. Will you help? Here's more info on @NBCCStopBC's legislative priorities. #NBCContheHill nbcc.info/PolicyPriorities

Ahead of [TAG MEMBERS] townhall, I look forward to speaking on the importance of supporting women and men with, and at risk of, breast cancer. #NBCContheHill

This congressional recess, I want to share the importance of the Metastatic Breast Cancer Access to Care Act and why we need Congress' support to waive #Medicare and SSDI waiting periods for people with #metastaticbc. #NBCContheHill <attach URL of article if you get media placements>

Congress may be on recess, but the work to #StopBreastCancer isn't. I'm working with @NBCCStopBC to ensure everyone has access to quality health care. Can we count on your support, [TAG MEMBERS]? #NBCContheHill

[TAG MEMBERS], legislation can help us meet our goal of ending breast cancer. Can we count on you? #NBCConTheHill @NBCCStopBC nbcc.info/PolicyPriorities