Speak Now for Kids Family Advocacy Day
Social Media Tips

You are encouraged to use the following sample social media posts leading up to and while attending Speak Now for Kids Family Advocacy Day. If you choose to draft original posts of your own, make sure to use #SpeakNowforKids and take note of the hyperlinks and @ (Twitter handles) used in these samples to maximize the overall impact on social media.

Please use the hyperlinks below to find social media contact information for your members of Congress. The lists are alphabetical by state, then district (House) or seniority (Senate).

U.S. Senate: http://govsm.com/w/Senate
U.S. House of Representatives: http://govsm.com/w/House

When posting information on your Facebook, Twitter or Instagram accounts, make sure to tag your members of Congress, Speak Now for Kids and your hospital.

Posts About Departing Home for and Arriving in Washington, D.C.

Facebook

- Getting ready to head to Washington, DC, to tell Members of Congress about my personal story and how (name of hospital) has helped my son/daughter at this year’s Speak Now for Kids Family Advocacy Day. Make sure to tag the Speak Now for Kids’ Facebook page (optional: upload picture or video)

Twitter

- I’m on my way to #DC to #SpeakNowforKids with members of #Congress. (optional: upload photo or video from mobile device)
- We are in #DC to #SpeakNowforKids. Learn more about children’s health needs by visiting http://bit.ly/SpeakNowHP. (optional: upload photo from mobile device)
- Want to know why I’m in #DC? Learn more @ #SpeakNowforKids. http://bit.ly/SpeakNowHP

Post About Children’s Hospitals Photo Exhibit

Facebook

- While on Capitol Hill today, I had the opportunity to visit the Children’s Hospital Association’s 2015 Photo Exhibit and saw three of my fellow Speak Now for Kids Family Advocacy Day attendees. Take a moment to see these powerful portraits (Include: http://bit.ly/2015Photo)

- .@memberofCongress make sure to visit the @hospitals4kids photo exhibit in Rayburn HOB 2nd fl foyer today. #SpeakNowforKids. (optional: upload photo of exhibit from mobile device)
- Check out @hospitals4kids photo exhibit at 2nd floor Rayburn HOB foyer to see how #childrenshospitals make a difference 4 kids. #SpeakNowforKids (optional: upload photo of exhibit from mobile device)

**Posts About Radio Media Tour (RMT)**

**Facebook**

- Enjoyed sharing our personal story with (Reporter’s name) of (Radio Station) today. Please tune in at (include of time your interview will air) to hear about our family’s journey.

**Twitter**

These are sample tweets. Please tag the radio station and reporter for which you are conducting the interview.

- I just completed my interview with @(Reporter) of @(RadioStation). Listen tonight @ XX pm ET. #SpeakNowforKids. (include the time your interview will air)
- Thanks @(Reporter) of @(RadioStation) for interviewing me re: #childrenshospitals impact on (insert child’s name)’s life. #SpeakNowforKids.
- Listen to my interview with @(Reporter) of @(RadioStation) re: #childrenshospitals impact on (insert child’s name)’s life. #SpeakNowforKids. [Insert URL to interview]

**Posts About The Family Briefing**

**Facebook**

- I learned so much today about the legislative process and our roles as citizen advocates during the Speak Now for Kids Family Briefing. I feel ready for our visits to Capitol Hill tomorrow! (optional: upload Family Briefing photo from mobile device)

**Twitter**
• Enjoying the info I’m learning about the leg process during the #SpeakNowforKids Family Briefing.
• Pumped about being a citizen advocate and being able to #SpeakNowforKids tomorrow

Posts About The Washington Sightseeing Bus Tour

The tour stops are subject to change. Please use these as examples of the types of tweets you can use during your tour.

Facebook

• Everyone’s getting ready to load on the buses to get a world class tour of the DC Monuments! (Optional: include photo if you’d like)
• Seeing the (include monument/museum) in person is amazing. (Optional: include photos)

Twitter

Please tag @speaknowforkids during the tour, and we will share your thoughts and pictures with our followers. Also, remember that the tour stops may change. These are examples.

• Everyone’s getting ready to load on the buses to get a world class tour of the DC Monuments! #SpeakNowforKids
• On the bus w/ other families for #DC sightseeing #SpeakNowforKids. (optional: upload on-bus photo from mobile device)
• Having fun visiting the @NMNH #SpeakNowforKids Family Advocacy Day participants. (optional: upload museum photo from mobile device)
• Bugs, dirt and the #HopeDiamond? You can’t go wrong at @NMNH when you’re a participant of #SpeakNowforKids Family Advocacy Day. (optional: upload museum photo from mobile device)
• Checking out the #RooseveltMemorial w/ #SpeakNowforKids Family Advocacy Day (optional: upload memorial photo from mobile device)
• Always fun looking at all the historic pop culture at the @amhistorymuseum #SpeakNowforKids (optional: upload museum photo from mobile device)

Posts About Patriotic Celebration

Facebook

• We had such an amazing time tonight celebrating our child heroes — kids who depend on the care and services provided by children’s hospitals. Learn more about these kids and how you can support their

**Twitter**

- Getting ready to head downstairs to celebrate all the child heroes at the #SpeakNowforKids Family Advocacy Day
- Did someone say photo booth? This party is awesome!
- Having so much fun making new friends and seeing family faces during tonight's celebration #SpeakNowforKids

**Posts About Visits with Members of Congress**

*Make sure to tag your member of Congress on Twitter and Facebook, as well as “check-in” to the various office buildings on Capitol Hill.*

**Facebook**

- Up and out the door early as we head to Capitol Hill to meet with our Members of Congress to share our personal story to show how important children’s hospitals are for both kids, but also our community. *(include picture before leaving the hotel)*
- Amazing to be able to advocate about the importance of children’s hospitals with our Members of Congress.
- Thank you (tag member of Congress) and (include name of staff member, if applicable) for meeting with us to #SpeakNowforKids today *(include personal picture of you and the Member of Congress/staff member)*

**Twitter**

- I’m up & ready to meet with my members of #Congress to #SpeakNowforKids. (optional: upload photo from mobile device)
- Thank you @[member of Congress’s handle] for letting us #SpeakNowforKids and talk about the importance of #childrenshospitals. (optional: upload photo with member of Congress from mobile device)
- Had a great meeting about #childrenshospitals with @[member of Congress’s handle] and (staff member’s name). (optional: upload photo with member of Congress from mobile device).
• Thank you @(member of Congress’s handle) for the opportunity to #SpeakNowforKids. (optional: upload photo with member of Congress from mobile device)

**Posts About Congressional Luncheon**

*Facebook*

• We enjoyed the Speak Now for Kids Family Advocacy Day congressional luncheon. It was an honor hearing from U.S. Senators Chuck Grassley (R-IA) and Michael Bennet (D-CO) about why children’s health matters to them. (optional: upload congressional luncheon photo from mobile device)

*Twitter*

• Thank you, @ChuckGrassley & @SenBennetCO for speaking at today’s #SpeakNowforKids luncheon *(include personal picture taken during luncheon)*