

# Tips & Tricks for Online Exposure

We live in a digital age. Many Americans receive and share news and information entirely online, and for advocates to be successful, they must embrace the ever-changing digital landscape.

Social media is the easiest and most effective way to get your message across. While there are many social media channels, Twitter and Facebook remain the most dominant, especially for direct advocacy.

**Twitter** allows users to share messages in 140 characters or less. While that might not seem like a lot, the shortness of the messages forces information to be boiled down to the basics. As such, news is spread very quickly via Twitter. Twitter also is a great place to connect with others interested in your issues, including most state and national policymakers.

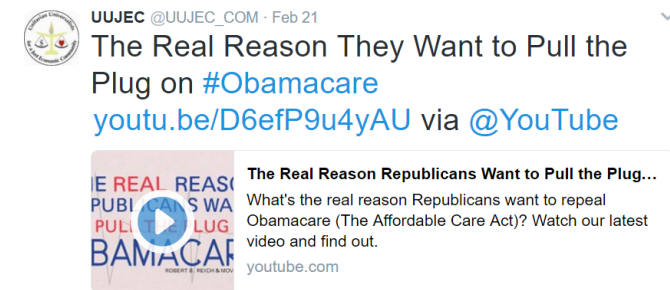
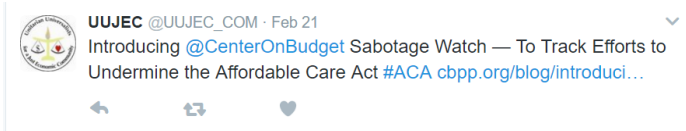
## How Twitter Works

Twitter users post short messages, called *tweets*, which appear in the stream of their *followers*. Those followers can *reply* to the tweets, or *retweet* them to share with their followers. The goal is to post messages that quickly spread.

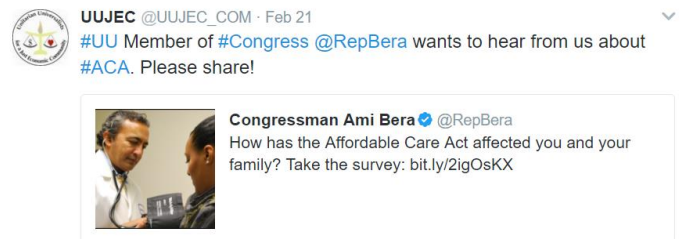
## Twitter Tips:

- **Tweet every day:** Twitter is a communications channel, and you have to communicate to be successful. Carve out a little time each day to tweet.
- **Follow and engage:** The easiest way to get people to follow you is to follow them. Be sure to interact, too. If you have a thought about their tweet, reply to them. Come across a post that hits home? Retweet it.
- **Share links:** You don't need a bright new idea for every tweet. Twitter is a great place to share interesting news stories – or links to advocacy campaigns you are taking part in.
- **Pay attention to hashtags:** Users often use hashtags to sort tweets on certain issues. For example, #ProtectOurCare, #SaveACA and #ACA are currently being used in the healthcare debate.
- **Use photos when possible:** Attaching a photo to a tweet helps it stand out in people's feeds.
- **Tweet during events:** Twitter is a great place to share news from conferences, rallies and other gatherings. Don't forget photos – and the official event hashtag!

**News link:**



**Advocacy link (with photo):**



**Event tweet (with photo):**



## Facebook

You might be more familiar with **Facebook**, which allows users to connect and share messages, photos and other content. Like Twitter, your posts appear in the *news feeds* of your Facebook friends, who can *like*, *comment*, or *share* your post with their friends.

Facebook posts widely vary, from links to news articles to lengthy posts on political on goings to vacation photos. To break through the noise and get your advocacy message across on Facebook, you have to be strategic.

### Facebook Tips:

- **Post Once a Day:** Unlike Twitter, you don't need to post multiple times a day to break through. In fact, because Facebook posts stick around in people's feeds, you don't want to post too often. Once a day is fine.
- **Keep it Short:** Although you have room to work with, keep in mind that people scroll through their feeds quickly. The shorter your message is, the more likely it will be read.
- **Use a Photo:** As with Twitter, your post is more likely to be seen if there's a picture to go with it.
- **Follow Like-Minded Organizations:** Don't just stick to friends. Facebook is home to many organizations and groups that care about your issue. Pay attention to them and interact when appropriate.

### Sample Post: Advocacy Share

