

## Before Event

- Draft 3 social media posts that you can later copy and paste.
  - Who do you want to reach?
  - What story are you trying to tell?
  - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

## During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

## After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN Oklahoma posts on social media

# Social Media, Continued



## Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during#OKCAD24 and discussing why it's so important to have insurance coverage of genetic testing in Oklahoma. Let them know why you think it's important, too!
- Spending the day at the Oklahoma Capitol with (X- [@ACSCANOK](#) /Facebook- [AcsCanOklahoma](#)/Instagram-[acscan.ok](#)) asking lawmakers to make insuring genetic testing for at-risk folks a priority! #OKCAD24
- Thank you [[@LAWMAKERHANDLE](#)] for meeting with (X- [@ACSCANOK](#) /Facebook- [AcsCanOklahoma](#)/Instagram-[acscan.ok](#)) volunteers today to hear our stories and policy priorities. Together we can #FightCancer #OKCAD24
- Sorry we missed you, [[@LAWMAKERHANDLE](#)], during (X- [@ACSCANOK](#) /Facebook- [AcsCanOklahoma](#)/Instagram-[acscan.ok](#)) Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #OKCAD24