

Social Media & Its Impact



November 5, 2022

The Power of Social Media Advocacy

1 You have an audience
Your friends, family, neighbors, and lawmakers are on social media

2 You have influence
You can use social media platform like Twitter and Facebook to promote issues you care about

3 Consistent messaging
Online we can continue the conversation around fighting cancer, even when circumstances like a pandemic prevent gathering



The Power of Social Media Advocacy

Advocates like you use social media to get politicians on record!




How You Can Use Social Media to Advance Goals

- 1 Thank Lawmakers
- 2 Lobby Lawmakers
- 3 Engage your friends & network
- 4 Recruit new members or volunteers of ACS CAN




How Do We Harness Social on the National Accounts?




American Cancer Society Cancer Action Network (ACS CAN)
917 followers
1mo •

Thrilled to have **Tammy Boyd**, Vice President of Federal Advocacy, represent ACS CAN alongside **American Cancer Society** Board Member and **Howard University** President **Dr. Wayne A.I. Frederick** and an esteemed panel at the **Congressional Black Caucus Foundation's** Annual Legislative Conference! Improving **#HealthEquity** is paramount in underserved communities through access to screening and increased diversity in clinical trials. We will keep advocating until everyone has a fair and just opportunity to prevent, find, treat, and survive cancer.




Guardant Health
1mo •

Last week we had the privilege of hosting a panel on health equity at the **Congressional** like to thank **Brenda Lawre** discussion ab including the underserved



American Cancer Society Cancer Action Network
@ACSCAN

A new rule fixing the **#FamilyGlitch** in the ACA will make health coverage more affordable for 1M+ people. The total premium cost for all family members will now be counted when determining if care is affordable, making subsidies more widely available.



acscan

acscan Cancer does not impact all communities the same. We're working to ensure everyone has a fair and just opportunity to prevent, find, treat, and survive cancer. This is key to our work to promote **#HealthEquity** and address cancer disparities in Hispanic communities and beyond.

We need your voice included! Sign the petition to help fight cancer at the link in our bio. **#HispanicHeritageMonth**


3w

View insights

Like by acscansd and 23 others

OCTOBER 11

Add a comment...



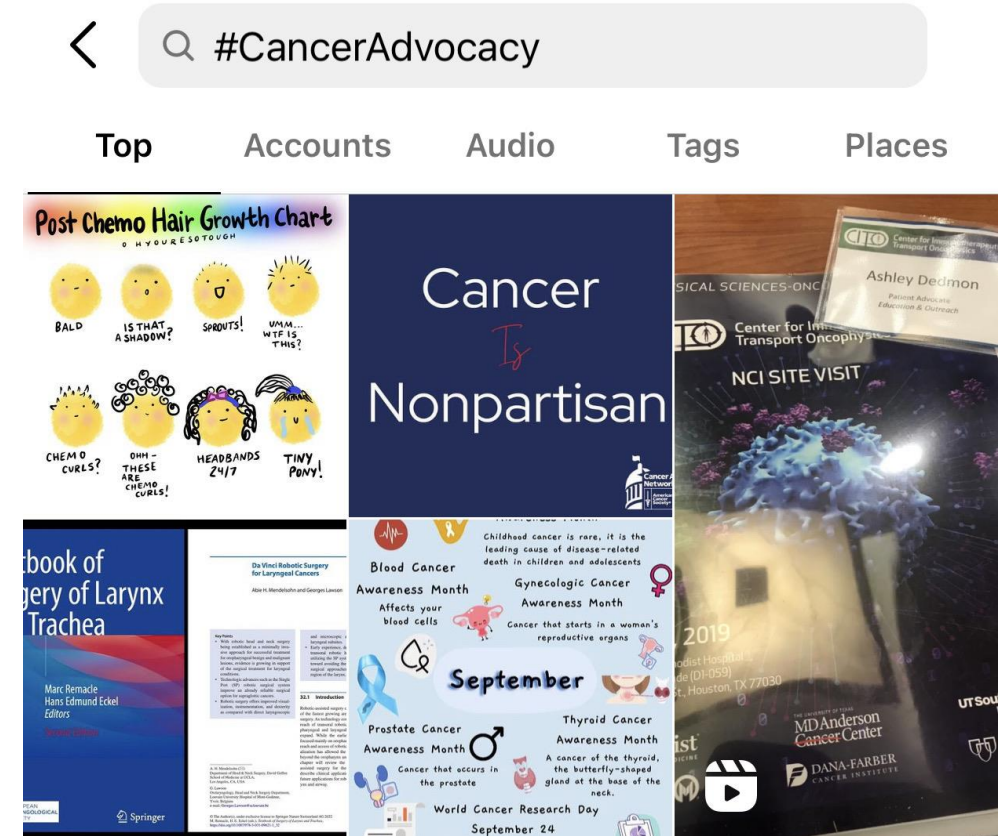
UNIDOS
WE CAN BEAT CANCER.
SIGN THE PETITION

- Support ACS CAN's goals & objectives through key messaging + campaigns
- Engage volunteers to take action & amplify their advocacy work
- Disseminate press releases & information to media + the public
- Amplify state accounts & grassroots activities
- Position senior staff as thought leaders in the health advocacy space



Best Practices for Engaging on Social Media

- **You're an ambassador for ACS CAN!** Be mindful of what you post & avoid sharing personal political beliefs.
- Keep a consistent drumbeat with messaging year-round.
- Follow relevant hashtags to stay aware of new information & join key conversations within the health advocacy space.
- Always use '#CamelCase' for hashtags to promote readability + accessibility for screen reader devices.
- Explore Twitter Analytics to see how your tweets are performing & get insights for growth → **analytics.twitter.com**



Crafting Your Message

- 1 **Your personal story is compelling**
On social media just as in conversation, your personal story can move people to action
- 2 **Getting personal may drive more attention to your post**
A post with a photo and personal touch will tend to get higher engagement than one without
- 3 **Be mindful of character limits**
Twitter has a character limit of 240



Crafting Your Message

Bethany Souther Zell
April 13, 2021 · 🌐

As a former menthol smoker, I know this firsthand: I would not have smoked for nearly 15 years if menthol hadn't been an option.

Menthol speeds absorption of nicotine in the mouth tissues, ensuring that the user becomes addicted to the tobacco product faster. Sign our petition today and ask your lawmakers to [#FighttheFlavorME](https://www.fightcancer.org/.../maine-flavored-tobacco...) and end the sale of ALL flavored tobacco products in Maine.
<https://www.fightcancer.org/.../maine-flavored-tobacco...>

[#MEDayofAction](#) [#FlavorsHookKidsMaine](#) American Cancer Society Cancer Action Network Maine - ACS CAN



Save flavors for candy,
not deadly tobacco.

Don't let 15,500
FUN FLAVORS
trick our kids into
becoming Big Tobacco's
next addicts.

[#FlavorsHookKidsME](#)

ACS CAN New Hampshire
@ACSCAN_NH

It was really special to spend [#cancersurvivor](#) [@bevcotton9](#)'s birthday at [@RepAnnieKuster](#)'s office discussing the importance of [#cancer](#) research and prevention funding and access to care. Thank you Congresswoman for being a champion!
[#CancerLobbyDay](#) [#NHpolitics](#)



10:55 AM · Sep 13, 2022 · Twitter for iPhone

Breakout Groups

More Opportunities to Learn

- 1 **Look out for a survey next week to share your Twitter handle!** The national team will track these in a Twitter List to engage with your accounts and follow your advocacy work.
- 2 **Stay tuned for a Twitter 101 training this December.** Aimed at new Twitter users, this training will cover the basics—from how to create an account and set up your first tweet to navigating the platform and its features.
- 3 **Join the Twitter 201 training in January.** Level up your Twitter technique and understand how to create a strategy and use tools to complement your advocacy goals.



Thank You