Social Media Tool Kit

Twitter

1. Tag your State Senator or Assemblymember.

> Ex. @AsmKevinMcCarty

2. Introduce yourself. Your state representatives care about the voices of their constituents!

> e.g. Emily from AD (Assembly District) or SD (Senate District) and district number.

3. ASK for something specific! Support for a specific policy, program, etc. and use details!

4. Use relevant hashtags. Which campaign are you referencing? e.g. #HCCLegislativeDay #hemophilia #bleedingdisorders #vonwillebrands #advocacy

5. Post!

Use a sample graphic, post a picture of yourself and/or create your own graphic! *Canva.com has many excellent templates.*

Sample posts:

1. Please maintain eligibility & benefits for the California Children's Services (CCS) and Genetically Handicapped Persons Program (GHPP) in this year's State Budget. @AsmKevinMcCarty I am a constituent from AD7. I hope you will continue to protect these important programs. #HCCLegislativeDay

2. The Medi-Cal Rx Program -once established- will mean changes to how medications are authorized. @AsmKevinMcCarty I am a constituent from AD7. Please ensure that the new contractor, Magellan Medicaid, authorizes factor in a timely fashion like it is done today. #HCCLegislativeDay

3. Telehealth is an important option for patients of Hemophilia Treatment Centers. @AsmKevinMcCarty I am a constituent from AD7. Please support efforts in the State Budget process during 2021 to extend TeleHealth beyond the pandemic. #HCCLegislativeDay

4. Please support AB 752 (Nazarian) Patient Choice and Transparency Act so patients receive prescription drug cost information at the point-of-care. Prevent delays in care and medication nonadherence. @AsmKevinMcCarty I am an AD7 constituent & I urge your support. #HCCLegislativeDay

Example:

Justa User Saturday at 2:40 pm Thank you for protecting GHPP and CCS in this year's State Budget. @AsmKevinMcCarty I am a constituent from AD7, and I hope you will continue to protect these important programs in the 2021 State Budget process. #HCCLegislativeDay

Note:

None of these examples start with the legislators' Twitter handle. If you draft the Tweet with the Twitter handle first, it will be sent as a direct message to that user and no one else will see it. e.g

@AsmKevinMcCarty Thank you for meeting with us today for #HCCLegislativeDay – we appreciate your support for GHPP and CCS.

The Tweet above will only be seen by the Legislator and no one else. That can be fixed by rewording like the earlier examples or by placing a period at the front.

. @AsmKevinMcCarty Thank you for meeting with us today for #HCCLegislative Day – we appreciate your support for GHPP and CCS.

Facebook

Facebook allows you to address your State Senator and Assemblymember without a character limit. Messaging is effective because users can go directly to a Senator or Assemblymember's page and interact with them one-on-one about issues that matter by posting on their walls or tagging them in a post on your own wall. It will also let your own network know that these issues matter to you.

1. Tag appropriate State Senators or Assemblymembers. Ex. @KevinMcCartyCA

2. Introduce yourself as their constituent. Legislators listen to their constituents' voices! e.g. Emily from AD7

3. ASK for something specific! On Facebook you can give more details because it lacks a character limit, unlike Twitter. You can describe the issue more in depth and include your personal story. How does this program affect your family and community?

4. Use relevant hashtags. Which campaign are you referencing? #HCCLegislativeDay, #hemophilia #bleedingdisorders #vonwillebrands #advocacy

5. Post!

6. There is also a possibility of commenting directly on a legislator's post. Make sure to keep your comments relevant to the post you are commenting on and respectful in order to make the greatest impact, avoid being viewed as spam, and be more likely to be responded to or engaged with.

Use sample graphics, post a picture of yourself and/or create your own graphic!
Canva.com has many excellent templates.

Sample Posts:

1. THANK YOU @KevinMcCartyCA for your past support and funding of the California Children's Services (CCS) and Genetically Handicapped Persons Program (GHPP) programs. I am a constituent from AD7, and these programs provide coverage for [my/my father's/mother's/brother's/sister's] medical care and for [my/my father's/mother's/brother's/sister's] blood clotting factor medication. [include a personal story here]. Please maintain eligibility & benefits for these important programs in this year's State Budget. #HCCLegislativeDay #bleedingdisorders

2. Thank you @KevinMcCartyCA for supporting TeleHealth visits for patients of Hemophilia Treatment Centers with their doctors and care team during the COVID19 crisis. My name is [name], a constituent from AD7, and [include a personal story here]. Please support efforts in the State Budget process during 2021 to extend TeleHealth beyond the pandemic. #HCCLegislativeDay #vonwillebrand #hemophilia

3. .@KevinMcCartyCA, the Medi-Cal Rx Program -once established- will mean changes to how medications are authorized. Please ensure that the contractor, Magellan Medicaid, authorizes factor in a timely fashion like it is done today and

that DHCS staff remains involved from a policy standpoint. I am a constituent from ==AD7==, and ==[include a personal story about the importance of access to factor or other medications].== #HCCLegislativeDay #bleedingdisorders

4. I am urging my State ==Assembly Member== ==@KevinMcCartyCA== and ==[his/her]== colleagues to support AB 752 (Nazarian) Patient Choice and Transparency Act. This bill will ensure patients receive prescription drug cost information at the point-of-care. Understanding the cost of prescriptions up front is important to prevent delays in care and medication nonadherence. ==[include a personal story about the importance of knowing your cost of medication before you get to the pharmacy]== #HCCLegislativeDay #bleedingdisorders

Instagram

A picture is worth a thousand words!

Instagram provides a great social media channel for advocacy because it gives your message a creative advantage. You can use your visuals to create a persona for your cause.

1. Tag the appropriate State Senator or Assembly Member e.g. ==@KevinMcCartyCA==

2. Introduce yourself as a constituent (someone they should/have to listen to) e.g. Emily from ==AD7==

3. ASK for something specific! Support for a specific policy, program, etc. and use details!

4. Use relevant hashtags: #HCCLegislativeDay #hemophilia #bleedingdisorders #vonwillebrands #advocacy

5. Make your post interesting visually! This is important on Instagram because it is so image oriented.

Sample Posts:

==@KevinMcCartyCA== I am a constituent from ==AD7==, and please ensure that when Medi-Cal Rx is established, Magellan Medicaid -the contractor- authorizes factor in a timely fashion like it is done today. #HCCLegislativeDay

==@KevinMcCartyCA== I am a constituent from ==AD7==, and I believe Telehealth is an important option for patients of Hemophilia Treatment Centers. Please support efforts

in the State Budget process during 2021 to extend TeleHealth beyond the pandemic. #bleedingdisorders #HCCLegislativeDay

@KevinMcCartyCA I am a constituent from AD7, and I want to thank you for protecting GHPP and CCS in the past. I hope you will continue to protect these important programs in this year's State Budget. #HCCLegislativeDay

@AsmKevinMcCarty I am an AD7 constituent & I urge your support of AB 752 (Nazarian) Patient Choice and Transparency Act. Patients need to receive prescription drug cost information at the point-of-care. Please help prevent delays in care and medication nonadherence by supporting AB 752. #HCCLegislativeDay