



# THE SOCIAL MEDIA PLAYBOOK

## THE POWER OF SOCIAL MEDIA

Social media is a critical part of any successful outreach or advocacy campaign. It provides a powerful platform to amplify messages, engage with a broad audience, and mobilize support within your community.

### Social Media Isn't Just For The Kids Anymore

According to a 2020 Pew Research Center survey, 71% of people get at least some of their news input from social media platforms. That same survey found that “... more than half (55%) of Americans ages 50 or older report getting news on social media sites.”

### Advocates Can Use Social Media To

- ✓ Share News and Information about Upcoming Events
- ✓ Build Larger and More Closely-Connected Networks of Allies and Supporters
- ✓ Build Relationships with Reporters, Lawmakers, and Other Important Stakeholders
- ✓ Showcase Success Stories and Best Practices
- ✓ Engage in Real-Time Communication

### Every Lawmaker Has a Twitter Feed and Most Lawmakers Have a Facebook and Instagram Page

Staff manage some of these platforms for lawmakers but there is no question that lawmakers are well aware of their Social Media platforms and interactions with constituents.

**Major Social Media Outlets For Advocates**

- Twitter (X) 
- Youtube 
- Facebook 
- TikTok 
- Instagram 
- LinkedIn 



# EFFECTIVELY USING SOCIAL MEDIA

## FIVE GOLDEN RULES OF EFFECTIVE SOCIAL MEDIA

**1) Engaging Content:** Create and share compelling content that resonates with your audience. Use stories, visuals, and videos to highlight key issues and successes. If you're resharing something, include your own thoughts as well! Posting something other than text alone is more likely to engage your audience.

**2) Consistent Messaging:** This is especially important for group advocacy! Make sure you maintain a clear and consistent message across all posts to reinforce your advocacy goals and ensure your audience understands your mission.

**3) Audience Interaction:** Engage with your followers by responding to comments, asking questions, and encouraging discussions. Because of how algorithms function, posts that receive interactions are more likely to reach a larger number of followers.

**4) Strategic Hashtags:** The use of #Hashtags are crucial for engagement on sites like X (Twitter) and Instagram. Use relevant and trending hashtags to increase the visibility of your posts and connect with broader movements and conversations related to public education.

**5) Call to Action:** Include clear calls to action in your posts, encouraging your audience to take specific steps such as signing petitions, attending events, or sharing information. Don't keep your audience guessing as to what you want them to do!



**2.7 billion**

Daily Users On  
Facebook

**245 million**

Daily Users On  
Twitter (X)

**1 billion**

Monthly Users On  
Instagram



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# EFFECTIVELY USING SOCIAL MEDIA

## TOOLS FOR USING EACH SOCIAL PLATFORM

Each social media platform offers unique features and audiences. To effectively use social media for advocacy, tailor your content and strategy for each platform. Use the tips below to best utilize these social networks!

### Twitter (X)

- **Short and sweet:** Tweets are limited to only 280 characters (unless you pay for premium) so finding a way to get your message across in a limited amount of text is crucial.
- **Use #Hashtags:** Hashtags help expand your reach beyond your network and unite advocates under a common message.
- **Engage with Followers:** Respond to comments, retweets, and direct messages to build a community.
- **Tag Legislators, Lawmakers, and Organizations using the @ sign:** Mentioning key figures and organizations can strengthen your advocacy work by drawing their attention to your cause and encouraging their engagement.
- **Keep a clear message:** When tweeting, remember your message will reach a wide audience. Focus on policy and personal stories, and avoid partisan politics to maintain a broad appeal.

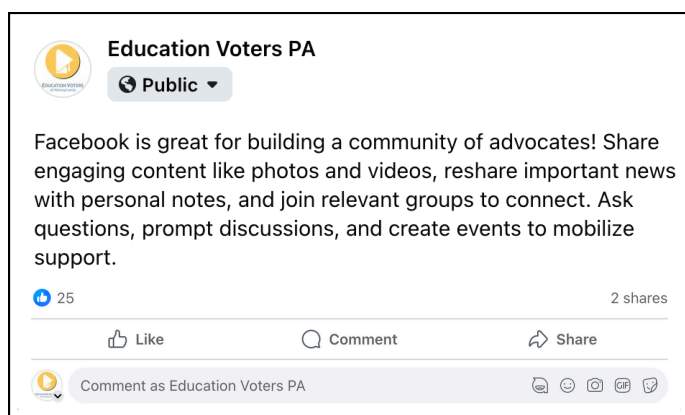
 Twitter is an incredible tool for education advocacy! By using [#Hashtags](#), tagging key figures, and sharing impactful stories, you can make a real difference.

[#PAEducation](#) [#AdvocacyMatters](#) [#PublicEducation](#)

[@EdVotersPA](#)

### Facebook

- **Share Engaging Content** Photographs, infographics and short video clips will gain more attention, shares and likes. Text alone is far less engaging.
- **Use the Reshare Tool:** Share posts from pages as well as news stories to get your friends interested in your issue. Add a personal note as to why these issues are important to you to drive engagement.
- **Utilize Facebook Groups:** Join and participate in relevant groups to connect with like-minded advocates and expand your reach.
- **Encourage Interaction:** Ask questions, prompt discussions, and respond to comments to build a sense of community.
- **Events:** Create and promote events related to your advocacy work to mobilize supporters.
- **Monitor:** Make sure to monitor the comments and delete any that are offensive or rude.



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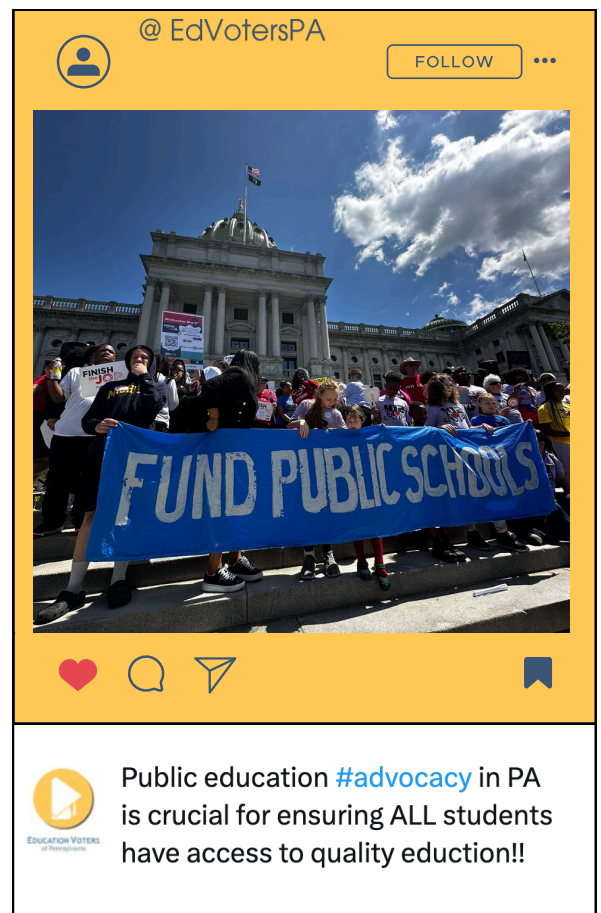
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# EFFECTIVELY USING SOCIAL MEDIA

## Instagram

- **Engaging Captions:** Use captions to show your creative side and encourage engagement. Ask questions, use hashtags, and create “tag-a-friend” posts to spark conversations.
- **Compelling Visuals:** Instagram is all about pictures! Focus on high-quality images and videos that will make people stop and dive deeper into your post.
- **Stories:** Utilize Instagram Stories for real-world snapshots, selfies, and bite-sized posts to showcase your advocacy in action.
- **Tag Legislators:** Tag key figures in your posts to capture their attention and involve them in the conversation.
- **Re-share Posts:** Share other users' posts to your Stories by tapping the paper plane icon under the image and clicking “add post to your story”.



## ALWAYS KEEP IN MIND....

Everything you post on social media is visible to the world, so always be smart and courteous. Remember, while it's important to maintain a positive and respectful presence, you can also use these platforms effectively to spread your advocacy message. Share engaging content, connect with like-minded individuals, and involve key figures to amplify your cause. Social media is a powerful tool—use it wisely to drive meaningful change.