Meeting with our Representatives and leaders and advocating on behalf of those in the breast cancer community is critical to achieving our mission of ending breast cancer. To those of you joining us on the Hill and those of you supporting us with your virtual presence, we can amplify our grassroots advocacy efforts using the power of social media.

SOCIAL MEDIA BEST PRACTICES:
- Follow legislators and Senators on Facebook and Twitter.
- Tweets can have up to 280 characters. Facebook posts do not have a word count limit. Include photos and videos for more effective and compelling messages.
- Make your tweets personal to your state, community, and/or meetings.
- After meetings, take photos with staff in front of the door with the state sign.
- Send thank you tweets after your meeting while mentioning your decision-maker. Example: #NBCConTheHill had a great meeting with @Senator’s staff today (attach photo).
- Tag NBCC in your social media posts @Deadline2020 Twitter and Facebook

NBCC has set the following legislative and public policy priorities for 2019. Lobby Day provides the perfect platform for talking with your leaders about these priorities and advocating on behalf of those in the breast cancer community:
- Preservation of the Medicaid Breast and Cervical Cancer Treatment Program.
- Guaranteed access to quality care for all.
- Ensuring the participation of educated patient advocates in science research and all levels of health care decision-making.

GOALS FOR THE DAY

ADVOCATES ON THE HILL:
- Post after every meeting
- Post on social media tagging Members who you were not able to meet with
- Follow @Deadline2020 on social media and the hashtag #NBCConTheHill and share these posts

ADVOCATES PARTICIPATING VIRTUALLY:
- Post on social media tagging your Members so they know you want them to support NBCC’s priorities
- Follow @Deadline2020 on social media and the hashtag #NBCConTheHill and share these posts