H.R. 2178/S. 1374, the Metastatic Breast Cancer Access to Care Act: A Social Media Guide

Engaging with your federal elected officials to cosponsor the National Breast Cancer Coalition’s legislative priority, Metastatic Breast Cancer Access to Care Act (MBCACA), on social media channels is a good way to challenge them to sponsor the bill and to educate others in your social media circles about the importance of this bill to meet our goal of knowing how to end breast cancer and our priority of expanding access to care for all.

Theme + Hashtag
When asking elected officials to cosponsor MBCACA, it is important to stick to our theme and hashtag, so we have a consistent message across all platforms.

Theme: Be Bold Take Action
- We need Members of Congress to cosponsor and pass this bipartisan bill to save lives.

Hashtags: #BCD2020 #NBCContheHill #YestoHR2178 #YestoS1374

What’s a hashtag? When you post a word or phrase (no spaces) with a pound sign (#) in front, you make that term searchable. For example, NBCC’s posts about Breast Cancer Deadline 2020® can be found by clicking on #BCD2020 in any of our posts.

Post or Tweet on Your Social Media Platforms
Many people get their news from Facebook or Twitter, so you can help your friends, family, and colleagues better understand the need for our federal elected officials to cosponsor the MBCACA by posting on their Facebook wall, tagging them in your Facebook posts, or Tweeting at them.

Facebook
- Facebook posts are not bound by character limits like Twitter, so Facebook is a great platform for sharing your personal story as well as the NBCC talking points—all in one post!
- Please be sure to use the #BCD2020 hashtag and other hashtags in your post.
- Please also “tag” the NBCC by typing @National Breast Cancer Coalition as you compose your post. A drop-down menu should appear as you type—from there you can select the National Breast Cancer Coalition to tag us.
- You can also “tag” the elected official you are referencing in your post by prefacing their name with the @ symbol.
- NBCC will also be posting on Facebook about the need for more cosponsors to the MBCACA or thanking new cosponsors, and we encourage you to like and share our posts with your network. Just click the “Share” link in the bottom right-hand corner of the NBCC’s official posts—from there you can share it in full, or you can add your own thoughts to our post before sharing with your network.

Twitter
- Tweets are limited to 280 characters. With this in mind, tweets should be short and succinct.
- Please use the #BCD2020 hashtag in your posts. You can share the additional hashtags if your word count allows.
• Tagging on Twitter is similar to tagging on Facebook. If you’d like to catch the attention of a particular Member of Congress, find their Twitter handle and reference it in your tweet by prefacing it with the @ symbol. (For example, to tag the NBCC in your tweet, your post should incorporate @Deadline2020).
• To ensure the entire list of followers see the post, put a period before the @ symbol when starting a tweet. For example:
  .@USRepKCastor Thank you for your leadership on H.R. 2178 and for supporting women and men with breast cancer.

Sample Social Media Posts

Facebook

Already a cosponsor:

Thank you Representative Adam Schiff for cosponsoring H.R. 2178, the Metastatic Breast Cancer Access to Care Act, a bipartisan bill to waive Medicare and SSDI waiting periods for women and men with metastatic breast cancer. This important legislation goes a long way to assure that women and men living with metastatic breast cancer have access to the support and medical care they need. #BCD2020 #NBCContheHill #YestoHR2178

Has NOT cosponsored:

Representative Brett Guthrie will you support women and men with metastatic breast cancer by cosponsoring H.R. 2178, the Metastatic Breast Cancer Access to Care Act? This is a bipartisan bill to waive Medicare and SSDI waiting periods for women and men with metastatic breast cancer. This important legislation goes a long way to assure that women and men living with metastatic breast cancer have access to the support and medical care they need. I encourage you to say #YestoHR2178 #BCD2020 #NBCContheHill

Twitter

Already a cosponsor:

Thank you @RepAdamSchiff for supporting women and men with metastatic breast cancer by cosponsoring H.R. 2178, legislation that waives Medicare and SSDI waiting periods. #BCD2020 #NBCContheHill

.@SenatorHassan thank you for saying #YestoS1374 and supporting women and men with metastatic breast cancer. #BCD2020 #NBCContheHill

Has NOT cosponsored:

.@RepGuthrie can we count on your support for women and men with metastatic breast cancer? Say #YestoHR2178. #BCD2020 #NBCContheHill

@SenBobCasey can we count you as a cosponsor for S. 1374, a bipartisan bill to waive Medicare and SSDI waiting periods for women and men with metastatic breast cancer? #BCD2020 #NBCContheHill