DIGITAL ADVOCACY
Social media is one of the quickest and simplest ways to engage in grassroots advocacy. Tweets and posts can be targeted directly to your Members of Congress, leaders, advocates, and stakeholders, and ultimately influence outcomes.

By engaging over social media, you can educate others in your networks and circles about what is needed to end breast cancer. Social media has tremendous reach: if you are creative and persistent, your messages can travel far and wide. Social media is also an effective advocacy tool: you can communicate directly with your leaders and representatives who make important decisions about breast cancer research and health care policy priorities.

2019 THEME: BE BOLD LEADERS!
Be bold leaders: Use bold language and photos to share with your networks what you’re learning at the Summit in real time; how others can get involved; and what must be done to end breast cancer.

2019 ADVOCATE LEADERSHIP SUMMIT HASHTAGS:
#NBCCSUMMIT #BCD2020 #BEBOLDLEADERS
#IAMANBCCBOLDLEADER #BOLDLEADER

LOBBY DAY HASHTAG: #NBCCONTHEHILL

NBCC SOCIAL MEDIA:
FACEBOOK FACEBOOK.COM/DEADLINE2020
TWITTER @DEADLINE2020
INSTAGRAM @DEADLINE2020
WHAT YOU CAN DO DURING THE SUMMIT?

IDEAS FOR POSTS:

- Take a video and post it on social media or use Facebook Live letting people know you are attending the #NBCCSummit.
- Post on Facebook and Twitter about the workshops you are attending.
- Tweet and post on Facebook during every plenary session.
- Thank speakers for participating in the Summit. If they are on social media, tag them in your posts.
- Start conversations with other Summit attendees on social media and talk about your shared experiences.
- Visit the photo area and take a picture of your group and post to Facebook, Twitter and Instagram. Be sure to tag NBCC and include the #NBCCSummit hashtag.
- Create a video at the end of each day talking about your experience and the amazing speakers you heard.
- Take pictures! Share on Facebook and Instagram. Or send them to NBCC so we can post!
- Create a video at the end of the Summit talking about your overall experience and what you learned. Share it on social media and with NBCC.
- Are you attending the Women with Balls bowling event? Be sure to share fun pictures from the event.
- Follow NBCC’s social media and share our posts.

“TOP FANS”

NBCC will be watching for “Top Fans” during the Summit and will recognize the top fans through our social channels.

Track your posts and social media participation. Use the checklist to help track your journey to becoming a top fan.

Not sure what to post? See the checklist for some sample posts. Remember to always tag NBCC and use the #NBCCSummit hashtag during the Summit.

SOCIAL MEDIA GOAL

Commit to a Summit Social Media Goal of **4-5 POSTS** per day across Twitter, Facebook and/or Instagram.
NEW TO SOCIAL MEDIA? BELOW ARE SOME “BASICS” THAT CAN HELP

If you do not yet have social media accounts but would like to create them, visit the registration desk so our staff can help walk you through the process and provide tips.

FACEBOOK
• Facebook posts are not bound by character limits like Twitter, so it is a great platform for sharing your personal story and NBCC’s mission — all in one post!
• Please be sure to use the relevant hashtag(s) in your posts.
• Please also “tag” 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 NBCC to tag us.
• You can also “tag” any elected official you are referencing in your post by prefacing their name with the @ symbol.
• Important to note is that Members of Congress usually have two different Facebook pages/accounts (one for official government work and one for political work). Usually the “official” page will be prefaced with “Rep” or “Sen” or otherwise be indicated that it is the official government account.
• NBCC will also be posting on Facebook about the Summit and Lobby Day, 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 your post before sharing with your network.

TWITTER
• Tweets are limited to up to 280 characters. Tweets should be short and succinct, but with rich content.
• Please use the relevant hashtag(s) in your posts.
• Tagging on Twitter is similar to tagging on Facebook. If you’d like to catch the attention of a specific elected official, find their Twitter account and reference it in your tweet by prefacing it with the @ symbol. (For example, to tag NBCC in your tweet, your post should incorporate @Deadline2020).
• If you want to tweet directly at someone and you want it to go to all of your followers’ feeds, use a period before you @ mention. (For example: .@Deadline2020.) A period in front of a username is only necessary if the username is the first word in the tweet.
• Members of Congress usually have two different Twitter accounts (one for official government work and one for political work). Usually the “official” handle will be prefaced with “Rep” or “Sen” or otherwise be indicated that it is the official government account.

INSTAGRAM
• Caption your images and videos: Think about what comment you can add that will encourage people to like and repost.
• Tag others: Tap on Tag People beneath the caption field on the last editing page before sharing your photo. Next, tap on the person or object in the image that you want to tag and enter their name or Instagram username. You should see a list of suggestions as you type, but if for some reason you don’t see the person you’re looking for, Instagram makes it easy to search for people you know. Forgot to tag someone in a photo you already posted? No worries. Simply tap on the photo in your profile, tap the “…” button in the upper right to bring up the menu, select Edit, and then tap Tag People.
• Like, Comment and Send Photos: To like a photo or video on Instagram, double tap the photo or video, or you can tap the “heart” icon. If you liked a post by accident, just tap the icon again to unlike it. Next to the heart icon is a text bubble icon, which is how you make a comment. There isn’t a limit to how much you can write on Instagram. The arrow icon that lies to the right of the comment button will let you send the photo or video as a message to other users. Tap it, select who you want to send it to, and tap Send. The post will be shared in a private message.
• Link Instagram to your Twitter and Facebook accounts: To get your social accounts linked, go to the Profile Tab > Linked Accounts > Share Settings, then select which accounts you want to connect. Every time you upload a photo to Instagram, you’ll have the option to select which photos you want to share to each of the social networks. You can also choose to share your photos on Instagram only.
• Best times to post: Early on the weekdays tends to be the best time for user engagement. Overall, the highest engagement occurs on Wednesday at 3 p.m., Thursday at 5 a.m., 11 a.m., and 3 to 4 p.m., and Friday at 5 a.m. While the lowest engagement rates happen on Sundays.
SATURDAY, APRIL 27
Goal 4 posts

SOME SUGGESTIONS:
- Summit Kickoff- video or text. Sample text: I am at the 2019 #NBCCSummit and looking forward to hearing the amazing speakers over the next 3 days. Follow me and @Deadline2020 for updates!
- Post during the President’s Plenary. Sample text with a picture: .@Deadline2020 President @FranVisco kicks off the 2019 #NBCCSummit
- Post during the Plenary Session: The Breast Cancer Treatment Landscape-What is on the Horizon?
- Leadership Summit group photo. Take a picture while we take the Leadership Summit group photo and post it to Instagram and Facebook.
- Share your thoughts from Day 1 through a video or Facebook Live.

MONDAY, APRIL 29
Goal 5 posts

SOME SUGGESTIONS:
- Which workshop are you attending during session #1? Post on social media about the great workshop session choices. Sample text: #NBCCSummit workshop session 1- Clinical Trial Design, Beyond the Hype in the News, Cancer Drug Development, Metastatic BC and the Microenvironment. @Deadline2020
- Day two workshops- which one will you attend? Vaccines for Breast Cancer, Informed Consent, Disparities in Breast Cancer, Grassroots Advocacy- all great choices. Let us know which ones you choose by posting on Facebook and Twitter.
- Did you take a picture at the photo area? If not, make a sign, take a picture and post to Instagram and Facebook.
- Looking forward to hearing Representative Lucy McBath speak at the Monday lunch session? Let others know that she is the featured speaker. Sample text: Looking forward to hearing .@RepLucyMcBath speak today at the #NBCCSummit. She will share her experience as an activist and share lessons learned for breast cancer advocates.
- Take a pic and thank Rep. McBath for speaking at the NBCC Summit. Post on Twitter, Facebook and Instagram.
- Post during the Lobby Day Briefing and State Delegation Meetings. You can take a picture of NBCC’s priorities (located in you advocate folder) and post the picture with text. Sample text: Preparing for Lobby Day tomorrow when NBCC Advocates will storm the Hill to advance the 2019 legislative and public policy priorities and thank Members for supporting the DODBCRP program and ask them to support the MBCACA. #NBCCSummit #NBCCOntheHill @Deadline2020 #BoldLeaders