



717 K Street #501 • Sacramento, CA 95814 • www.hemophiliaca.org

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 Medi-Cal and 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. Please support the expansion of Medi-Cal to cover undocumented workers ages 26-49. @AsmKevinMcCarty I am a constituent from AD7. Medi-Cal provides access to care for many in our community, especially for people in the Latino community with bleeding disorders. #HCCLegislativeDay
3. Please support budget funding for the creation of a Rare Disease Advisory Council (RDAC). This Council would give people with rare diseases, including

bleeding disorders, a stronger voice. [@AsmKevinMcCarty](#) I am an AD7 constituent & I urge your support. #HCCLegislativeDay

4. The bleeding disorders community supports our rare disease allies' in sickle cell (SCD) treatment centers, education and outreach. [@AsmKevinMcCarty](#) I am an AD7 constituent. Special care centers serving SCD patients also serve people with bleeding disorders. #HCCLegislativeDay

Example:

Justa User [Saturday at 2:40 pm](#) Thank you for protecting Medi-Cal, 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 2022 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 Medi-Cal, 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 Medi-Cal, 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 Medi-Cal, California Children's Services (CCS) and the Genetically Handicapped Persons Program (GHPP). 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. We urge @KevinMcCartyCA to support creation of a Rare Disease Advisory Council. My name is [name], a constituent from SD5, and [include a personal story here]. The RDAC would assist the rare disease community in overcoming barriers to better care and treatment. #HCCLegislativeDay #vonwillebrands #hemophilia
3. .@KevinMcCartyCA, I am a constituent from AD7. Please support the expansion of Medi-Cal to cover undocumented workers ages 26-49. [include a personal story about the importance of access to factor or other medications for undocumented workers]. #HCCLegislativeDay #bleedingdisorders

4. I am urging my State Assembly Member @KevinMcCartyCA and [his/her] colleagues to support funding for our rare disease allies. Strengthening special care centers improves access to care and treatment for rare disease patients, including those in the bleeding disorders community. [include a personal story about the importance of access to special care centers like HTCs]
#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 support the expansion Medi-Cal to cover undocumented workers ages 26-49. #HCCLegislativeDay

@KevinMcCartyCA I am a constituent from AD7, and I believe creating a Rare Disease Advisory Council would give people with rare diseases, including bleeding disorders, a stronger voice. #bleedingdisorders #HCCLegislativeDay

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

@KevinMcCartyCA I am a constituent from AD7, and I urge your support of our rare disease allies in their budget funding request for treatment centers, education and outreach.
#bleedingdisorders #HCCLegislativeDay