



MINNESOTA  
MEDICAL  
ASSOCIATION

# *Best Practices for* Using Social Media for Advocacy

Social media helps amplify the voices of physicians and physicians-in-training in advocacy efforts. These communication tools expand your audience and allow you to have more direct interactions with entities with an active social media presence. Some of the most effective platforms to use when advocating for health policy issues include Facebook and Twitter.

## **Reasons to use social media:**

- Quickly advocate for an issue
- Educate and combat misinformation
- Engage a legislator and other stakeholders
- Raise awareness



## **Twitter Best Practices**

- Choose a policy issue that is important to you and/or the MMA.
- Keep tweets short, specific and to the point. Twitter character limit is 280.
- Tag relevant entities such as the MMA, your specialty society, your legislator(s), and other relevant stakeholders in your tweet.
- Use relevant hashtags (e.g., #RaiseYourVoice).
- Include the following components in your tweet to help get your message across:
  - “Call to action” or “ask” you have for those reading your posts
  - Personal stories
  - Data/facts to support the importance of the issue
  - Images (e.g., GIFs, pictures, videos, memes, etc.)
  - Relevant links



## **Facebook Best Practices**

- Choose a policy issue that is important to you and/or the MMA.
- Keep posts short, specific, and to the point.
- Tag relevant entities such as the MMA, your specialty society, your legislator(s), and other relevant stakeholders in your post.
- Use relevant hashtags (e.g., #RaiseYourVoice).
- Include the following components in your post to help get your message across:
  - Personal stories
  - Data/facts to support the importance of the issue
  - “Call to action” or “ask” you have for those reading your posts
  - Images (e.g., GIFs, pictures, videos, memes, etc.)
  - Relevant links