

Social Media at Leadership Day: Help Connect, Share, and Build our Advocacy Efforts

Being active on social media can amplify policy issues that are important to internists. This is especially helpful now as the COVID-19 pandemic prevents us from having in-person meetings with lawmakers. ACP invites you to share your experiences advocating with policymakers—whether it’s engaging with a lawmaker, participating with a panel, or discussing ideas with your state chapter—on Facebook, Twitter, and Instagram. Since we are unable to physically visit Capitol Hill this year, make your voice heard virtually!



Post Sharing Tips:

- When posting on Instagram, Twitter, or Facebook, **be sure to tag ACP at @ACPinternists and use the hashtag #ACPLD**—this allows you to be a part of the full conversation with your fellow internists and ACP staff. You can also tag your ACP state chapter. If you can, try to include any photos or videos that you’d like to share, and be sure to tag us! Photos of previous visits with your lawmakers or photos that show your virtual meeting can both be compelling. You can also like our posts, comment, tag colleagues, or retweet us and encourage others to follow along.

- Using hashtags (#) makes it easy for other users to find and follow tweets about a specific topic and lends to the larger online conversation. Here are some we suggest using during Leadership Day and beyond:

#ACPLD

#AccessToCare

#PrimaryCare

#PhysicianWellBeing

#Internists

#PatientsBeforePaperwork

#COVID-19

#InternalMedicine

- Follow ACP staff on Twitter to get updates during Leadership Day, and after for fresh advocacy perspectives. Here are some accounts to consider: **Bob Doherty (@BobDohertyACP)**, **Shari Erickson (@SEricksonACP)**, **Dr. George Abraham (@GeorgeAbraham65)**, **Dr. Tom Cooney(@PDX_Tom)**, **Dr. Stephen Sisson (@StephenSisson5)**, and **Dr. Darilyn Moyer(@DarilynMoyer)**. For more updates, follow our Advocates for Internal Medicine Network at @AdvocatesIM.

- When tweeting, keep in mind that **your content is public**. We suggest that you **thank** lawmakers after your conversations, but do not include specific comments they may have made about issues you discussed. See below for an example of an appropriate tweet.

Join the conversation by using our sample content to spark ideas for your own posts and share your **#ACPLD** experiences:



Thank you, @[insert member of Congress], for meeting with @ACPinternist members from [State] today. #ACPLD [include a screenshot or photo of your virtual meeting]



Now more than ever, it is important that we advocate on behalf of #internists across the country on important #healthcare policy as we continue to face the #COVID19 pandemic. @ACPinternists #ACPLD [include photo or video].



Today I am tweeting with @ACPinternists on #ACPLD to advocate on important health policy issues impacting #internalmedicine. [Include a selfie]



Social Media After Leadership Day: Continuing the Conversation

Social media can help amplify ACP's messages. To contribute **after** Leadership Day ends, consider taking the following actions:

- ✓ Like, share, and comment on our posts
- ✓ Post photos of ACP members in action
- ✓ Tag colleagues and encourage them to follow and join the conversation
- ✓ Construct your own tweets on legislative issues important to internal medicine physicians
- ✓ Consider tweeting a message to your member of Congress. You can search for the Twitter handles for your state's members at:
<http://www.tweetcongress.org/tweeters>.



ACP social media accounts to follow:

- Instagram: www.instagram.com/acpinternists
- Facebook: www.facebook.com/acpinternists
- Twitter: www.twitter.com/acpinternists
- Advocates for Internal Medicine Network (<http://twitter.com/AdvocatesIM>)
- Dr. Darilyn Moyer, ACP's Executive Vice President and CEO (<https://twitter.com/DarilynMoyer>)
- Bob Doherty, ACP's Senior Vice President of Governmental Affairs and Public Policy (<https://twitter.com/BobDohertyACP>)
- Shari Erickson, ACP's Vice President of Governmental Affairs and Medical Practice (<https://twitter.com/SEricksonACP>)
- Dr. George Abraham, President, ACP-2021-2022 (<https://twitter.com/GeorgeAbraham65>)
- Dr. Tom Cooney, Chair, ACP Board of Regents-2021-2022 (https://twitter.com/pdx_tom)
- Dr. Rebecca Andrews, Chair, ACP Board of Governors-2021-2022 (<https://twitter.com/doctorbecca1>)
- Dr. Stephen Sisson, ACP Services, Inc. President-2021-2022 (<https://twitter.com/stephensisson5>)