



2017 ONS Capitol Hill Days

September 6–7, 2017

Tweet with us on Capitol Hill! #ONSAdvocacy

Social media is all about relationships and community. When used well, tools like **Twitter and Facebook** facilitate conversations and build real-world relationships. They are also one of the most easily accessible channels to reach legislators, government figures, decision makers, and key influencers.

What can I do at home?

Make a list of influencers! Find your local and state lawmakers on Twitter and follow them. Encourage other chapter members to follow them too. Follow members of Congress, as well as their chief of staff, legislative assistant, significant other, pet—you get the picture. *A great way to influence an issue is to influence all the people the decision maker listens to.* Twitter, more than any other social platform, was built on that notion. Respond to their tweets, talk about the same causes, become their virtual best friend.

Pro-Tip: Once you like a few people in a legislator's inner circle, Twitter will start suggesting similar people to follow. This is a great way to cast a large net.

Federal and state agencies and sub-agencies are active on Twitter because it's a channel to monitor public opinion on regulatory policy. Follow the ones that align with your advocacy efforts.

Follow @RegulationsGov to see what's trending and if anything applies to your efforts.

What can I do during ONS Capitol Hill Days?

Tweet early and often.

Use **#ONSAdvocacy** in every tweet.

Post photos—don't just tell but **show** what you're doing.

Use the @ symbol (@handle) to include legislators and others in *relevant* conversations.

If you have any social media questions, please contact Jessica Thompson, digital marketing coordinator, at jthompson@ons.org. And don't forget to follow ONS on Twitter, [@oncologynursing](https://twitter.com/oncologynursing) and [@ONSAlec](https://twitter.com/ONSAlec)!

Not signed up for Facebook or Twitter? Find easy how-to steps here:

[Facebook](#)

[Twitter](#)

Resources

<http://info.cqrollcall.com/rs/764-XAC-282/images/ENG-DigitalAdvocacyBlueprint-FNL20160526.pdf>

<http://firesteelwa.org/2015/01/social-media-101-using-twitter-and-facebook-for-advocacy/>