American College of Physicians®
Leading Internal Medicine, Improving Lives

Social Media Advocacy Tips: Help Connect, Share, and Build Our Advocacy Efforts

Being active on social media can amplify policy issues and strengthen your advocacy. ACP invites you to share your experiences advocating for internal medicine—whether it's engaging a lawmaker, participating in a virtual meeting, or discussing ideas with your state chapter—on social media platforms such as Facebook, Twitter, and Instagram.

- When posting, be sure to tag ACP @ACPinternists so we can track and amplify the advocacy conversation happening online. You can also tag your ACP state chapter.

- Capturing lawmakers' attention online is more important than ever. If you are meeting with or reaching out to a lawmaker's office on an issue, also consider reaching out to them on social media. CSPAN has provided a list of members' Twitter handles here: https://twitter.com/i/lists/34179516/members

- Images make social media more engaging. When possible, consider including a picture of your meeting or some other visual.

- Keep in mind that your content is public. When connecting with lawmakers online, we suggest that you focus on thanking them and uplifting the issues you discussed, but that you do not include specific comments made by a lawmaker or staff.

Using hashtags (#) helps other users to find and follow posts about a specific topic and lends to the larger online conversation. Here are some we suggest using:

**#Internists #InternalMedicine #IMProud #ACPLD
#AccessToCare #PatientsBeforePaperwork #PrimaryCare**

ACP social media accounts to follow:

- ACP on Facebook, Twitter, & Instagram: @acpinternists

- For updates specific to ACP's advocacy, follow our Advocates for Internal Medicine Network: @AdvocatesIM

- Dr. Darilyn Moyer, ACP's Executive Vice President and CEO: @DarilynMoyer

- Shari Erickson, ACP's Chief Advocacy Officer and Senior Vice President, Governmental Affairs and Public Policy: @SEricksonACP

- Dr. Ryan Mire, ACP President: @RyanMire1

- Dr. Sue Bornstein, ACP Board of Regents Chair: @sue_bornstein