

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, X, Instagram, Threads, or LinkedIn.

- When posting, be sure to tag ACP **@ACPIMPhysicians** so we can track and amplify the advocacy conversation happening online. You can also tag your ACP state chapter. While at Leadership Day, add **#ACPLD** to your posts to connect with other attendees.
- 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 on social media. Visit the lawmaker's website to find out which social media platforms they are on and their handles.
- 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:

**#ACPLD #InternalMedicine #IMProud #IMPhysician
#PrimaryCare #AccessToCare #PatientsBeforePaperwork #PublicHealth**

Follow ACP:

- On Facebook, X, Instagram, & Threads: **@ACPIMPhysicians**
- On LinkedIn: American College of Physicians

For ACP Advocacy Updates Follow:

- Advocates for Internal Medicine Network on X: **@AdvocatesIM**
- Shari Erickson, ACP's Chief Advocacy Officer and Senior Vice President, Governmental Affairs and Public Policy on X: **@SEricksonACP**