



# EFFECTIVELY USING SOCIAL MEDIA ON YOUR VISITS



Why use social media...

Using social media on your visits to Capitol Hill is an effective way to raise awareness about fraternal issues in a timely and interactive manner and make a lasting impression.

## CREATING A GREAT POST IS AS EASY AS 1, 2, 3....

# 1

### TAKE A PHOTO:

Take a great photo with these 4 tips....

- Be sure to take photos with representatives, outside offices you visit, or in front of the capitol building
- Chose a well-lit area, not in front of a window
- Center your picture, or crop it later

# 2

### WRITE AN INVITING MESSAGE FOR YOUR POST:

Here are some sample messages for you to use:

- Great day visiting fraternal friends on the Hill!
- Thank you to all our Fraternal Champions!
- Fraternal Strong! Fraternal Proud!
- Spreading the fraternal word today on Capitol Hill!

# 3

### TAGGING PEOPLE AND USING HASHTAGS:

- Tag the representative/office in the picture - (names and handles have been provided for you below)
- Tag your home office
- Tag the Alliance (FB- @fraternalalliance or Twitter- @FraternalAllian)
- Add a hashtag: using our official 2018 Executive Summit hashtag on your posts **#AFAES2018** will help us draw attention, organize, and promote this great event on Facebook and Twitter

Representatives for Massachusetts  
(Facebook and Twitter)

- Stephen Lynch - @RepStephLynch
- Ed Markey - @SenMarkey (Twitter), @EdMarkeyforMA (FB)
- Elizabeth Warren - @SenWarren (Twitter), @senatorelizabethwarren (FB)

Representatives for New Jersey  
(Facebook and Twitter)

- Cory Booker - @CoryBooker