



Using Social Media for Advocacy

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Social Media Defined

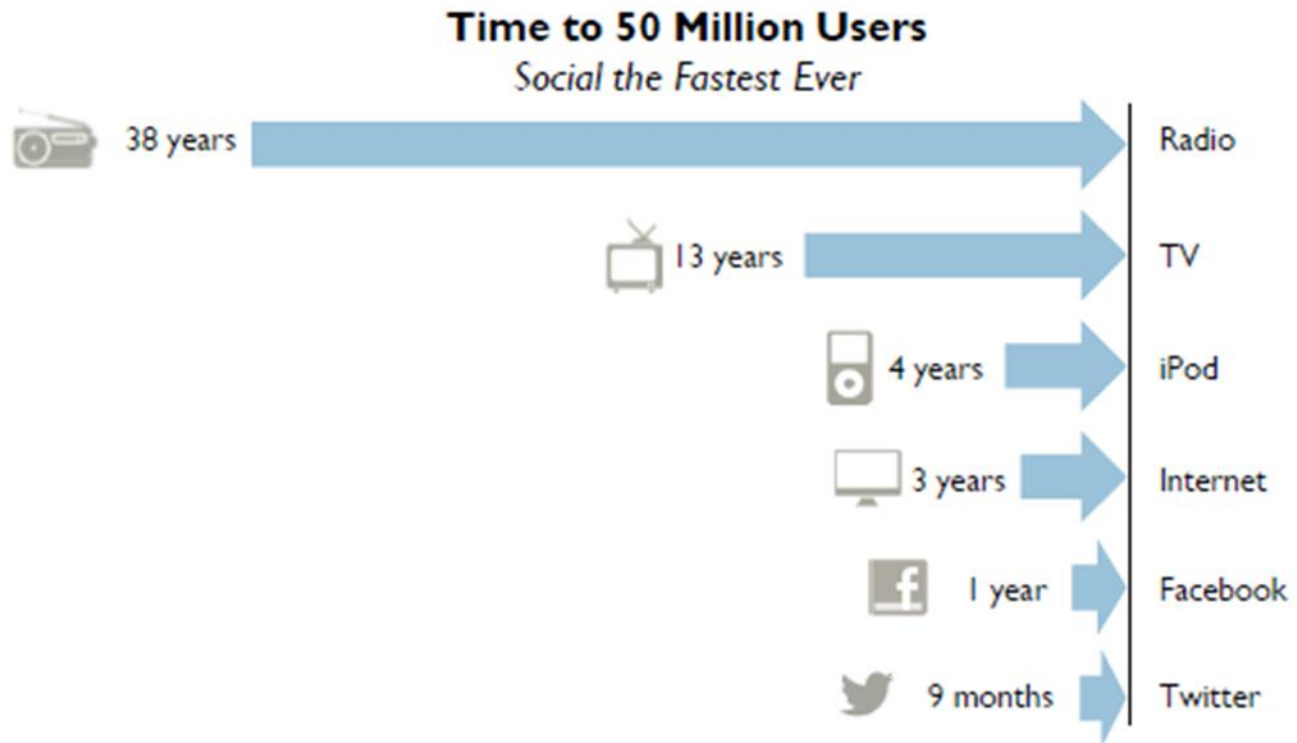
- > Web- and mobile-based platforms designed to not just generate—but to accelerate—sharing of content, collective judgment of content, and interactive dialogue among individuals, communities, and organizations.

Hallmarks:

- > *Direct, two-way* communication allowed between individuals and communities, in a many-to-many environment
- > *Non-hierarchical* content sharing rules
- > *Immediate* visibility of posted content among all group members
- > *Instantaneous feedback* possibilities through content sharing options and “up or down” voting features
- > *Networked* structure enabling users to discover and engage new individuals and groups outside their immediate list of contacts

Source: National Journal Membership Research interviews and analysis.

Power of Social Media



Source: McKinsey Global Institute, "The social economy," 2012; images by the Noun Project; The Conversation Prism by Brian Solis and JESS3; National Journal Membership Research interviews and analysis.

Power of Social Media

- > Pew, October 19, 2012:
“Some 60% of American adults use either social networking sites like Facebook or Twitter, and a new survey by the Pew Research Center’s Internet & American Life Project finds that 66% of those social media users—or 39% of all American adults—have done at least one of eight civic or political activities with social media.”

Does Congress Use Social Media?

- > All 100 Senators and 90% of Representatives are on Twitter
- > 64% of staff surveyed think Facebook is an important tool for understanding constituents' views and opinions
- > 42% of staff surveyed think Twitter also is important
- > twitter.com/cspan/members-of-congress/members

“We continue to explore new ways to use technology to reach out to our constituents. Social media is less expensive and reaches a broader audience so we plan to expand our use.”

-Senate Administrative Director

Congressional Management Foundation, “Perceptions and Use of Social Media on Capitol Hill”

Why Does Congress Use Social Media?

- > Members can control their message
- > Makes Members more responsive to their constituents
- > Enables Members to reach new people
- > Enables Members to have more meaningful interactions with constituents

“There are two different goals for communication – responding to those who are already engaged, and getting your message to those who aren’t paying attention. Those goals aren’t often met with the same techniques, but offices need to develop strategies for each.”

-House Chief of Staff

Congressional Management Foundation, “Perceptions and Use of Social Media on Capitol Hill”

Facebook

- > Advantages
 - Comment on posts
 - Hear about events or town halls
 - Learn about priorities for the Member
 - Don't have to be a constituent
 - "Share" content
- > Disadvantages
 - Cannot post on Member's wall to create new dialogue
 - Not instantaneous



John Boehner shared a link.
December 14, 2012

Here's a copy of a House Budget Committee chart I used at a press conference yesterday to show how Washington's spending problem threatens our future. As you can see, the president's fiscal cliff plan does nothing to address runaway spendi...[See More](#)



Like · Comment · Share

2,620 24,446 625



John Boehner
November 28, 2012

Democratic leaders want to raise tax rates on small businesses instead of cutting spending to avert the fiscal cliff. That is not the "balanced" approach that was promised to the American people for dealing with the debt. Where are the Democrats' spending cuts?

Like · Comment · Share

9,736 21,882 1,218

Twitter

twitter



- > Advantages
 - Faster breaking news
 - Easy way to get message out
 - Instant commentary
 - Identify advocates and others who care about your issue
- > Disadvantages
 - Fast paced
 - Only 140 characters
 - Never fully delete

Twitter: Where the political conversation is happening

“Twitter generates an outsized share of attention among political professionals and helps to form the narratives that pundits, journalists, and candidates will develop during and after big events.”

National Journal, Sept. 11, 2012

Twitter Best Practices

- > Learn the vocabulary
 - RT/MT
 - Hashtags
 - #FF
 - ICYMI
- > Use a period before a mention if you want all your followers to see it
- > Try not to use all 140 characters
- > Keep your “avi” consistent

Anatomy of a Tweet

What is said....

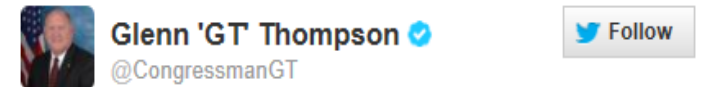


A **mention**, the “@” symbol, engages other tweeters in the conversation. The tweet shows up in the mentioned user’s feed.

A **hashtag** (#) is used to categorize tweets. It optimizes search by highlighting the most important keyword and links the tweet to the larger conversation about a particular topic.

To link to a website, a shortened URL is used to fit Twitter’s 140 character limit.

... and what is meant



This is a message to everyone who follows my posts and to WICU News in particular: I had an interview with WICU News to discuss the VETS Act, a bill that seeks to expands health care access for veterans through telemedicine services. You can follow this weblink (1.usa.gov/PdWwkE) to see the full story. I’ve also tagged the keywords “veteran” and “telemedicine” with the hashtag symbol so that my tweet can be found by anyone searching for those terms on Twitter). If you’d like to share this with other people who follow your postings, click the “Retweet” button below.

Reply Retweet Favorite

Source: National Journal Membership Research interviews and analysis.

Politicians Tweeting



ChuckGrassley ✓
@ChuckGrassley

Follow

Pres/Cong need 2work on Wash spending prob. No time 2waste b/4 Mar. Pres promised tax hike is done. Now he needs 2keep promise 4 less spend

4 Jan 13

Reply Retweet Favorite



ChuckGrassley ✓
@ChuckGrassley

Follow

Rained inIowa this weekend. Still 8 inches short Iowa still still listed dangerous drought pray For rain

17 Dec 12

Reply Retweet Favorite



ChuckGrassley ✓
@ChuckGrassley

Follow

Fred and I hit a deer on hiway 136 south of Dyersville. After I pulled fender rubbing on tire we continued to farm. Assume deer dead

25 Oct 12

Reply Retweet Favorite



Cory Booker ✓
@CoryBooker

Follow

Think so, call 9737334311. My people will tell u RT @hennybottle: Is the number to get downed wires removed same for all of essex county?

8 Jan 13

Reply Retweet Favorite



Cory Booker ✓
@CoryBooker

Follow

"Hey, Never Met U, Your tweet's Crazy, I'll DM My Number, So Call Me Maybe?" MT @ann_ralston: I have a non-sexual, political crush on you!

8 Jan 13

Reply Retweet Favorite



IG: THEBOSS_KHLOEY @_CodeRedd_Boss 1 Nov 12
@CoryBooker I live in Oscar Miles Village and I have a 2 week old baby. My complex still don't have heat or electricity



Cory Booker ✓
@CoryBooker

Follow

I can deliver baby supplies. Can u DM me your exact address? RT @_CodeRedd_Boss I live in Oscar Miles Village and I have a 2 week old baby.

1 Nov 12

Reply Retweet Favorite

How Can YOU Use Social Media Effectively?

- > Always “mention” whenever possible
- > Use hashtags effectively
- > Engage in Twitter town halls
- > Tweet/post pictures
- > Thank MoCs for cosponsorship, votes, etc



Ilisa Halpern Paul
@IlisaPaul

Follow

Great to see @RepDold today with
@advocatehealth to discuss
#carecoordination, improving outcomes &
#bendingcostcurve
pic.twitter.com/xJdzuOrK

Reply Retweet Favorite



1
RETWEET



2:45 PM - 8 May 12 · Embed this Tweet

Flag media

Key Points

- > Don't fear social media
- > It's not that complicated
- > Make it work it for your purposes (outreach, education, advocacy, marketing)
- > Can't use it if you're not doing it.

How to Reach Me

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