



Social Media and Advocacy Day 2020:

Becoming a Social Advocate:

- Make sure you tag @resolveorg in your posts on social media with the hashtag #IFAdvocacy. Additional hashtags that can be used are: #IRepresent #Access2Care #IVF4Vets #AdoptionTaxCredit
- To find your elected officials twitter handle click on the Twitter Excel Document.
- Tag @resolveorg with every tweet, update, post or Instagram.
- If you blog, share your personal experience of Advocacy Day and send us a link.
- If you take a picture or screenshot with other advocates or legislative officials, be sure to ask for permission first.

How to Find us on Social Media:

- Facebook: RESOLVE: The National Infertility Association
- Twitter: @resolveorg
- Instagram: @resolveorg
- Youtube: www.youtube.com/WatchRESOLVE

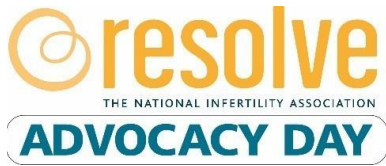
A Few Reminders:

- Make the connection! Follow your members of Congress on Facebook, Twitter, & Instagram.
- Positive Advocacy: It's important to be respectful when posting about your meetings online. Negative comments will hurt our efforts.
- Give them 100%. No updating Facebook status, email updates, or tweeting during your meetings.
- SHARE! Send any photos, blogs and videos to info@resolve.org

Sample Messaging:

General @ tweets for lawmakers

1. Hello @_____ I stand with @resolveorg, @ReprodMed, @family_equality, & @pcoschallenge, and want health care coverage for infertility, funding for medical research, adoption equality & access to family building options. #IFAdvocate
2. 1 in 8 couples have trouble getting or sustaining a pregnancy. Americans deserve affordable family building options. #IFAdvocate



3. @ _____ What do we want? Access and affordability for family building options! When are speaking with lawmakers on the issues? May 20! And we cannot wait!
#IFAdvocate #IVF4Vets
4. @ _____ I am a voter and I stand with @RESOLVE and support family-building legislation and health care reform. Everyone deserves the chance to be a parent.
#IFAdvocate

Access to Infertility Treatment and Care Act @ tweets for lawmakers

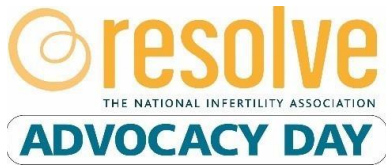
5. @ _____, I support the Access to Infertility Treatment and Care Act and look forward to speaking with your office about it on May 20th alongside @resolveorg & @ReprodMed. #IFAdvocate #Access2care
6. We feel that all members of the military family, both active duty and veterans should have guaranteed access to infertility treatment and care? Don't you agree @ _____?
#IFAdvocate
7. We are grateful for Senator @CoryBooker, @Senator Bob Menendez and @Rosa_DeLauro for all they have done for the #1 in 8 Americans who struggle to build families. #IFAdvocate

Every Child Deserves A Family Act

8. @ _____, There are more than 443k children in the foster care system. Please help increase the number of adoptive and foster care homes by 20% by banning discrimination based on sex, sexual orientation, gender identity, marital status, and religion. #Adoption @family_equality
9. @ _____, The #LGBTQ community have unique challenges when it comes to family building. An additional barrier to parenthood through adoption and foster care system should not be one of them. #EveryChildDeservesaFamily @family_equality @resolveorg
10. @ _____, Some Americans can't "just adopt." The sanctioned discrimination in the adoption and foster care system blocks this path to parenthood for many. Please consider banning discrimination in adoption and foster care.
#EveryChildDeservesaFamily @family_equality @resolveorg

PCOS

11. @ _____ We appreciate your support of the #PCOS community and your help in officially designating September as PCOS Awareness Month.
12. @ _____ PCOS is a genetic, hormonal, metabolic, and reproductive disorder, is a common cause of infertility among women and affects between 5 and 10 million women in the U.S. #PCOS



Adoption Tax Credit

13. @____ Help provide access and relief to those who would otherwise not be able to build their family through adoption. #Adoption #TaxReform #MiddleClassfamilies
14. @____ Let's help make adoption more affordable for the middle class. Amend the Internal Revenue Code of 1986 to provide for a refundable adoption tax credit. #Adoption #TaxReform #MiddleClassfamilies
15. @____ Will you stand with @resolveorg and 150 other organizations in the ATC Working Group and make #ATC refundable. Lower income families deserve the benefit of the credit.
16. @____ Support the Adoption Tax Credit: Help children find forever families; give families who adopt the credit they deserve. #Adoption #TaxReform #MiddleClassfamilies

Thank you, post meeting

17. Thank you to _____ from @senator_____ office for meeting with us today. So excited that your office is considering co-sponsoring_____. (The Access to Infertility Treatment and Care Act, The PCOS Awareness Month Resolution, Every Child Deserves a Family Act, Adoption Tax Credit Refundability Act, Women Veterans Families and Health Services Act)
18. Kudos to all the advocates who spoke with lawmakers today about The Access to Infertility Treatment and Care Act, The PCOS Awareness Month Resolution, Every Child Deserves a Family Act along with other family-building bills. You are a #changemaker. @resolveorg @ReprodMed #IFAdvocacy