



## **Social Media & Federal Advocacy Day 2021:**

### **Becoming a Social Advocate:**

- Tag @resolveorg with every tweet, update, and post.
- Use our event hashtag #LetsTalkProFamily. Additional hashtags that can be used are: #IFAdvocacy #Access2Care #IVF4Vets #AdoptionTaxCredit
- To find your elected officials twitter handle in this [Excel document](#).
- If you blog, share your personal experience of Advocacy Day and send us a link.
- Before you share a picture or screenshot with other advocates or legislative officials, be sure to ask for permission first.
- Sharing is caring: Help us increase awareness about the event by sharing, reposting, & re-tweeting posts about Advocacy Day.
- Word of Mouth: If you prefer not to share about Advocacy Day on your personal account you can still plug the event in comment sections. Applaud influencers or organizations for posting about the event by letting them know how much you appreciate their support of the cause.

### **Find us on Social Media:**

#### **RESOLVE: The National Infertility Association**

- Facebook: [RESOLVE: The National Infertility Association](#)
- Twitter: [@resolveorg](#)
- Instagram: [@resolveorg](#)
- [YouTube](#)
- Event Website: [resolve.org/advocacyday](https://resolve.org/advocacyday)
- RESOLVE website: [resolve.org](https://resolve.org)

#### **American Society for Reproductive Medicine**

- Facebook: [ASRMFB](#)
- Twitter: [@ReprodMed](#)
- Instagram: [@AmericanSocietyforReprodMed](#)
- [YouTube](#)
- ASRM website: [asrm.org](https://asrm.org)

## 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](mailto:info@resolve.org). Make sure you have permission to share photos of others.

## Sample Messaging:

### General @ tweets for lawmakers

1. Hello @\_\_\_\_\_ I stand with @resolveorg & @ReprodMed & want health care coverage for infertility, funding for medical research, adoption equality & access to family building options. #LetsTalkProFamily #IFAdvocacy
2. 1 in 8 couples have trouble getting or sustaining a pregnancy. Americans deserve affordable family building options. #LetsTalkProFamily #IFAdvocacy
3. @\_\_\_\_\_What do we want? Access & affordability for family building options! We will be speaking with lawmakers on June 17. And we cannot wait! #IFAdvocacy #IVF4Vets
4. @\_\_\_\_\_I am a voter and I stand with @resolveorg & support family-building legislation & health care reform. Everyone deserves the chance to be a parent. #LetsTalkProFamily #IFAdvocacy
5. Virtual Capitol Hill meetings w/ @resolveorg telling Congress about Pro-Family legislation. (Attach a photo of yourself w/ selfie sign & tag lawmakers)
6. Today I'm on logging on w/ @resolveorg to meet with @\_\_\_\_\_ 's office to tell Congress to support [Bill numbers/legislation] #LetsTalkProFamily #IFAdvocacy

### General Posts for Facebook/Instagram: [Recommended: Add the link to your bio on Instagram]

1. Do you care about issues that impacts people challenged in their family building due to infertility and other barriers to access? Join us at @resolveorg Advocacy Day, June 17th & #LetsTalkProFamily legislation with lawmakers.  
@resolveorg @ASRM #IFAdvocacy
2. Let's talk...about the issues that impacts people challenged in their family building due to infertility, lack of access, or other reasons. During @resolveorg & @ASRM Advocacy Day on June 17. All stories need to be heard.  
#LetsTalkProFamily #IFAdvocacy
3. On June 17, #LetsTalkProFamily legislation in support of increased access to family building options & health care reform because 2021 brought with it a new Administration & Congress that need to hear from us. @resolveorg @ASRM #IFAdvocacy

4. I stand with @resolveorg, @ASRM in support of health care coverage for infertility, funding for medical research, adoption equality & access to family building options. #LetsTalkProFamily #IFAdvocacy
5. We need everyone to start talking to Members of Congress about access to family building options. #LetsTalkProFamily #IFAdvocacy @resolveorg @ASRM
6. Protecting your right to build a family. Register for @resolveorg Advocacy Day in support of Pro-Family legislation. @ASRM #LetsTalkProFamily #IFAdvocacy

### **Thank you! Post Meeting**

1. Thank you to \_\_\_\_\_ from @senator\_\_\_\_\_ office for meeting with us today. So excited that your office is considering co-sponsoring\_\_\_\_\_. [Insert the specific bill]
2. Kudos to all the advocates who spoke with lawmakers today about [Insert the specific bill] & other family-building bills. You are a change maker. @resolveorg @ReprodMed #LetsTalkProFamily #IFAdvocacy