



IN PARTNERSHIP WITH:



2022 Federal Advocacy Day Social Media

Becoming a Social Advocate:

- **Follow and tag us** (and other affiliated organizations, as applicable) on Advocacy Day related tweets and posts. Tag @resolveorg and @asrm in every tweet, update, and post.
- **Hashtags:** Use our event hashtags #WeCanAll and #RespondwithRESOLVE. Additional hashtags RESOLVE commonly use are: #IFAdvocacy #Access2Care #IVF4Vets #AdoptionTaxCredit.
- **Ask for Permission:** 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, and re-tweeting posts about Advocacy Day.
- **Word of Mouth:** If you prefer not to share about Advocacy Day on your personal account, here are some ways you can spread the news on advocacy efforts:
 - Comment: At some point, we are all guilty of peeping into social media comment sections to see what others are saying about a post. Expose advocacy efforts to a broader audience by commenting on relevant posts or tweets to promote your cause.
 - Direct message relevant influencers or organizations to inform them about advocacy efforts that could impact their followers.
 - Thank them for sharing: Don't forget to thank influencers or organizations by letting them know how much you appreciate their support for the cause.
- **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.
- **Keep us Updated:** Send any photos, blogs, and video links to advocacy@resolve.org. Make sure you have permission to share photos of others.



IN PARTNERSHIP WITH:



Find & Tag Us on Social Media:

RESOLVE: The National Infertility Association

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

American Society for Reproductive Medicine

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

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 [insert or replace with applicable issues] & access to family building options. #IFAdvocacy #Access2Care #WeCanAll
2. 1 in 8 couples have trouble getting or sustaining a pregnancy. Americans deserve affordable family building options. #WeCanAll do our part for #Access2Care
3. @[Senator or House Rep.]_____. What do we want? Access & affordability for family building options! We will be speaking with lawmakers on May 18. And we cannot wait! #IFAdvocacy #IVF4Vets [Use various hashtags as applicable]
4. @[Senator or House Rep.]_____. I am a voter & I stand with @resolveorg & support family-building legislation & health care reform. All people can be impacted by the lack of #Access2Care. #WeCanAll support #IFAdvocacy
5. Today, I'm virtual in Capitol Hill meetings with @resolveorg & asking Congress to improve #Access2Care for infertility treatments & family building options [insert or place with applicable issues]. (Recommendation: Attach a photo of yourself w/ selfie sign & tag lawmakers)
6. Today I'm on logging on with @resolveorg to meet with @[Senator or House Rep.]_____. #WeCanAll do our part to support [Bill numbers/legislation] #Access2Care #IFAdvocacy



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

1. Do you care about issues that impacts access to infertility treatments, family building options, and other barriers to care? Join us at @resolveorg & @ASRMFB Advocacy Day, May 18. #WeCanAll advocate for access to care.
#IFAdvocacy #Access2Care
2. On May 18, I will #RespondwithRESOLVE because family building options and access to care will help millions of Americans build their family. During @resolveorg & @ASRMFB Advocacy Day on May 18. All stories need to be heard.
#IFAdvocacy #Access2Care
3. On May 18, #WeCanAll advocate in support of increased access to family building options & health care reform. @resolveorg @ASRMFB #IFAdvocacy #Access2Care
4. #WeCanAll stand with @resolveorg & @ASRM in support of health care coverage for infertility, funding for medical research, adoption equality [insert applicable issues] & access to family building options. #RespondwithRESOLVE #IFAdvocacy #Access2Care
5. We need everyone to start talking to Members of Congress about access to family building options. #WeCanAll Respond with RESOLVE when our legislators ask us why #Access2Care is so important to Americans trying to build their families.
#IFAdvocacy @resolveorg @ASRM
6. Protecting your right to build a family. #WeCanAll register for @resolveorg & @ASRMFB Advocacy Day in support of Pro-Family legislation. #IFAdvocacy #Access2Care

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] #IFAdvocacy
2. Thank you @HouseRep OR @senator & staff for meeting with us today. Please co-sponsor [Insert the specific bill] to help Americans build their families.
#IFAdvocacy
3. 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 #WeCanAll #IFAdvocacy
4. We are grateful for [@senator or @Houserrep] for all they have done for the 1 in 8 Americans who struggle to build families. #WeCanAll do our part for
#Access2Care #IFAdvocate