



SOCIAL MEDIA

ADVOCACY DAY SOCIAL MEDIA GUIDE

The social media guide includes:

- Social media graphics and selfie signs
- Hashtags/tags (#/@) to reference
- Quick facts about Advocacy Day
- Sample social media prompts

A FEW REMINDERS AND BEST PRACTICES:

- Tag RESOLVE & ASRM with every tweet, update, and post.
- Use our hashtag #UseYourVoice #AdvocacyDay2023. Additional hashtags that can be used are: #IFAdvocacy #IVF4Vets #IVF4Military #MilitaryFamilyBuilding #Adoption #LGBTQ+ #Infertility #AccessToCare #IVF4Vets #AdoptionTaxCredit.
- Make the connection! Follow your members of Congress on Facebook, Twitter & Instagram. You can determine your elected official's social media presence by visiting their website. Social media icons indicate where they are active and link to their pages.
- If you blog, share your personal experience of Advocacy Day, and send us a link.
- Spread the word: Help us increase awareness about the event by sharing, reposting, & re-tweeting posts about Advocacy Day.
- Positive Advocacy: It's important to be respectful when posting online about legislation. 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. Make sure you have permission to share photos of others.



SAMPLE SOCIAL MEDIA POSTS

GENERAL @ TWEETS FOR LAWMAKERS

1. Hello @_____ I stand with @resolveorg & @asrm_org in support of health care coverage for infertility, funding for medical research, adoption equality & access to family building options. #UseYourVoice #AdvocacyDay2023
2. Americans deserve accessible and affordable family building options. #UseYourVoice #AdvocacyDay2023
3. @ _____ What do we want? Access & affordable family building options! We will be meeting with lawmakers on April 25. And we cannot wait! #UseYourVoice #AdvocacyDay2023
4. @ _____ I stand with @resolveorg & @asrm_org in support of family building legislation & health care reform. #UseYourVoice #AdvocacyDay2023

GENERAL POSTS FOR FACEBOOK/INSTAGRAM - [RECOMMENDED: ADD THE EVENT LINK TO YOUR BIO ON INSTAGRAM]:

1. Do you care about issues that impact people challenged in their family building due to infertility and other barriers to access? Join me, @resolveorg & @asrm_org/@asrmfb and #UseYourVoice during #AdvocacyDay2023 on April 25th.
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_org/@asrmfb Advocacy Day on April 25. All stories need to be heard. #UseYourVoice #AdvocacyDay2023
3. On April 25, #UseYourVoice in support of increased access to family building options & health care reform. Congress needs to hear from us! @resolveorg @asrm_org/@asrmfb #UseYourVoice #AdvocacyDay2023 #IFAdvocacy
4. I stand with @resolveorg & @asrm_org/@asrmfb in support of health care coverage for infertility, funding for medical research, adoption equality & access to family building options. #UseYourVoice #AdvocacyDay2023 #IFAdvocacy
5. We need everyone to #UseYourVoice to inform Members of Congress about the need for access to family building options. #AdvocacyDay2023 #IFAdvocacy @resolveorg @asrm_org/@asrmfb
6. Protecting your right to build a family. Register for @resolveorg & @asrm_org/@asrmfb Advocacy Day in support of pro-family legislation. #UseYourVoice #AdvocacyDay2023 #IFAdvocacy



ABOUT RESOLVE

[RESOLVE: The National Infertility Association](http://www.RESOLVE.org) is a national nonprofit patient advocacy organization. One in seven U.S. couples of childbearing age has trouble conceiving or carrying a pregnancy to term. Founded in 1974, RESOLVE provides free support groups in more than 200 communities, is the leading patient advocacy voice, and serves as the go-to organization for anyone challenged in their family building. For more information, visit www.RESOLVE.org.

ABOUT ASRM

[American Society for Reproductive Medicine \(ASRM\)](http://www.asrm.org) is a multidisciplinary organization dedicated to the advancement of the science and practice of reproductive medicine. The Society accomplishes its mission through the pursuit of excellence in education and research and through advocacy on behalf of patients, physicians, and affiliated health care providers. The Society is committed to facilitating and sponsoring educational activities for the lay public and continuing medical education activities for professionals who are engaged in the practice of and research in reproductive medicine.

RESOLVE ONLINE AND SOCIAL MEDIA TAGS

Facebook: @resolveinfertilityorg; [RESOLVE: The National Infertility Association](http://www.RESOLVE.org)

Twitter: [@resolveorg](https://twitter.com/resolveorg)

Instagram: [@resolveorg](https://www.instagram.com/resolveorg)

Website: resolve.org/advocacyday

AMERICAN SOCIETY FOR REPRODUCTIVE MEDICINE (ASRM) ONLINE AND SOCIAL MEDIA TAGS

Facebook: @ASRMFB

Twitter: @ASRM_org

Instagram: @asrm_org

Website: asrm.org