Our Mission: To drive efforts to cure psoriatic disease and improve the lives of those affected.

Capitol Hill Day 2022 - Social Media Toolkit

Goal: Use your social media to share photos and posts of you wearing your "#NPFadvocacy" Capitol Hill t-shirt and holding the selfie sign during Capitol Hill Day to engage your legislators and encourage others to contact their members of Congress and amplify your work on May 10-11, 2022.

Social Media Platforms: Twitter is the best way to reach members of Congress, and the primary platform for NPF advocacy. If you are active on Facebook and Instagram, please use those platforms as well.

Social Media Best Practices:

Keep your posts positive. Even if you don't share the same political view or agenda as the elected official, it's most productive to be positive**.** Regardless of how the meeting goes, expressing gratitude for their time and attention to our efforts will help our cause.

Tag Members of Congress in your posts. Find your representatives' handles for Facebook and Twitter. Even if you meet with staff, you should only tag the member themselves.

Include photos in your posts. Take a photo in your "#NPFadvocacy" Capitol Hill t-shirt and holding the selfie sign and tag the member in your post. Please don't forget to thank them for their time. **Photo example from 2020:** Make sure your shirt and sign are both visible!

Don't forget to tag NPF. Include #NPFadvocacy and tag us: @NPF (Twitter) or @National.Psoriasis.Foundation (FB + IG) handle. Tagging NPF will help us find and share your posts.

Twitter

- Tag NPF: @NPF
- Hashtags: #NPFadvocacy // #SafeStepAct //#HELPCopaysAct// #psoriasis // #psoriaticarthritis

Facebook and Instagram

- Tag NPF: @National.Psoriasis.Foundation
- Hashtag: #NPFadvocacy
- Tag NPF in both your Instagram post and Instagram story. That way, it may be shared on the NPF's Instagram Stories as well.

NATIONAL PSORIASIS FOUNDATION®

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Action Alert Promotion

Twitter:
I am meeting with @NPF and federal lawmakers about capping out-of-pocket costs in Medicare and cosponsoring the #SafeStepAct and the #HELPCopaysAct. Join me: http://ow.ly/rnJW50II3Ol #NPFadvocacy

Twitter:
As a @NPF volunteer, I am meeting virtually with lawmakers on Capitol Hill Day to make my voice heard on behalf of the community impacted by #psoriasis & #psoriaticarthritis. Join me by asking Congress to support our policy priorities: http://ow.ly/rnJW50II3Ol #NPFadvocacy

Facebook:
Today is Capitol Hill Day! I am excited to use my voice and join the @National.Psoriasis.Foundation by encouraging federal lawmakers to cap out-of-pocket costs in Medicare and cosponsor the Safe Step Act and the HELP Copays Act. You can help from home too. Ask Congress to support our policy priorities: http://ow.ly/rnJW50II3O

Facebook:
Today I'm participating in calls with the @National.Psoriasis.Foundation to talk to federal lawmakers about cosponsoring the Safe Step Act, the HELP Copays Act, and capping out-of-pocket costs in Medicare. Ask Congress to support our community: http://ow.ly/rnJW50II3O #NPFAdvocacy

Instagram:
Today is Capitol Hill Day! I am excited to use my voice and join the @National.Psoriasis.Foundation by encouraging federal lawmakers to cap out-of-pocket costs in Medicare and cosponsor the Safe Step Act and the HELP Copays Act. You can help too. Go to the link in @National.Psoriasis.Foundation bio and click on "Capitol Hill Day 2022" to ask Congress to support our policy priorities. #NPFadvocacy

Thank You

Twitter:
Thank you [INSERT MEMBER'S HANDLE] for meeting with me and other @NPF advocates about the need for the #SafeStepAct and the #HELPCopaysAct and capping out-of-pocket costs in Medicare. #NPFadvocacy

Facebook:
Thank you [INSERT MEMBER'S HANDLE] for speaking with me and other @National.Psoriasis.Foundation advocates about ways Congress can improve the lives of people with psoriasis and psoriatic arthritis through the Safe Step Act and the HELP Copays Act and capping out-of-pocket costs in Medicare. #NPFAdvocacy