

Capitol Hill Day 2023 - Social Media Toolkit

Goal: Use your social media to share photos and posts of you on Capitol Hill Day to engage your legislators and encourage others to contact their members of Congress on March 9 & 14, 2023.

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 members themselves.
- **Include photos in your posts.** Take a photo, either on Capitol Hill, or if participating virtually in your "#NPFadvocacy" Capitol Hill t-shirt and holding the selfie sign. Please don't forget to thank them for their time. **Photo examples from 2020. Make sure your shirt and sign are both visible!**



Don't forget to tag NPF. Include #NPFadvocacy and tag us! 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.



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

Action Alert Promotion

Twitter:

Today I am meeting with federal lawmakers about issues that impact people living with psoriatic disease. You can help. Join @NPF and me by asking Congress to support our policy priorities: bit.ly/NPFCHD #NPFadvocacy

Today is #CapitolHillDay and I'm joining #NPFAdvocacy and using my voice to help improve the lives of those affected by psoriatic disease. Add your voice to mine. Join me and help ensure everyone has access to effective and affordable healthcare. [@NPF](https://bit.ly/NPFCHD)

I'm D.C. today with #NPFAdvocacy urging lawmakers to support policies that ensure people living with psoriatic disease have effective and affordable healthcare. Join me by taking action from home and urge Congress to support our community. bit.ly/NPFCHD @NPF

Today is #CapitolHillDay and I'm in D.C. with #NPFAdvocacy meeting with lawmakers about issues that impact people living with psoriatic disease. Will you join me by taking action from home? bit.ly/NPFCHD

Facebook:

Today is Capitol Hill Day! I am using my voice to urge federal lawmakers to cosponsor the Safe Step Act and the HELP Copays Act, and fund education and outreach for psoriatic disease. Add your voice to mine. Join @National.Psoriasis.Foundation and I by asking Congress to support our policy priorities: bit.ly/NPFCHD #NPFAdvocacy

Today is Capitol Hill Day and I'm joining @National.Psoriasis.Foundation by using my voice to help improve the lives of those affected by psoriatic disease. Add your voice to mine. Join me and help ensure everyone has access to effective and affordable healthcare. bit.ly/NPFCHD #NPFAdvocacy

I'm on Capitol Hill today with @National.Psoriasis.Foundation advocating for access to robust, comprehensive health care coverage through step therapy reform, sponsoring the HELP copays act, and funding psoriatic disease research and education. You can help. Use your voice to ensure that everyone has access to safe and affordable healthcare. bit.ly/NPFCHD #NPFAdvocacy

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Instagram:

I'm on Capitol Hill today with @National.Psoriasis.Foundation advocating for access to robust, comprehensive health care coverage through step therapy reform, sponsoring the HELP copays act, and funding psoriatic disease research and education. Go to the link in @National.Psoriasis.Foundation bio and click on "Capitol Hill Day 2023" to ask Congress to support our policy priorities. #NPFadvocacy

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Today is Capitol Hill Day and I'm joining @National.Psoriasis.Foundation by using my voice to help improve the lives of those affected by psoriatic disease. Add your voice to mine. Click the link "Capitol Hill Day 2023" on @National.Psoriasis.Foundation bio to join me and help ensure everyone has access to effective and affordable healthcare. #NPFAdvocacy

Thank You

Twitter:

Thank you [INSERT MEMBER'S HANDLE] for meeting with me and other @NPF advocates. We hope you will cosponsor the #SafeStepAct and the #HELPCopaysAct and support funding education and awareness around psoriatic disease. #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 by cosponsoring the Safe Step Act and the HELP Copays Act and funding for awareness and education of psoriatic disease. #NPFAdvocacy

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