

Digital Advocacy 101

Advocating For Your Legislative Priorities Effectively. +
Succinctly. Using Social Media





Digital Advocacy

1. The Basics of Social Media & Advocacy
2. Building Your Network of Influence
3. Amplifying Our Priorities on Social Media
4. Wrapping Up



The Basics

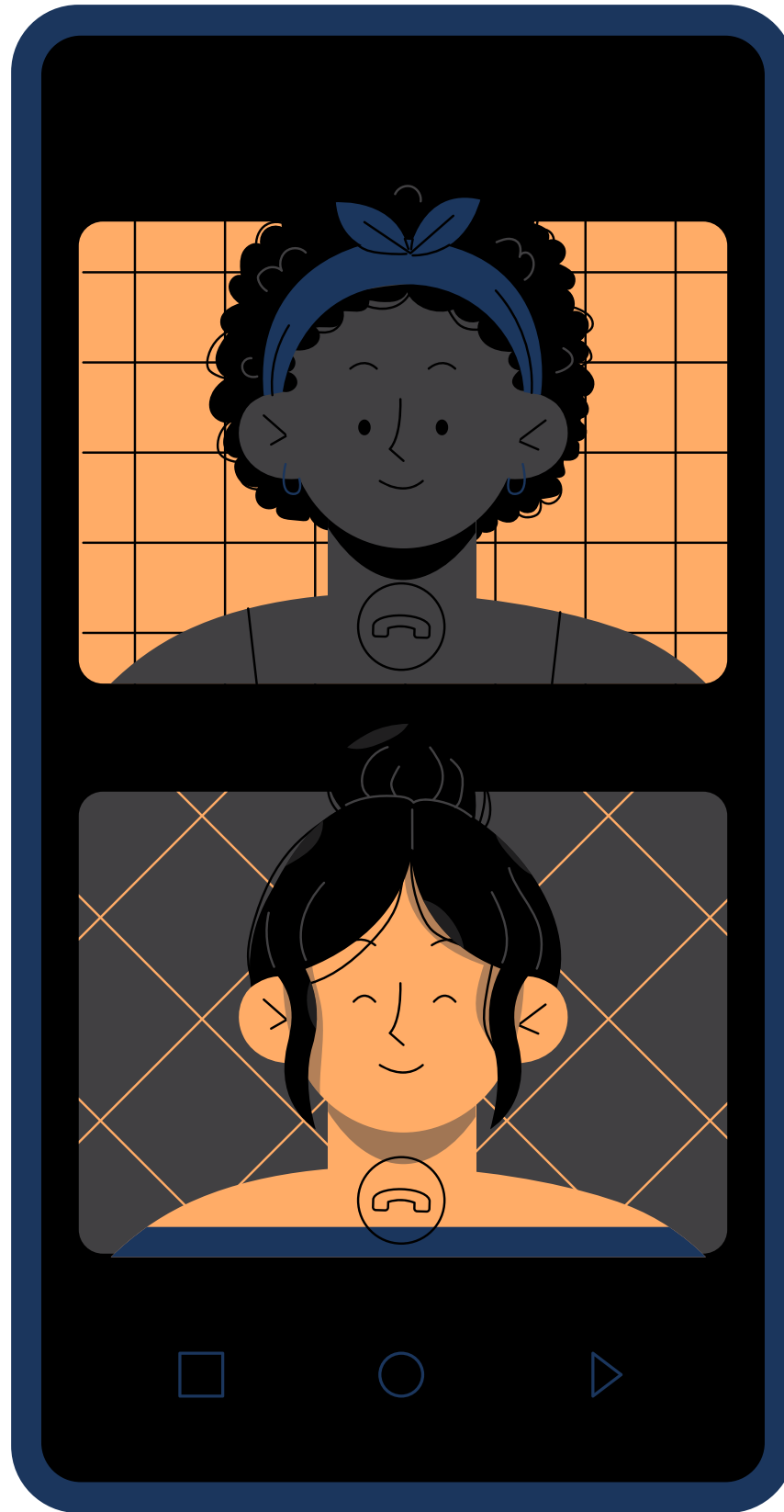
- Which social media account(s) do you have?
- Are they up-to-date, public, & actively used?
- Whom are you following?
- Who follows you?

Build Your Network of Influence

- Follow NYS Executive Leaders
 - [Executive Twitter Directory](#)
- Follow Your State Legislators
 - [Assembly Twitter Directory](#)
 - [Senate Twitter Directory](#)



Amplifying Our Priorities



- Visualizing Your Network
- Crafting The Perfect Message
 - Let's Practice
 - Today, I am joining hundreds of #LibraryAdvocates across NYS to advocate for the legislative and budget priorities that will strengthen #NYSLibraries!
 - I am advocating for [INSERT BILL NAME HERE] which is sponsored by @[INSERT SENATOR SPONSOR HERE] because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD22 here: <https://www.nyla.org/lad2022>

Wrapping Up

- Follow, Engage, and Tag Your Elected Officials
- Use Hashtags (Wisely)
- Post with Purpose
- Like, Retweet, Reply, and Repeat
- Use Your Words, and Your Face



Lets Discuss!



THANK YOU!

Full #LAD22 Social Media Advocate Materials Directory

[#LAD22 Tweet Directory](#)

[Tweeting Tips & Tricks Cheat Sheet](#)

[How To Leverage Your Network](#)

Social Media Frames

[I Am A #LibraryAdvocate Social Media Frame](#)

[I Am A #LibraryChampion Social Media Frame](#)

[I Advocate For Libraries Because... Social Media Frame](#)

Learn More About #LAD22

By Visiting

www.nyla.org/lad2022