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