

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



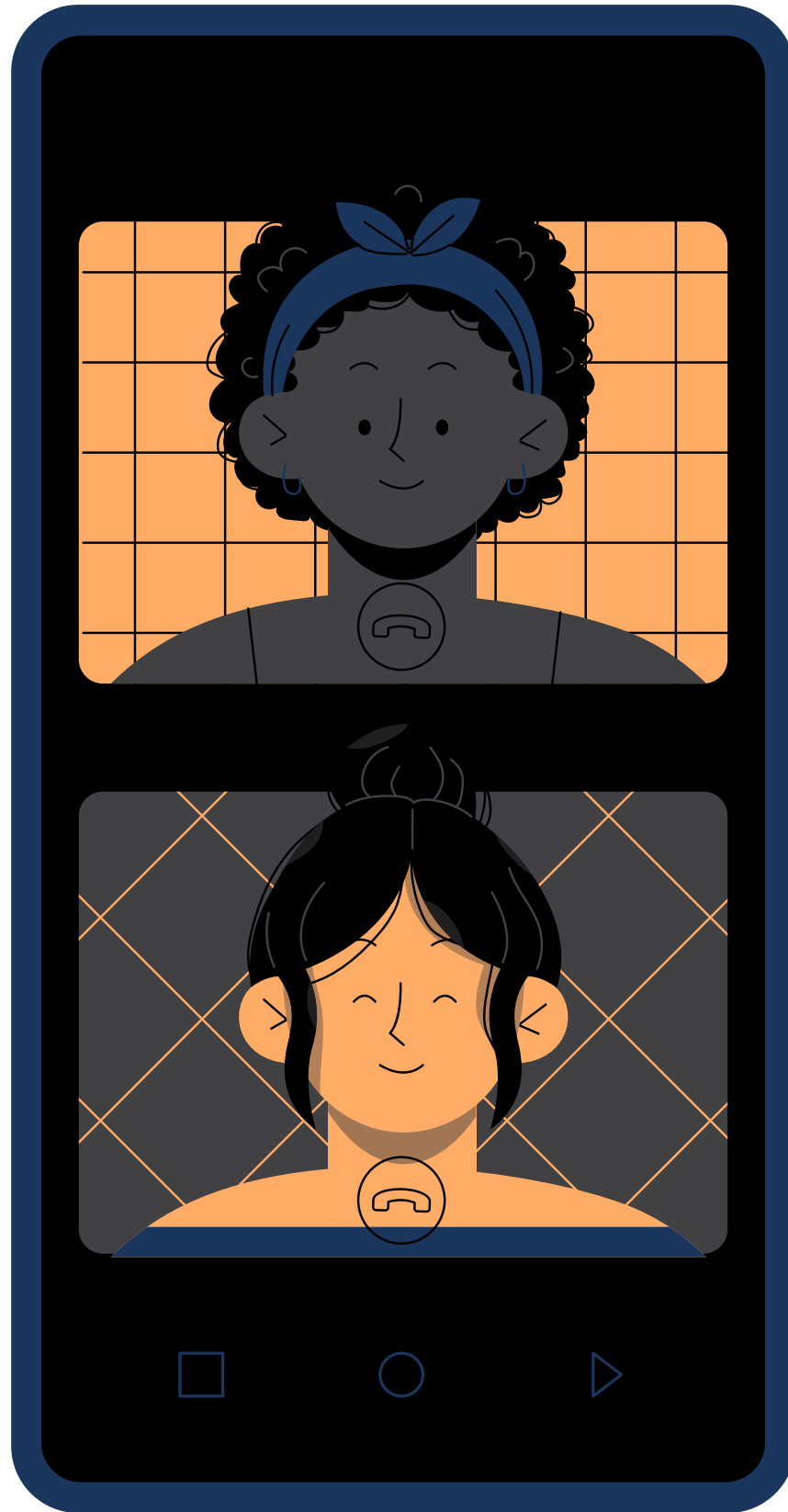
The Basics

- 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 & State 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 increased #NYSLibraryOperatingAid because [INSERT REASON HERE]. Learn how to be a #LibraryChampion during #LAD23 here: <https://www.nyla.org/nyla-advocacy-day-2023>

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 #LAD23 Digital Advocacy Materials Directory

- [NYS Assemblymember & State Senate Twitter Directory](#)
- [How To Leverage Your Network of Influence One-Pager](#)
- [Sample #LAD23 Tweet Directory](#)
- [Tweeting Tips & Tricks Cheat Sheet](#)

Learn More About #LAD23

By Visiting

www.nyla.org/nyla-advocacy-day-2023