



SOCIAL MEDIA TOOLKIT UK

Social Media is a critical tool in our advocacy campaign for ME with our MPs.

This toolkit will give you the skills to be a social media advocate for ME on Facebook, Twitter and Instagram.

Why use Social Media

Social Media is a great way to have a real-time conversation with MPs. It enables you to contact policy-makers directly and with immediacy, right up to the moment votes are cast.

Social Media also has a multiplier effect – as more constituents share and comment on the same post, the more influence the post will have on Parliament and decision makers. Social media gives us a voice even when we can't physically go to Westminster or attend events.

What Social Media tool should I use when?

- Is something happening right now? **Twitter**
- Is there a visual component (you're at an event, participating in an action)?
Instagram
- You want to both reach your MP and raise awareness on an issue across your network? **Facebook**

Jump to:

1. [Twitter](#)
2. [Instagram](#)
3. [Facebook](#)

Twitter – Advocacy in 280 characters or less!

Twitter can be highly effective in engaging MPs. Here's how to make sure your tweets have the most impact.

1. **Tag** the most appropriate decision maker.
2. **Identify Yourself** as a constituent, e.g. Jane from *constituency*.
3. **Ask** for a specific action.
4. **Use Relevant Hashtags** for the campaign you are referencing, e.g. #MEAction, #ME, #MyalgicE, #MillionsMissing, etc.
5. **Post!**

[Follow us on Twitter](#) to get the latest news!

A word about Hashtags

On Twitter, the hashtag - # - turns any word or group of words (no spaces) into a searchable link. Hashtags are indexed by the social network and become searchable and discoverable by other users.

When you click a hashtag you are brought to a page that aggregates all of the posts with the same hashtag(s). Once a hashtag picks up enough momentum it “trends.” Hashtags are like brands, so use them sparingly.

For our purposes, it's best to use #MyalgicE, #ME, #MEAction #pwme, or #MillionsMissing. If a Parliamentary debate is involved, you can use #MEdebate and #UKParliament. Consider using #ChronicIllness if the point you are making has relevance to other conditions as well as ME.

A word about the @ symbol

The @ symbol is simply the direct address of the person you are trying to reach. Using @ before a person's Twitter handle will tweet at that person directly, letting them know you are speaking to them specifically. You can also publish a tweet and tag the MP with a picture that represents your message. For example, Matt Hancock (Secretary of State for Health and Social Care): @matthancock.

Find your MPs Twitter account [here](#).

Instagram – the power of images to advocate for change!

Social Media is a highly visual world. Using Images can be a creative way for us to identify our cause and our organization. Pictures are about showing and not telling. Images have the power to deliver an emotional impact, bringing life to our story in ways that text alone sometimes cannot. When used in conjunction with hashtags, Instagram can deliver a powerful message.

1. **Tag** the most appropriate decision maker.
2. **Identify Yourself** as a constituent, e.g. Jane from *constituency*.
3. **Ask** for a specific action.
4. **Use Relevant Hashtags** for the campaign you referencing, e.g. #MEaction, #ME, #MyalgicE, etc.
5. **Make it visually interesting and post!**

[Follow us on Instagram!](#)

Facebook – use your network and make it personal!

Facebook is a great way to leverage your network of friends and family. And like Twitter and Instagram, you can reach MPs directly by tagging them in your posts, messaging them directly or writing on their walls.

1. **Tag** the most appropriate decision maker.
2. **Identify Yourself** as a constituent, e.g. Jane from *constituency*.
3. **Ask** for a specific action. **Make it Personal.** There is no character limit like Twitter, so tell your MP *and* your family and friends how the issue/policy you are talking about impacts you personally. Link to articles, studies etc. include pictures to make your ask even more powerful.
4. **Use Relevant Hashtags** for the campaign you are referencing, e.g. #pwme, #ME, #MEdebate, etc.
5. Ask your network to share your post!

[Like our Facebook page](#) and get involved!