Social Media as an Advocacy Tool

*Using social websites to connect, educate and influence*

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Today you will learn:

1. How to find out who your representatives are.

2. What information you can learn about them from the State of Georgia legislative website.

3. How to find their social media channels, websites, additional ways to connect with them.

4. What to say once you have their attention.
THE GOOD NEWS

Most constituents never reach out to their elected officials, so if you are speaking with them, you are ahead of the game!
Where do you begin?
Do Your Research

Who are my Georgia State Senator and Representative?

Find Your Legislators
Look your state legislators up by address or use your current location.

Enter Your Address:  
Search by Address  
Use Current Location
What Can I Learn About Them?
What Can I Learn About Them?
Now That You’ve Found Them, What Next?

• Follow their account (s)
• Interact with them.
• Observe social media etiquette.
• Thank them when they help people in your district.
Now That You’ve Found Them, What Next?

When you reach out be sure to:

- Identify yourself as a constituent
- Be brief and make sure they know what you want them to do. Stick to one issue per message
- Be courteous and thank them for taking the time to read your correspondence

Remember...

- What makes you a credible source
- Just tagging someone in a post is not equal to making connections around the issue
- Social media engagement is important and if you are so inclined it can be one part of your strategy to engage
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