



## Social Media Cheat Sheet

### Basics

**Twitter:** @RallyForNIH

**Facebook:** @RallyMedRes

**Take Action:** [cqrcengage.com/aacr/RallyNDA](http://cqrcengage.com/aacr/RallyNDA)

**Hashtags:** #RallyMedRes #FundNIH

### Photo Guidelines

- Try to include a photo with each tweet. Tweets with images receive 150% more retweets than those without!
- Photos should be horizontal/landscape in order to display properly on Twitter.
- If a Congress member or staffer is not available for a photo, take one in front of their office sign that has their name.
- Mention the Congress member's handle in the tweet. Some Congress members can also be tagged in the photo.
- Have fun and be creative!

### Sample Tweets

- Spending a day on #CapitolHill to support @NIH funding! Add your voice by contacting Congress at [cqrcengage.com/aacr/RallyNDA](http://cqrcengage.com/aacr/RallyNDA) #RallyMedRes
- Research means hope! Join #RallyMedRes from anywhere in the US by participating in the National Day of Action at [cqrcengage.com/aacr/RallyNDA](http://cqrcengage.com/aacr/RallyNDA)
- Thanks [[@CongressMember](#)] for the #RallyMedRes meeting today! Grateful to have your support for @NIH funding. #FundNIH
- Good meeting with [[@CongressMember](#)]'s staff today & great opportunity to talk about impact of @NIH funding. #FundNIH #RallyMedRes
- Finishing up a day of #RallyMedRes meetings on #CapitolHill, but you can still help support @NIH funding @ [cqrcengage.com/aacr/RallyNDA](http://cqrcengage.com/aacr/RallyNDA) #FundNIH

### Do's & Don'ts

**Do:** Thank the Congress members and staff on Twitter or their official Facebook.

**Don't:** Selectively thank some offices but not others.

**Do:** Ask staff for a group photo with the member if possible.

**Don't:** Take photos inside the office without permission.

**Do:** Take photos and post tweets throughout the day to capture the overall experience.

**Don't:** Tweet or check social media during a meeting.

**Do:** Encourage followers and Facebook friends to join the National Day of Action by contacting their members of Congress.

