



## LOBBY DAY #NBCConTheHill

Meeting with our Representatives and leaders and advocating on behalf of those in the breast cancer community is critical to achieving our mission of ending breast cancer. To those of you joining us on Virtual Lobby Day and those of you supporting us, we can amplify our grassroots advocacy efforts using the power of social media.

### GOALS FOR LOBBY DAY SOCIAL MEDIA

- Post after every meeting
- Post on social media tagging Members (even if you were not able to meet with them)
- Follow @NBCCStopBC and the hashtag
- #NBCConTheHill and share NBCC's posts

### FACEBOOK

- Facebook doesn't have a word count limit, try to get your core message in the first 50 years for easy viewing.
- Tag yourself as a constituent on Facebook Town Hall
- Tag NBCC: [facebook.com/NationalBreastCancerCoalition/](https://www.facebook.com/NationalBreastCancerCoalition/)

### TWITTER

- Tweets can have up to 280 characters
- Tag NBCC: @NBCCStopBC
- Send thank you tweets after your meeting  
Example: #NBCConTheHill had a great meeting with @Senator's staff today (attach a photo or screenshot)

### SOCIAL MEDIA BEST PRACTICES:

- Follow legislators and Senators on Facebook & Twitter
- Include photos and videos for more effective posts
- Make your posts personal to your state or community
- Tag NBCC in your posts on Twitter & Facebook
- Tag us on Instagram @NationalBreastCancerCoalition

## LOBBY DAY SAMPLE TWEETS

Thank you @RepChuyGarcia for supporting the DOD #breastcancer research program and innovative breast cancer research. Counting on your continued support. #NBCConTheHill @NBCCStopBC

@SenatorPaul I am counting on you to support women and men with breast cancer. Will you help? Support the DOD #breastcancer research program. #NBCConTheHill @NBCCStopBC

@RepGuthrie Thanks for supporting women and men with, and at risk of, #breastcancer. #NBCConTheHill @NBCCStopBC

@SenatorCollins We need your support to waive #Medicare and SSDI waiting periods for people with #metastaticbc. Can the #breastcancer community count on you? #NBCConTheHill @NBCCStopBC

@SenSherrrodBrown Thank you for your help in ensuring all Americans have access to quality health care. #NBCConTheHill @NBCCStopBC

Thanks @JimRisch and staff for meeting with us today to talk about breast cancer research and quality health care! #NBCConTheHill @NBCCStopBC

@RepAdamSchiff thank you for supporting HR 2178 a bill to waive #Medicare and SSDI waiting periods for people with #metastaticbc. #NBCConTheHill @NBCCStopBC