

HOSPITAL DAY ON THE HILL

TOP 10 VIRTUAL ADVOCACY TIPS

- 1. Advocate through letters or emails to your state senators and representatives.**
- 2. Advocate by telephone directly to your state senator or representative:**
 - Leave a message with staff if you cannot reach someone on the telephone.
 - Set up a call or video conference.
 - Before the call, know some background information about your legislators and their positions.
 - Outline your priorities before the call.
 - After the call, be sure to follow up with a thank you note.
- 3. Advocate on social media by voicing your support for a bill on Instagram, Twitter, Facebook or LinkedIn**
IHA's social media handles are:
 - Facebook: /IowaHospital
 - Instagram: @IowaHospitals
 - Twitter: @IowaHospital
 - YouTube: /IowaHospital

Many members of the legislature also have social media handles that you can comment on.
- 4. When posting on social media, be sure to tag IHA so we can track advocacy conversations happening online.**
- 5. Consider posting images with your social media posts to catch people's attention.**
- 6. Follow and like IHA advocacy posts by commenting, tagging colleagues, reposting, sharing or retweeting.**
- 7. Use hashtags to make it easy for others to follow your posts about specific legislative topics. Suggested tags are #IHA and #IAlegis.**
- 8. Follow IHA leadership on social media.**
- 9. Always remember: What you post online is public. Before you post, ensure it is appropriate and respectful.**
- 10. Grassroots contacts and ongoing relations are the most-effective advocacy strategies.**