



North Dakota Voices Against Cancer Dat at the Capitol Social Media and Photo-Taking Tips

FIRST:

Follow us on Twitter: @acscan_nd

“Like” us on Facebook by entering American-Cancer-Society-Cancer-Action-Network-North-Dakota “search” at top of page

Use #NDCancerLobbyDay so we can follow your posts and share them.

PLEASE....

- Post photos and videos
- Share your takeaways
- Create a dialogue
- Encourage people to join ACS CAN

What makes a good photo for social media and/or your community newspaper?

You will increase the chances of a photo being shared on social media or an editor running the photo in the local paper, if the photos are:

- NOT staged group shots (be real, not posed); creative “selfies” encouraged☺
- CANDID shots of you and your representative (have a fellow volunteer snap a photo when you first greet or when you leave); make sure to ask your lawmaker for okay
- EXPRESSIONS of emotion (volunteers hugging, crying, laughing)
- CLOSE-UPS, not distant shots
- ANYTHING with the ACS CAN logo!

Twitter:

- Share photos and videos
- Tweet quotes and takeaways from the speakers

It’s a good idea to tag your lawmaker so they can see the photos and posts, perhaps sharing them with their followers. Ask your legislator if they use Twitter and if yes, ask for their twitter handle and if you can share the photo of you together to their Twitter page.

Sample tweets:

- Enjoyed meeting with Senator/Representative _____ @ (*twitter handle*) at the State Capitol today to talk about Medicaid reauthorization during #ndcancerlobbyday
- Pushing to keep funding tobacco control program at #NDCancerLobbyDay at Capitol today. What's at stake? Go to www.acscan.org/nd to find out!

Facebook:

- Help spread the word about ACS CAN North Dakota and our cancer-fighting work. Tag us in any of your Facebook posts. To do this:
 - “Like” our page
 - When you start writing your post, type @ and then begin typing in “American Cancer Society Cancer Action Network North Dakota” and it will pop up. **Make Sure you have the North Dakota page.**
- In your Facebook post, ask people to “share” the post, ensuring that we reach a wider audience.

Sample Facebook posts:

- Joining other cancer <survivors/advocates> at the State Capitol today to convince our lawmakers to do more to fight cancer! Join us at: www.acscan.org/nd. #ndcancerlobbyday
- Exciting day at the State Capitol! We're educating lawmakers about the importance of quality of life for cancer patients. Know someone affected by cancer? Join us: www.acscan.org/nd. #ndcancerlobbyday

Help us make news!

We may ask you to submit a post-event news release with a photo to your local community newspaper when you get home! **IMPORTANT:** Send names of those photographed (left to right) along with the news release and photo attached.