



Using Social Media to Engage Constituents and Address Officials

- **Follow and stay up to date.**

Follow your officials, local organizations, and supporters of the issue. Stay up to date with their concerns and suggestions. Always maintain a critical eye.

- **Raise awareness.**

Share reputable information about issues you care about, your officials' positions on them, and your community's experiences with these issues.

- **Collaborate.**

Connect with other invested groups and highlight their stories. Look to people and organizations with shared goals for support.

- **Attract attention.**

Use a logo or a color scheme. Create short, catchy hashtags for discussing the issue. Engage with officials on social media. Join trending conversations when they are relevant.

- **Lead a targeted campaign.**

Plan a course of action. Encourage followers to contact their officials by phone and email, host educational events, or plan a boycott or buycott.

