



*Helping People with Disabilities Flourish*

## Using Social Media to Advance Our Message

### Why Social Media?

- When you share our advocacy messages online, you draw attention to the great work community providers are doing and raise the alarm on the serious issues we're facing with workforce shortages and below-market rates.

### Who is our audience?

- The vast majority of our state legislators are online! Most of them use Twitter/X to communicate with each other and constituents.
- We also use social media to connect with our supporters, industry peers, and partner organizations.

### Tips for Twitter/X

- As much as possible, use photos and graphics
  - Not only are images eye-catching, but "the algorithm" tends to boost posts that include a picture.
  - When posting images, use "Alternative Text" (often shortened as "Alt"). Alt Text is a written description of an image that assists people with visual impairments to understand what is on their screen. Alt Text is read aloud to users by screen reader software.
- Tag others in your posts to increase the reach and impact of your message.
  - Tag your elected officials
  - Tag Starling: @Starling\_MO
  - Use hashtag: #moleg #StarlingMO
- Interact with others
  - Like and Retweet posts by Starling and other Starling members
  - Like and comment on *nonpartisan* posts from your local legislators
- Remember: Don't feed the trolls
  - Do not engage with other users who are sharing harmful or antagonistic posts - or who are responding to your posts with mean-spirited or argumentative language.