Social media is an important tool in advocacy campaigns and issue discussions. This document provides guidance on ways to use social media during AAOMS Day on the Hill with suggested messaging to advance the Association’s advocacy efforts.

Share AAOMS tweets

The most basic way to participate in social media advocacy during Day on the Hill is to “retweet” and “like” posts from AAOMS Advocacy Twitter. Be sure to:

- Follow @AAOMSadvocacy on Twitter.
- Like (❤️) or retweet (📌) posts published throughout the day.

Create personal posts

Consider posting personal messages to social media platforms, including Twitter, Facebook and Instagram. Follow these steps to help extend the reach of your post:

Include tags and hashtags

- Include #OMSadvocacy on all Day on the Hill tweets. This is the official hashtag of AAOMS advocacy efforts and supports the overall social media reach.
- Tag the AAOMS Advocacy Twitter page (@AAOMSadvocacy) when appropriate.
- Tag your members of Congress (e.g., @MemberofCongress) to draw their attention to your efforts. Official member accounts can be found on individual congressional websites by visiting House.gov or Senate.gov. **Note:** Be sure to tag official accounts and not campaign accounts.

Add an image

- Take a photo/screenshot of the virtual meeting or add an AAOMS-provided image (found on the following pages) to your post. Images on social media posts encourage likes and shares.

**IMPORTANT:** Do not make a video recording of the meeting without the express approval of the member of Congress/staff and all attendees. Doing so could offend the congressional office, limit candid discussion and violate privacy laws.
Social media do’s and don’ts

**Do**

- Always be professional and courteous.
- Confirm accuracy of information and credit any photos or sources appropriately.
- Think before you post! Review for errors and typos and ensure you are posting from the correct account.
- Familiarize yourself with each platform’s terms of service and use.

**Don’t**

- Refrain from sharing personal political views or overly controversial topics.
- Avoid sharing articles or information from unknown sources.
- Avoid arguments over social media.
- Never share patient information over social media.

Sample posts

Unsure where to start? Use one of these sample posts:

**General posts**

Appropriate hashtags: #OMSadvocacy

- I’m participating today in the 20th annual AAOMS Day on the Hill to share with Congress the OMS perspective on issues important to my specialty and patients. #OMSadvocacy @AAOMSadvocacy

- Today, I am representing OMSs in (insert state) at the 20th annual AAOMS Day on the Hill. #OMSadvocacy @AAOMSadvocacy

- More than 100 OMS colleagues and I are speaking to Congress today. We are discussing important issues relevant to our patients and the specialty during the annual AAOMS Day on the Hill. #OMSadvocacy @AAOMSadvocacy

Twitter  Facebook  Instagram

Right-click on an image to save it to your computer.
**Drug and supply shortages**

Appropriate hashtags: #DrugShortages, #COVIDshortages, #COVID19

- #COVID19-related supply and #DrugShortages negatively impacted my practice and patients. I join my colleagues in asking Congress to take action to mitigate and prevent shortages. #OMSadvocacy

**Ensuring Lasting Smiles Act**

Appropriate hashtags: #EnsuringLastingSmiles, #craniofacial

- As an OMS, I frequently treat patients with congenital craniofacial anomalies. I support the #EnsuringLastingSmiles Act that closes insurance coverage loopholes for patients with #craniofacial conditions. #OMSadvocacy
Student loans

Appropriate hashtags: #StudentLoan, #StudentDebt

- Dental and medical #studentloan debt is a workforce issue that negatively impacts healthcare access and needs to be solved to encourage work in underserved areas or as faculty and researchers. #OMSadvocacy

Opioid abuse

Appropriate hashtags: #OpioidAbuse, #opioids

- As an OMS, I’m committed to reducing the number of #opioids prescribed in my office and supporting efforts to address #OpioidAbuse. #OMSadvocacy