

Social Media and Bread for the World's Lobby Day

If you use social media, share your Lobby Day experience with your networks and get the attention of your members of Congress. Below are some best practices that will help you amplify the message you will deliver on Capitol Hill.

Take a photo during your visit

1. If you are meeting with a member of Congress or staffer, ask permission to take a group photo before or after the meeting with your camera or smart phone. Do not snap photos during the meeting; this can be distracting and you want them to hear your message.
 - If the office asks why, be honest and say you want to share the pictures on your social networks and show your friends what you are doing.
 - If the office declines, gather your group outside of the office and take the photo in front of the member's nameplate on the door (not all offices allow photos).

Are you on Facebook?

1. Search for your member of Congress and "like" their page. You know it is the member of Congress' official page if there is a blue check mark, which means it has been verified.
2. Post the photo you took or simply write a status update and tag your member of Congress.
 - To tag someone in a Facebook status update, type an "@" symbol and type the name as written on their Facebook page (the @ sign will disappear once the name is filled in). Once you post your status, the tagged person will receive a notification that they were mentioned.
 - Example Post: *I'm in D.C. for Bread for the World's Lobby Day and met with Sen. Rob Portman's office. I asked him to support a bipartisan farm bill that does not cut SNAP or international food aid. #BreadLobbyDay.*
 - If it was a great visit and you had a positive experience with a staffer, say so. It never hurts to compliment someone and helps build relationships.
 - If your experience was negative, don't be antagonistic — be honest and remember all things through God are possible. Consider a statement like: Disappointed to learn from Senator Portman's



Bread for the World Photo

office that they support cuts to international aid while so many in the world are facing famine. I will continue to pray that he will change his mind. (This leaves the door open for further dialogue.)

Are you on Twitter?

1. All but a couple of our members of Congress are on Twitter; their handles, along with their bios, are provided in your Lobby Day packet. To tag them in a tweet, use the "@" symbol before their name (their official verified accounts have a blue check mark next to their profile).
2. Upon leaving the office, tweet about your experience. We will retweet you from @bread4theworld if you use the hashtag: #BreadLobbyDay
 - Example Post: *Great visit with @RepBonamici on the importance of a strong safety net. I really enjoyed speaking with Adrian during #BreadLobbyDay* (attach a photo if you took one).
 - Example Post: *Met with @RepBararaLee for #BreadLobbyDay in D.C. and thanked her for cosponsoring the Global Food Security Act. #No1Hungry*

If you have questions or need additional help, contact Robin Stephenson, senior manager for social media at (rstephenson@bread.org) or 503-806-3698. You can also tag @bread4theworld in a message on Twitter. For Spanish language social media assistance, contact Dulce Gamboa, associate for Latino relations at (dgamboa@bread.org) or 202-436-1724. The Spanish Twitter feed is @bread_latino.