

ADVOCACY PROGRAM GUIDE

SOCIAL MEDIA AND CONTENT SUGGESTIONS

UNITED SPINAL ASSOCIATION
GRASSROOTS ADVOCACY NETWORK
www.unitedspinal.org/advocacy-program



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United Spinal Association

Advocacy Program Guide

United Spinal Association Advocacy Program Webpage:

<https://unitedspinal.org/advocacy-program/>

Below we have prepared everything you need to post to social media or provide information to your chapters and advocates through newsletters or emails about United Spinal Association's Grassroots Advocacy Network. This guide includes graphics, social media information and guidance, social media posts, and language for newsletters or emails.

How to Participate

Follow and Share Social Media Posts:

[Facebook @UnitedSpinalAssociationAdvocacyNetwork](#)

*[X \(Twitter\) @UnitedSpinal](#)

*[Instagram @unitedspinal](#)

*The United Spinal Association Advocacy Network only has a Facebook page, but you can find the United Spinal Association on Facebook, Instagram, Threads, and X (Twitter).

We have provided sample messages for you in the next section. If you post messages directly, please remember to tag the United Spinal Association Advocacy Network and use any of these hashtags:

#RollingRevolution

#DisabilityAdvocacy

#GrassrootsAdvocacy

Working Group Hashtags:

#AccessibleParking

#OutdoorAccess

#EmergencyPreparedness

#CareSupport

#AccessibleTransportation

Help United Spinal Expand the Number of Grassroots Advocates

Share the [United Spinal Grassroots Advocacy Network Registration Form](#) with family, friends, chapters, support groups, and social media pages. Emphasize that you do not have to be a wheelchair user to be an advocate. We are looking for anyone who cares about the disability community.

Social Media Messaging

Social Media Posts for Facebook, X (Twitter), and Instagram

Social Media Messaging – Facebook

[Facebook @UnitedSpinalAssociationAdvocacyNetwork](#)

How to Join the Advocacy Network:

Signing up as a registered advocate gives you access to United Spinal’s Grassroots Advocacy Network Programming, which includes monthly Advocacy Live virtual meetings, Working Groups, and the opportunity to participate in Roll on Capitol Hill and Virtual Advocacy Day. Please [sign up as a registered advocate today!](#)

United Spinal is seeking as many advocates as possible to ensure that all of our elected officials hear our community’s concerns loud and clear. Please [sign up as a registered advocate today!](#)

Visit United Spinal’s Advocacy Program webpage to see the multiple ways to get involved in advocacy, and to [fill out the online form](#) to become a registered advocate!

[Sign up as a United Spinal Advocacy Network Registered Advocate](#) to join this continually expanding network of dedicated advocates that spans across all 50 states, Puerto Rico, and DC!

Working Groups:

The United Spinal Advocacy Department’s popular working groups provide opportunities for members to organize around the issues that matter most to them. Find out more about each group and [complete the form to join any or all groups here!](#)

Join the United Spinal [Outdoor Access Working Group](#) to collaborate with advocates across the country on current constraints that hinder the disability community’s participation in outdoor activities.

Work with other advocates to improve accessible parking and increase awareness and education regarding common barriers encountered by the disability community by participating in United Spinal’s [Accessible Parking Working Group](#).

Joining United Spinal’s [Emergency Preparedness Working Group](#) provides the opportunity to work with other group members to create resources for the disability community to plan ahead and deal with natural or manmade disasters.

Work with advocates from across the country to identify policy and advocacy initiatives to improve care support services for people with diverse disabilities across the country by joining United Spinal's [Care Support Working Group](#).

Join United Spinal's [Accessible Transportation Working Group](#) to help improve access for the disability community to existing and emerging technologies that drive the transportation and travel industries.

Advocacy Live Events (These events are the third Tuesday of every month with alternating times at 1:00 and 5:00PM ET, and there are separate registration links for each time)

Mark your calendars for the United Spinal Advocacy Live event that is the third Tuesday every month with alternating times at [1:00](#) and [5:00PM ET](#). This is a great opportunity to collaborate with advocates from across the United States on federal, state, and local issues affecting the disability community.

Social Media Messaging – X (Twitter) and Instagram

[X \(Twitter\) @UnitedSpinal](#)

[Instagram @unitedspinal](#)

How to Join the Advocacy Network:

[Sign up as a registered advocate](#) to represent your legislative district as a member of our @UnitedSpinal Grassroots Advocacy Network! #RollingRevolution #GrassrootsAdvocacy #DisabilityAdvocacy <https://unitedspinal.org/grassroots-advocacy-network/>

Working Groups:

Join any of the five @UnitedSpinal working groups to collaborate with advocates from all over the country on issues and policies that affect the disability community. #RollingRevolution #DisabilityAdvocacy #GrassrootsAdvocacy <https://unitedspinal.org/working-groups/>

As a member of the disability community, have you experienced barriers to outdoor recreation? Join the @UnitedSpinal #OutdoorAccess Working Group to advocate against these current constraints! #RollingRevolution #GrassrootsAdvocacy <https://unitedspinal.org/working-groups/>

Accessible parking is a hot topic for the disability community. Join the @UnitedSpinal #AccessibleParking Working Group to work with advocates to improve accessible parking by increasing awareness and education! #RollingRevolution #GrassrootsAdvocacy <https://unitedspinal.org/working-groups/>

Joining the @UnitedSpinal #EmergencyPreparedness Working Group provides the opportunity to work with advocates to create resources to enable all wheelchair users to make informed decisions about their safety. #RollingRevolution <https://unitedspinal.org/working-groups/>

Members of the @UnitedSpinal #CareSupport Working Group identify policy and advocacy initiatives to help improve care support services. Click below to join in order to help find solutions to this national crisis. #RollingRevolution #GrassrootsAdvocacy <https://unitedspinal.org/working-groups/>

The @UnitedSpinal #AccessibleTransportation Working Group is striving to ensure equitable access to existing and emerging technologies in the transportation industry. You can participate by clicking on the link. #RollingRevolution #GrassrootsAdvocacy <https://unitedspinal.org/working-groups/>

Advocacy Live Events (These events are held the third Tuesday of every month with alternating times at 1:00 and 5:00PM ET, and there are separate registration links for each time)

Register for the @UnitedSpinal Advocacy Live on (INSERT DATE), 1:00PM ET to join advocates from around the US to discuss current issues and policies affecting the disability community. #RollingRevolution #DisabilityAdvocacy <https://unitedspinal.org/events/advocacy-live-at-1pm/>

Join @UnitedSpinal Advocacy Live on (INSERT DATE), 5:00PM ET to meet and talk with advocates from around the US to discuss and share resources on current issues and policies affecting the disability community. #RollingRevolution #DisabilityAdvocacy <https://unitedspinal.org/events/advocacy-live-at-5pm/>

Social Media Tips

Information shared in this section was found in the [World Vision Advocacy Social Media Guide¹](#).

Advocating on Social Media – Facebook

- *Share links so your friends can advocate.*
 - Once you take advocacy actions, share the link so your friends can advocate, too. This is easy and provides a great way to explain how fast and easy advocacy can be. In the post, share why you care about the issue or some of the statistics that show the need for the legislation.
- *Tag friends who might want to advocate.*
 - If you want to go a step further, tag friends who are passionate about the issues you are advocating for. To do this, write their name in the status box and they should pop up; otherwise, select the “Tag Friends” option on the bottom left-hand side of the status box. When your friends are tagged (depending on how private your settings are) their friends will see the post too, likely generating more impact!
- *Write on your members of Congress’ wall.*
 - This is a great way to get your member of Congress’ attention. You can post a picture from an in-district meeting and thank them for their time and support on the issues you discussed. Or you can use it to ask for support on a particular piece of legislation. Though not all members allow public posts on their wall, one benefit of writing directly on their wall is anyone visiting their page will see it and can easily show their support by liking it or sharing their agreement in a comment. If your member doesn’t allow public posts, or if you want another way to engage your member of Congress on Facebook, see below.
- *Tag your members of Congress in a post.*
 - If you can’t write on your member of Congress’ wall because of their page settings, create a status update and tag your member of Congress in it. All you have to do is type in their name and their account will pop up. If they aren’t showing up, select the button on the far left of the status box that says, “Tag People in Your Post.” Use this like you would if you were writing on their wall – send thanks, ask for support, or be an encouraging voice

¹ World Vision Advocacy. (n.d.). *Social media guide for advocates*. https://www.worldvisionadvocacy.org/wp-content/uploads/2017/01/Social-media-guide-for-advocates.pdf?pdf=Social_Media_Guide

Advocating on Social Media – X (Twitter)

- *Share links so your followers can advocate.*
 - When you take an action, share the link in a tweet to encourage others to advocate with you. This is an easy way to make people aware of the issue. Tweet about the action or share a compelling stat and then direct people to the link
 - Tip: make sure to use hashtags when relevant. This is especially key on Twitter (read more about that later).
- *Tag followers who you think would care.*
 - If you want to go a step further, when you share a link, also tag someone in the tweet. Tag people by typing “@” and then write out their Twitter handle (this is the same as their username). This can be found on the left-hand side of any Twitter profile, under their name.
 - Tagging someone alerts them of the tweet. Because tweets are said to last only a few minutes, tagging them ensures someone sees the tweet even if they aren’t on Twitter when your post is published, and it makes them more likely to interact by clicking on the link or retweeting it.
- *Tag your members of Congress in a tweet.*
 - You can ask your members of Congress to support legislation just like you would in an email or Facebook post, only remember you are limited on the number of characters! Tag them as described above and make sure to get in the piece of legislation’s name, its number (if possible), and how you would like them to support it (vote yes, co-sponsor, etc.).
 - This is also a great place to thank your congressional member for support, whether it’s sharing a picture from a meeting or acknowledging that they co-sponsored a bill. Not only is it a great way to show your appreciation, but it is helpful for members of Congress to see positive support on social media.

Tips for Using Social Media

- *Use #hashtags wisely.*
 - By joining or starting a hashtag conversation you give people a way to search for your topic, which raises your viewer potential and increases your impact. It is better to use hashtags that are already getting traction, but you can create your own hashtag, if needed, for a particular issue.
 - Simply put the “#” symbol before a word or phrase. If you are talking about a particular piece of legislation or issue, there are likely already hashtags being used. To find out what is being used, do some keyword searches on the platform you are using, check out websites you know are advocating for the issue, or reach out to someone who might know

- *You do not have to be an expert.*
 - Many people think they cannot advocate because they do not know enough about policy, but this should not stop you — your voice matters! The most important thing to focus on is your passion for the issue.
- *Share your story.*
 - Always remember, one of the most important parts of advocacy is sharing why you care — make it personal and help members of Congress and your social network understand why they too might care about the issue. Part of your story is that you are a constituent.
 - When you tell your member of Congress your story and it is attached to a profile confirming that you are in their area, you become more than a few words on a screen, which adds a personal touch that email cannot. Sharing your story online is also great because your story may help someone else understand the need for advocacy in a new way. You never know when your story will touch or inspire someone else!
- *Do your research.*
 - No one expects you to be an expert, but the more you know, the better equipped you are to talk to others about why passion should translate into action. Whenever you advocate, and especially when you encourage your network to advocate, make sure you understand the basics of what you are supporting.
- *Do not be afraid of a conversation.*
 - It may seem intimidating to put your opinion out there in support of a piece of legislation, but it can open up good conversations. Opening up a conversation is the best way to help people understand why these issues matter to you and that anyone can make a positive impact.
- *Remember to thank people.*
 - Whether it is your friends and family who tell you they took action or your member of Congress acknowledging your post or supporting a bill, everyone likes to be thanked. It is also a great way to continue the conversation and positively reinforce any action that took place.

NEWSLETTERS/EMAILS CONTENT

Copy/Paste the Advocacy Program Information Language

Information to Include in Newsletters/Emails

Information and Registration for United Spinal Association's Grassroots Advocacy Network:

Help United Spinal Association's Grassroots Advocacy Network to continue expanding by signing up to represent your Congressional district as a member of our Grassroots Advocacy Network. The Grassroots Advocacy Network is for those advocates who want to be on the cutting edge of change. To become a registered advocate, please fill out the online [Registration Form](#).

Congressional offices have to be made aware of the issues that the disability community cares about. To do so, we must have a solid base of advocates who can consistently send our action alerts to their members of Congress and recruit others to join. To become a registered advocate please fill out the online [Registration Form](#).

Working Groups and Working Group Resources:

United Spinal's Advocacy Program offers a number of opportunities to become involved with creating much-needed change through its five working groups. If you would like to join other advocates and participate in the Accessible Parking, Outdoor Access, Emergency Preparedness, Care Support, or Accessible Transportation Working Group, please fill out this [online form](#). You can join as many as you wish!

United Spinal's working group members have compiled their own experiences and suggestions to create multiple resources for the disability community! You can [find the resources here](#), and don't forget to check back in for new resources monthly.

Advocacy Live Events (These events are the third Tuesday of every month with alternating times at 1:00 and 5:00PM ET, and there are separate registration links for each time)

Mark your calendars for the upcoming Advocacy LIVE event on Tuesday, (INSERT DATE), at (INSERT 1:00PM ET or 5:00PM ET). This is a great opportunity to collaborate with advocates from across the United States on federal, state, and local issues affecting the disability community.

Pre-register for the Advocacy LIVE event on (INSERT DATE), **1:00PM ET** at:
<https://unitedspinal.org/events/advocacy-live-at-1pm/>

Pre-register for the Advocacy LIVE event on (INSERT DATE), **5:00PM ET** at:
<https://unitedspinal.org/events/advocacy-live-at-5pm/>

Meet an Advocate Live Stream/Live Stream Archives:

The United Spinal Association Advocacy Network Facebook page includes monthly live streams that bring in guest advocates from all over the United States to cover various topics on the Grassroots Advocacy Network. Take part in the live streams where you have the opportunity to ask questions and contribute to the conversation by following the [United Spinal Association Advocacy Network on Facebook](#)

If you have missed any of the past United Spinal Association Meet an Advocate Live Streams, you can watch the recorded live streams at the [Advocacy Network Live Stream Archives](#).

State and Local Advocacy Menu:

The Advocacy and Policy Team has completed the [State and Local Advocacy Menu](#). This list of actionable advocacy initiatives was created as a way to provide a selection of possible issues for chapters or advocates to pursue in their own states or municipalities. United Spinal's goal is to empower you to choose the issues that you want to pursue for your community.

If there are current issues that you would like to add to the [State and Local Advocacy Menu](#), please contact Steve Lieberman, United Spinal Association's Director of Advocacy & Policy, at sieberman@unitedspinal.org, or Grassroots Advocacy Manager, Annie Streit, at astreit@unitedspinal.org.

Graphics

United Spinal Association Grassroots Advocacy Network

Advocacy Live Graphic:



United Spinal Association Grassroots Advocacy Network Logos:



United Spinal Association Logo:

