

LOBBYING THROUGH SOCIAL MEDIA



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What is grassroots lobbying?

In the news, we hear about professional lobbyists who attempt to influence legislation and policy through various means. Grassroots lobbying is when everyday citizens contact their legislators to influence legislation and policy. Advocacy groups of all kinds engage in grassroots lobbying, inviting people to call and write their legislators when appropriate. Anyone can pick up the phone and ask their senator to support or oppose a pending bill. These days, there are many different ways to lobby a lawmaker, even through social media.

Why should I contact my legislators?

It's important to let your legislators know where you stand on a bill, because the number of letters, calls, emails, and tweets on each side of an issue will frequently influence how a legislator will vote. Grassroots lobbying is very effective because the legislators are hearing directly from their constituency, who will be voting when the legislator seeks re-election.

Why is social media an effective tool for lobbying?

Social media has become a key form of communication for many of our nation's legislators. In 2019, Representatives shared more Instagram posts than press releases and 100% of Congress is active on Twitter (many of them handling their own accounts). As you build your reputation on social media by participating in the conversation about politics and policy, your influence in the conversation grows as well. This gives you more opportunities to directly communicate your views to your elected officials.



Reputation

Having a clear and consistent message on social media helps increase your reputation on social media. Be creative with your messaging, but always keep focused on the message you're trying to share.



Persistence

Repetition is key! If policy-makers hear a message a number of times through various channels, they are more likely to take note. Social media is especially capable of repeating messages (in a variety of ways) in a non-intrusive manner.



Integration

Communication via a number of channels is essential. You should target policy-makers from multiple approaches. Make sure your social media correlates to your offline lobbying efforts.



Create a Story

When presented in a simple and digestible manner, a compelling story which resonates with its audience is best. To communicate on legislation, you should extract the most understandable aspect and focus on its impact for stakeholders.



Be Human

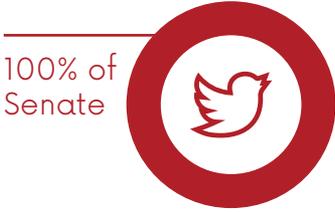
Be helpful in your messaging. Make sure you are not creating useless, automated information that does not resonate with people.

Be Direct and Concise

Make your content focused and to-the-point. Try to find the most effective 'key words' while eliminating jargon, clichés, and over-used, meaningless words.

tl;dr

Congress on Social Media



*Statistics from Quorum Media 2019 Congress on Social Media Report



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