

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. 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 name plate on the door.
2. You can use a camera or a smart phone to take photos (if you are using a smart phone, hold the phone with both hands for the clearest picture.)

Are you on Facebook?

1. Search for your member of Congress and "like" their page—this allows you to "tag" them. To tag someone in a Facebook status update, simply type an "@" symbol and his or her Facebook name. Once you post your status, the tagged person will receive a notification about your post.
2. Post the photo you took or simply write a status update and tag your member of Congress.
 - Example: "Just spoke with the office of Sen. @RonWyden about the importance of supporting maternal and child nutrition programs with @breadfortheworld. Excited to hear that the senator feels strongly about supporting the nutritional needs of children. #No1Hungry"
 - If it was a great visit and you had a positive experience with a staffer, say so. It never hurts to compliment someone.
 - If your experience was negative, don't be antagonistic—be honest and remember all things through God are possible.



Joseph Molteni/Bread for the World

- Consider a statement like: "Just met with Sen. @RonWyden staffer with @breadfortheworld, and was disappointed to hear that supporting child nutrition is not a priority for their office. I will continue to pray that the senator and his staff understand how important child nutrition programs are to the healthy development of children. #No1Hungry." 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.
2. Upon leaving the office, tweet about your experience. We will retweet you from @bread4theworld.
 - "Gr8 visit with Sen. @RonWyden on maternal & child #nutrition Staffer Andre was positive. #BreadLobbyDay" (Remember to upload twit pic).
 - "Just met with office of Sen. @RonWyden with @bread4theworld & will continue to tell them now is the time for #No1Hungry #BreadLobbyDay"

If you have questions or need additional help, contact Robin Stephenson, national lead for social media (rstephenson@bread.org) at 503-806-3698. You can also tag @bread4theworld in a message on Twitter. Or contact the online editor, Jennifer Gonzalez, via email at jgonzalez@bread.org.