

NATIONAL ADVOCACY WEEK 2022

OCT. 10-14



SOCIAL MEDIA GUIDE

Oftentimes, our ability to advocate hinges on our ability to amplify a message. This packet is filled with ideas, but your work will determine what change happens in the real world. You've lived a life full of passion; you've met patients who share deep stories and count on physicians to care for them. Social media is an invaluable tool in our campaign to advocate policies that serve these patients. Spreading awareness is one of our most important tools to drive solutions, as are organization and relationships with policymakers--these AMA's strengths, as your powerful ally in improving patient care. See below for tips, checklists for social media outreach during National Advocacy Week and sample posts.

Social Media Tips--Make a Plan!

- 1) Each day, it is essential to have someone dedicated to social media
- 2) Kick Off the Week with a few posts, Instagram Stories and Reels, TikToks, tweets, etc.
 - Announce your plans at the beginning of the week → Change your Profile Pic/Cover Photos (download National Advocacy Week graphics from our web page)
 - What is National Advocacy Week?
 - What have you planned? Tell folks to follow your journey!
 - What is the AMA advocating for? Why should people care?
 - Why should students advocate as future physicians?
 - Why are you advocating as an AMA med student?
- 3) Take Photos
 - Don't be afraid to move to the front to take high-quality pictures or videos of your guests/members
 - Take pictures/videos of individuals interacting or asking questions
 - Avoid pictures and videos of audiences, large unfilled rooms, or backs of heads
 - Get a picture with the guest after the event (especially at a Congressional office!)

4) Prepare Posts: make them “public” → the AMA Social Media Team will be amplifying select posts throughout the week!

- Use sample posts
- Capture notable quotes from your speaker and post with pictures
- Post a notable statistic or reflection from the event
- Share a relevant story from your life
- Discuss the importance of medical student advocacy

5) Where to post?

- Your medical school class page
- Your school’s AMA page/GroupMe → Take over your school’s social media page → ask admin!
- Your [AMA Region](#) Facebook page, GroupMe, or other communication channels
- Your state MSS Facebook page
- AMA Med Students Facebook Group
- Twitter/Instagram/TikTok
- Stories (Insta, FB, Snap → Tag AMA!)

6) Hashtags and @s

- #MSSAdvocacyWeek
- Like/Follow AMA Pages → Tag AMA in your posts/stories so the Social Media Team can share!
 - Twitter: @AmerMedicalAssn @AMAMedstudents
 - Facebook: @AmericanMedicalAssociation @AMAMedstudents
 - Insta: @AmerMedicalAssn
 - Tag other people of interest if you’d like!

7) Make sure participants [sign up](#) for AMA Membership!

8) Keep me posted at kylee.borger@ama-assn.org or 202-789-7424 (office phone) or feel free to follow me on Twitter and Instagram (@kyleemadb)

- At least two posts a day is a great goal → Leverage as many platforms as possible!