



## BASICS:

**Twitter:** @AACR

**Facebook:** @AACR.org

**National Day of Action:** [www.AACR.org/AACRECHD22](http://www.AACR.org/AACRECHD22)

**Hashtag:** #AACRontheHill | #FundNIH

## PHOTO GUIDELINES

- Try to include a photo with each tweet. Tweets with images receive 150% more retweets than those without!
- To best fit on Twitter, take your photos in horizontal/landscape mode. Portrait photos are cropped in the feed.
- Mention the Congress member's handle in the tweet. Some Congress members can also be tagged in the photo.

## HAVE FUN AND BE CREATIVE!

## SAMPLE TWEETS

- Spending a day on the Hill to support @NIH funding! Add your voice by sending a message to Congress at [www.AACR.org/AACRECHD22](http://www.AACR.org/AACRECHD22). It only takes a minute! [#AACRontheHill](#) | [#FundNIH](#)
- Thanks @CongressMember for the [#AACRontheHill](#) meeting! Grateful to have your support for @NIH funding. [#FundNIH](#)
- Had a good meeting with @CongressMember's staff today for [#AACRontheHill](#). Great opportunity to discuss the importance of @NIH funding. [#FundNIH](#)
- Finishing up a day of meetings with [#AACRontheHill](#), but you can still help support @NIH funding at [www.AACR.org/AACRECHD22](http://www.AACR.org/AACRECHD22) [#FundNIH](#)

## DO'S & DON'TS

### Do:

Thank the Congress members on Twitter or their official Facebook.

### Don't:

Selectively thank some offices but not others.

### Do:

Ask the Member of staffer if it's okay to share a screenshot of your meeting.

### Don't:

Record any of your meetings.

### Do:

Take photos and post tweets throughout the day to capture the overall experience.

### Don't:

Tweet or check social media during a meeting.

### Do:

Encourage followers and Facebook friends to join the National Day of Action.