

Attributes of a Voice that Carries on Social

How to Be Heard on Social Media

Account Profile *Come As You Are*

- Disclose your employer, location, background
- Do not use a generic avatar; personalize your profile

What You Post *Add to the Mix*

- Balance personal and professional messages; be human
- Change topics from time to time
- Contribute original ideas and new perspectives
- Focus on issues of emotional resonance for audience
- Play to the current culture and trends

What You Share *Be a Neighbor*

- Be polite in back-and-forths; respond to comments
- Repost, retweet partners' content - giving credit where due
- Don't tweet the same message repetitively

How You Say It *Talk With, Not At*

- Use common (accessible) language
- Be emotive, alluring... but not distasteful
- Be personal
- Be humble, not hierarchical



Especially important for being heard by policymakers; topics where congressional staff apply stringent "hacks and flaks" filters when listening online