

SHEA Advocate Social Media Guide

Most people have accounts across multiple social media platforms. Depending on where and how these accounts are used, there are “do’s” and “don’ts” for using social media to use your voice as an advocate. This is a useful resource for SHEA Advocates seeking to use social media to engage with their elected officials online.

1. Full disclosure only.

- ☐ Do not use anonymous accounts, avatars, or false profile names to represent yourself as a constituent. Elected officials need certainty they are interacting with voters when they choose to engage on social media.
- ☐ When possible, share your employer, location, and background. If other factors prevent you from sharing this level of detail online, be sure to identify your geographic location and your professional background.

2. Use a healthy balance of personal and professional messaging.

- ☐ Your content should reflect your personality and interests beyond a single topic or subject matter. Change up messaging from time to time.
- ☐ Craft messaging that has an element of emotion or humanity that has the potential to resonate with elected officials and fellow constituents on a personal level.
- ☐ Sharing personal experiences, observations, and stories are the most compelling, especially if elected officials and constituents may have friends or family who have had similar experiences.

3. Be a responsible social media citizen.

- ☐ Do not use your social media platforms for defensive messaging that could be perceived as hostile or cyberbullying.
- ☐ Be polite in exchanges; do not respond to messages intended to bully you.
- ☐ Repost credible content from credible sources, especially partners of collaborative relationships. Be sure reposts enable giving credit where credit is due to the original post or source.
- ☐ Do not spam or post the same message repetitively.

4. Use plain language and be humble.

- ☐ Use common and accessible language. Steer clear of using acronyms and jargon.
- ☐ Be respectful, emotive, and alluring, but do not use distasteful language.
- ☐ Be personal and approachable. Do not use tones that could be perceived as condescending and dismissive.