# Tips from the "successfully unsuccessful" Save IRIS Campaign

## Embrace Social Media

**Find your name and your mission.**

**Develop a Logo.**

**Create a Website.** Use a website builder like GoDaddy or Wix. Use the website as a place to store documents and news stories you want people to be able to access. Use it to post Action Steps. If you need donations, this is a place to put a donation button that links to PayPal.

**Create a Facebook Page.** Ask everyone you know to "like" the page and like/share posts. Pictures engage others. Use Facebook to ask people to engage in specific advocacy tasks (such as calling a legislator) and to update them regarding the issue. Monitor the page to be sure that the comments are not partisan or inappropriate.

**Create a Twitter account.** Tweet at advocacy events and provide brief updates in real time.

**Create a blog.** Use it to share information in a longer and more detailed way and engage others in dialogue.

**Use YouTube.** This is a great place to post videos from advocacy events, powtoons, and training videos.

**Use online petition tools.** Be mindful of whether they are considered "partisan" as this could affect the impact of your message. Use these tools to gather contact information of people who share your concerns.

## Build Relationships with Legislators

- ❖ Sign up for legislative updates. "Like" the legislator's Facebook page and follow them on Twitter.
- ❖ Provide helpful information by phone, email, letter, and in person. Become a resource to them.
- ❖ Attend public hearings, town-hall meetings, listening sessions, and Disability Advocacy Day.
- ❖ Make an appointment to meet with your legislator "in district" or in Madison.
- ❖ Keep all communication positive & polite.
- ❖ Remember that it is okay to say that you need to get back to them if you don' have the answer to a question.
- ❖ Thank them for their time. Praise them for the work they do to help your cause.
- ❖ Follow up with a thank you note or email!

## Share Information in a User-friendly Way

- Create graphics with brief facts and figures.
- Make a Powtoon that explains the issue.
- Create an informational video.
- Use comparison charts.
- Write an "elevator speech" and share it so others have a quick way to describe a complicated subject.
- Listen to the "rumors" about the issue and address and clarify.
- Keep it Positive!

## Get Media Attention

- ❖ Send out press releases about your concerns & your advocacy efforts.
- ❖ Reach out to media with phone calls & emails.
- ❖ Write letters to the editor.
- ❖ Meet with the editorial board of your local paper.

**BE POSITIVE & PROACTIVE**

*Connect with other groups who have the same goal. Build a network of committed people. Always say "please" and "thank you."*