



ADVOCATES FOR JUSTICE, INSPIRED BY CATHOLIC SISTERS

## Election 2020

### Advocating for Justice on Social Media

- **Keep your posts concise.**  
*Twitter limits tweets to 280 characters (about 2-3 sentences), and Facebook will show a shortened version of your post if it is longer than 400 characters (about 4-5 sentences). However, if you have a good story or compelling data that needs a longer post, go ahead and write a longer post or reply to your own tweets (this creates a tweet thread).*
- **Add a photo**  
*Tweets with photos result in a 48% increase in tweets being favorited*
- **Use hashtags in your posts**
- **Tag candidates, journalists, debate moderators, and other public figures**  
*Include their handle in your tweet or their Facebook page in a Facebook post.*
- **Add emotional appeal or faith language**  
*People are more likely to interact with and share posts that make them feel something or touch them on a personal level*
- **Tweet and post on Facebook about major events and other topics that people are talking about.**
- **Reply to or share/retweet interesting tweets or posts**
- **Engage with NETWORK!**  
*Follow us: @NETWORKLobby*

#### Presidential Candidate Twitter Accounts

@amyklobuchar	@ewarren
@AndrewYang	@JoeBiden
@BernieSanders	@MichaelBennet
@PeteButtigieg	@MikeBloomberg
@JohnDelaney	@TulsiGabbard
@DevalPatrick	@TomSteyer
@GovBillWeld	@WalshFreedom

#### Hashtags

#MendtheGaps #MendtheGapsVoter  
#My2020Vision

**Tag NETWORK!**



**NETWORK**

@NETWORKLobby

Advocates for justice, inspired by #Catholic Sisters. Home of #NunsOnTheBus and Sister-Spirit. Open to all. RTs not endorsements.