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 favored.

• **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

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**Presidential Candidate Twitter Accounts**

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

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**Hashtags**

#MendtheGaps  #MendtheGapsVoter  
#My2020Vision  
**Tag NETWORK!**

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**NETWORK**

@NETWORKLobby

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

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