2019 ASTRO Advocacy Day
Social Media Webinar

- Margarita Valdez, ASTRO, Assistant Director, Congressional Relations
- Daniel Mulligan, ASTRO, Social Media Specialist
Agenda

WHAT IS ADVOCACY?

ADVOCACY DAY TRAINING

CONGRESS AND SOCIAL MEDIA

SETTING UP YOUR PROFILE

TIPS FOR USING SOCIAL MEDIA
What is Advocacy?

Effective advocacy enables the profession to shape the debate on important issues affecting the field of radiation oncology & ensures that we have a voice in health care policies.
Training Day
Monday, April 29th | Washington Court Hotel

8:00 a.m. | Registration
10:00 a.m. – 11:00 a.m. | Pick Up Hill Day Schedules
11:00 a.m. – 12:00 p.m. | Lunch
11:45 a.m. – 12:00 p.m. | Welcome and State Roll Call
12:00 p.m. – 1:00 p.m. | Chair’s Address: ASTRO Prior Authorization and Research Agenda

Paul M. Harari, MD, FASTRO, Chair, ASTRO Board

1:00 p.m. – 2:00 p.m. | Seema Verma, Administrator, Centers for Medicare and Medicaid Services (Invited)
2:00 p.m. – 2:45 p.m. | US Representative Paul D. Tonko (NY-20)
2:45 p.m. – 3:45 p.m. | Social Media and Advocacy: How to Get Engaged Online
3:45 p.m. – 4:00 p.m. | Break
4:00 p.m. – 5:00 p.m. | Federal Issues Briefing
5:00 p.m. – 5:15 p.m. | Closing Remarks
5:15 p.m. | Advocacy Day Photo
5:40 p.m. | Invitation Only: ASTRO PAC Dinner

PAC Donors of $1,000 or more in 2019; $125/residents, nurses and administrators

6:00 p.m. – 9 p.m. | Invitation Only: ASTRO PAC Dinner

La Vie
88 District Square SW 5th floor
Washington, DC 20024

Special Guest:
US Representative Ami Bera, MD (D-CA)
Advocacy Day
Tuesday, April 30th

7:30 a.m. – 8:30 a.m.
Breakfast
Grand Ballroom Foyer, Washington Court Hotel

7:30 a.m. – 8:30 a.m.
Pick Up Hill Day Schedules
Grand Ballroom Foyer, Washington Court Hotel

9:00 a.m. – 12:00 p.m.
Senate Office Visits

12:30 p.m. – 1:30 p.m.
Networking Lunch
Rayburn House Office Building. Room 2045

1:00 p.m.
Health Care in the 116th Congress
Representative Kim Schrier, MD (D-WA)

1:30 p.m. – 5:00 p.m.
House Office Visits
Congress & Social Media

**FIGURE 1.**
During the past few years, how has your Member/Senator’s attitude towards social media changed?

- 84% Become more inclined to use it
- 16% Remained the same
- 1% Become less inclined to use it

(*n = 116*)
Source: #SocialCongress2015, Congressional Management Foundation.

**FIGURE 2.**
Please indicate the extent to which you agree or disagree with the following statements.

- Social media enabled us to have more meaningful interactions with constituents: 23% Strongly Agree, 53% Agree
- Social media have made Members/Senators more accountable to constituents: 20% Strongly Agree, 50% Agree
- In the next 5-10 years more constituent communications will come in via social media than email, phone, and other means: 32% Strongly Agree, 31% Agree
- Most of the social media postings to our platforms provide us enough information and context to determine if the post is from a constituent: 9% Strongly Agree, 33% Agree

(*n = 115*)
Source: #SocialCongress2015, Congressional Management Foundation.
Thirty or fewer similar comments on a social media post are enough to get an office’s attention.

Congress uses Facebook and Twitter as a instantaneous means to receive feedback from constituents.

**FIGURE 3.**

How many similar comments on a social media post is enough for your office to pay attention to?

- Less than 10: 35%
- 10-30: 45%
- More than 30: 21%

(n = 110)

Source: #SocialCongress2015, Congressional Management Foundation.
Examples of Twitter Profiles

**Brian Kavanagh**
@BrianKavanagh
Radiation Oncologist, University of Colorado/CUAn, American Society for Radiation Oncology (ASTRO); tweets = own views
- Colorado, USA
- cuemc.edu/academics/col...
- Joined June 2016

**Malika Siker, MD**
@DrMalikaSaber
Radiation Oncologist @medicalcollege Diversity, Inclusion, Health Equity @astro_og Board @kathypope
- Tweets on MCW, Kano, MKE, Francophone & Yogi Tweets => Moi
- Milwaukee, WI
- Joined July 2017

**Fumiko Ladd Chino, MD**
@FumikoChino
Follows you
 Radiation Oncologist, Reformed Artist, I study #FinancialToxicity in #CancerCare, Current Chief Resident @DukeCancer
- Durham, NC
- scholars.duke.edu/person/fumiko... Joined January 2009
- Born July 13

**FIGURE 5.**
If your Member of Congress has not arrived at a firm decision on an issue, how much influence might social media posts directed to your office (including posts on your office/Member platforms) from the following have on his/her decision?

- Multiple constituents affiliated with a specific group or cause: 78%
- A leader or representative of a constituent group: 75%
- Multiple constituents not affiliated with a specific group or cause: 71%
- The official account of a group that represents constituents: 69%
- A constituent affiliated with a specific group or cause: 69%
- A constituent not affiliated with a specific group or cause: 59%
- Social media comments in general: 56%
- More than one person with unclear constituent status: 25%
- A person with unclear constituent status: 21%

(1114)
Source: #SocialCongress 2015 Congressional Management Foundation.
Social Media Profiles Are Easy to Locate

US Representatives: https://www.house.gov/
US Senators: https://www.senate.gov/
## ASTRO Social Channels

<table>
<thead>
<tr>
<th>Social Channel</th>
<th>ASTRO Handle</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/40" alt="Twitter" /></td>
<td>@ASTRO_org</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/40" alt="Instagram" /></td>
<td>@astro_org</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/40" alt="Facebook" /></td>
<td>American Society for Radiation Oncology</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/40" alt="LinkedIn" /></td>
<td>American Society for Radiation Oncology</td>
</tr>
</tbody>
</table>
Set Up Twitter

https://twitter.com

Set Up Your Profile

Add Short Bio and Photo

Follow @Astro_org and other #RadOnc professionals
Twitter Lingo

- **Tweet** – The message that you want to post on Twitter

- **Hashtag** – symbolized as “#” used to highlight key words/phrases on a specific topic
  Ex. #ASTROadvocacy, #FixPriorAuth

- **Retweet** – a repost or forward; sharing someone else’s content

- **Like** – represented by a small heart ♥ - used to show appreciation for a Tweet

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**They Retweeted**

Fumiko Ladd Chino, MD @fumikochino - Mar 27

Join me in DC! I’m excited for my first @ASTRO_org #ASTROadvocacy day. Last day to register is April 19th!

ASTRO @ASTRO_org

There’s still time to register for ASTRO’s 2019 Advocacy Day! Join us in the fight against Prior Authorization.
Register here: ow.ly/rw9q30dxHw #ASTROadvocacy #radoncs #FixPriorAuth

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**They Retweeted**

ASTRO @ASTRO_org

Advocacy Day provides the opportunity for radoncs to learn about important policy issues facing the field of radiation oncology and the overall health care system and apply that knowledge to their practice. Don’t forget to register: ow.ly/ELL530nVBEJ #ASTROadvocacy
What to Post?

• Photos of you and your group on the Hill

• “On Capitol Hill Today to...” posts. Showing your intention and/or the reason why Advocacy Day is important

• A note of thanks to Members of Congress

• Tips on Photos
  • Take photos:
    • During Training
    • Before your meetings with legislative offices
    • After your meetings with legislative offices
  • Make sure the photo is clear and everyone is in the shot
Social Media Tips

• Follow ASTRO on social
• Follow other radiation oncology professionals on social media
• Be simple and concise with your posts. 280 characters for Twitter
• Stay positive and avoid partisan rhetoric
• Tweet/post using the hashtag #ASTROadvocacy
Social Media Tips

• Before your legislative meeting, take a group photo and tag your Member of Congress

• After your meeting, ask the legislative staffer and/or Member of Congress to be in a group photo

• Don’t forget to retweet/like content related to #ASTROadvocacy from ASTRO and fellow colleagues

• Search the #ASTROadvocacy hashtag in the Twitter search bar to find other posts
Sample Social Media Posts

Pre Meeting:
• Going to meet with @((Member of Congress) about protecting access to care for cancer patients @ASTRO_org #FixPriorAuth #ASTROadvocacy
• @(Member of Congress) support stable #CancerResearch funding #ASTROadvocacy @ASTRO_org
• Help #FixPriorAuth in cancer care @((Member of Congress) #ASTROadvocacy
• Meeting w/ @((Member of Congress) about protecting access to radioactive isotopes #ASTROadvocacy @ASTRO_org

Post Meeting:
• Thank you @((Member of Congress) for supporting radiation oncology and protecting cancer patients @ASTRO_org #RadOnc #ASTROadvocacy
Examples of What to Do

Tips:
- Tag the legislator
- Use hashtags
- Tag ASTRO

Thank you to @MarkWarner for supporting Radiation Oncology! We want to continue to improve care for our patients and cancerresearch. @ndmd74 @ASTRO_org @ARR2_org #ASTROAdvocacy #radonc #vcu @VCUmartsay

Thank you @RepYvetteCarrie and Dr. Anderson for supporting radiation oncology and protecting cancer patients @ASTRO_org #RadOnC #ASTROAdvocacy @DownstateMed @kingsofcounty
Group photos or photos in front of key sites

Ask others for their social handles to tag them as well!
What to Avoid

Rep. Diana DeGette
@RepDianaDeGette
This is 3.6 million kids too many. More troubling is that e-cigarettes and cigars were some of the most commonly used tobacco products among adolescents. Another good reason to ban flavors in these products, which I urged in a letter I led to @US_FDA. bit.ly/2MaGwWU

BigGCount @BigGCount · 3h
Replying to @SteveScalise @SpeakerRyan
What happened to gun reform? You are such a loser. Your love for the NRA almost got you killed and you still have no morality or integrity to do anything about it. Coward and beholden to your NRA aborted child.

JP @C3MDAWG · Jun 8
Replying to @RepDianaDeGette @US_FDA
Stop trying to tell people how to live their life. You can’t protect someone from them self. Your attempt to legislate is ridiculous.
2018 Advocacy Day Social Media Posts

Malika Siker, MD
@DrMalikaSiker
Thanks to the staff of @JimPressOffice for meeting with me to discuss @ASTRO_org priorities for our radonc patients. Rep Sensenbrenner has a wonderful team! ASTROAdvocacy @MedicalCollege @MCWCancerCenter @MCWRadOnc

Chris Corso MD PhD
@DrChrisCorso
On Capitol Hill with the UNC rad onc crew including Dr. Larry Marks and @AnkitAgarwalMD to discuss @ASTRO_org RO-APM work and stable cancerresearch funding for cancer patients! ASTROadvocacy

Anna Lee
@PhyllisLeeMDMPH
Thank you @RepPeteKing for supporting radiation oncology and protecting cancer patients. And thank you to legislative director Deena Tauster for showing us a beautiful view of our Capitol! ASTRO_org #RadOnc ASTROadvocacy
(some) Top Docs to Follow

- Malika Siker - @DrMalikaSiker
- Fumiko Chino - @fumikochino
- Benjamin King - @BenjaminKingMD1
- Brian Kavanagh - @BK_Radiation
- Paul Harari - @ASTRO_Chair
Legislators to Follow

- Senator Debbie Stabenow - @SenStabenow
- Senator Richard Burr - @SenatorBurr
- Representative Paul Tonko - @RepPaulTonko
- Representative Mike Kelly - @MikeKellyPA
- Representative Suzan DelBene - @RepDelBene
Committee Sub-Chair/Ranking Members to Follow

- Anna Eshoo (*Chair* - Energy & Commerce Health) - [@RepAnnaEshoo](https://twitter.com/RepAnnaEshoo)

- Michael Burgess (*Ranking Member* – Energy & Commerce Health) - [@michaelcburgess](https://twitter.com/michaelcburgess)

- Lloyd Doggett (*Chair* – Ways & Means Health) - [@RepLloydDoggett](https://twitter.com/RepLloydDoggett)

- Devin Nunes (*Ranking Member* – Ways & Means Health) - [@RepDevinNunes](https://twitter.com/RepDevinNunes)
Visit the Resources page for additional information. It will be updated regularly.

**Advocate Checklist**

**Before Advocacy Meeting:**
- Brainstorm a compelling story that can be used to demonstrate impact of a certain policy
  (2 weeks beforehand)
- Visit your policymaker’s website
  (2 weeks beforehand and again the day before the meeting)
- Review recent healthcare news
  (1-2 days before)

**During Advocacy Meeting**
- Explain impact of policy issue through personal story
  - Share where you live and work in the congressional district
  - Discuss how radiation therapy is used to treat cancer patients in the congressional district
  - Explain how a surgeon, medical oncologist and radiation oncologist work together to treat cancer patients
- State the policy points and wait for response
- Take note of any questions and policy positions stated

**After Advocacy Meeting**
- Submit meeting report
  (same day)
- Share experience on social media
  (same day)
- Write thank you note/email
  (1-5 days after)
- Send site visit request
  (4-6 weeks after)
Help us spread the word about Advocacy Day, our mission and what you’re here to accomplish. Use #ASTROadvocacy and tag @ASTRO_org.

Social Media Tips:
- Follow @ASTRO_org on Twitter and American Society for Radiation Oncology on Facebook.
- Before your meeting, take a group photo and tag your Member of Congress.
- Ask staff or Member of Congress to be in a group photo at the end of the meeting.
- Make sure your post is simple and concise, as you only have 280 characters!

What to Post?
- Photos of you and your group on the Hill.
- “On Capitol Hill today to...” posts.
- Showing your intention and the reason why Advocacy Day is important.
- A note of thanks to Members of Congress.

Sample Tweets
- Going to meet with @(Member of Congress) about protecting access to care for cancer patients @ASTRO_org #RadOnc #ASTROadvocacy
- @ (Member of Congress) support stable #cancerresearch funding #ASTROadvocacy @ASTRO_org
- Help #prisonruth in cancer care @ (Member of Congress) #ASTROadvocacy
- Radiation Oncologists are ready to participate in an AFM #RadOnc @ASTRO_org

Top Docs to Follow at #ASTROadvocacy
- Benjamin King - @BenjaminKingMD1
- Brian Kavanagh - @BK_radiation
- Fumiko Chino - @fumikochino
- Malika Siker - @DrMalikaSiker
- Paul Horari - @ASTRO_Chair

Legislators to Follow
- Senator Debbie Stabenow - @SenStabenow
- Senator Richard Burr - @SenatorBurr
- Representative Paul Tonko - @RepPaulTonko
- Representative Mike Kelly - @MikeKellyPA
- Representative Suzan DelBene - @RepDelBene

Committee Sub Chair’s to Follow
- Anna Eshoo (Chair - Energy & Commerce Health) - @RepAnnaEshoo
- Michael Burgess (Ranking Member – Energy & Commerce Health) - @michaelburgess
- Lloyd Doggett (Chair - Ways & Means Health) - @RepLloydDoggett
- Devin Nunes (Ranking Member – Ways & Means Health) - @RepDevinNunes
Upcoming Webinar

- Federal Issues Webinar
  - Tuesday, April 23  11 a.m. ET
Questions?

Margarita Valdez, ASTRO, Assistant Director of Congressional Relations at margarita.Valdez@astro.org
Daniel Mulligan, ASTRO, Social Media Specialist at Daniel.Mulligan@astro.org