

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	4:00 p.m. – 5:00 p.m.	Federal Issues Briefing
10:00 a.m. – 11:00 a.m.	Pick Up Hill Day Schedules	5:00 p.m. – 5:15 p.m.	Closing Remarks
11:00 a.m. – 12:00 p.m.	Lunch	5:15 p.m.	Advocacy Day Photo
11:45 a.m. – 12:00 p.m.	Welcome and State Roll Call	5:40 p.m.	Invitation Only: ASTRO PAC Dinner
12:00 p.m. – 1:00 p.m.	Chair's Address: ASTRO Prior Authorization and Research Agenda		PAC Donors of \$1,000 or more in 2019; \$125/residents, nurses and administrators
	Paul M. Harari, MD, FASTRO, Chair, ASTRO Board	6:00 p.m. – 9p.m.	Invitation Only: ASTRO PAC Dinner
1:00 p.m. – 2:00 p.m.	Seema Verma, Administrator, Centers for Medicare and Medicaid Services (Invited)		La Vie 88 District Square SW 5th floor Washington, DC 20024
2:00 p.m. – 2:45 p.m.	US Representative Paul D. Tonko (NY-20)		Special Guest: US Representative Ami Bera, MD (D-CA)
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		

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

Rayburn House Office Building, Room 2045

Representative Kim Schrier, MD (D-WA)

1:30 p.m. – 5:00 p.m.

House Office Visits

Congress & Social Media

FIGURE 1.

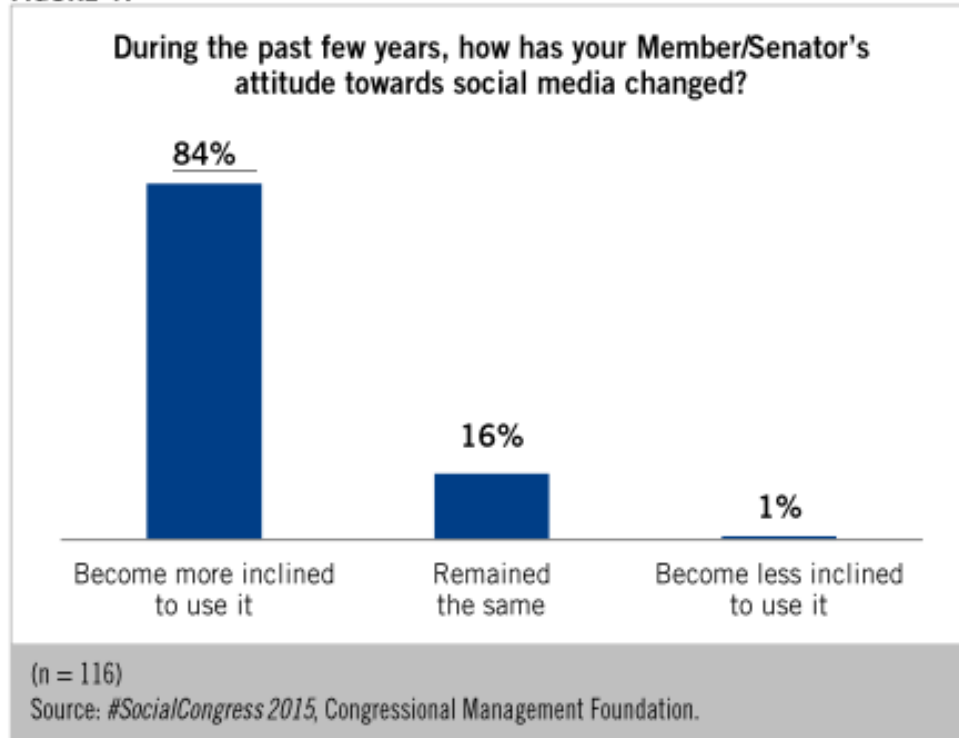
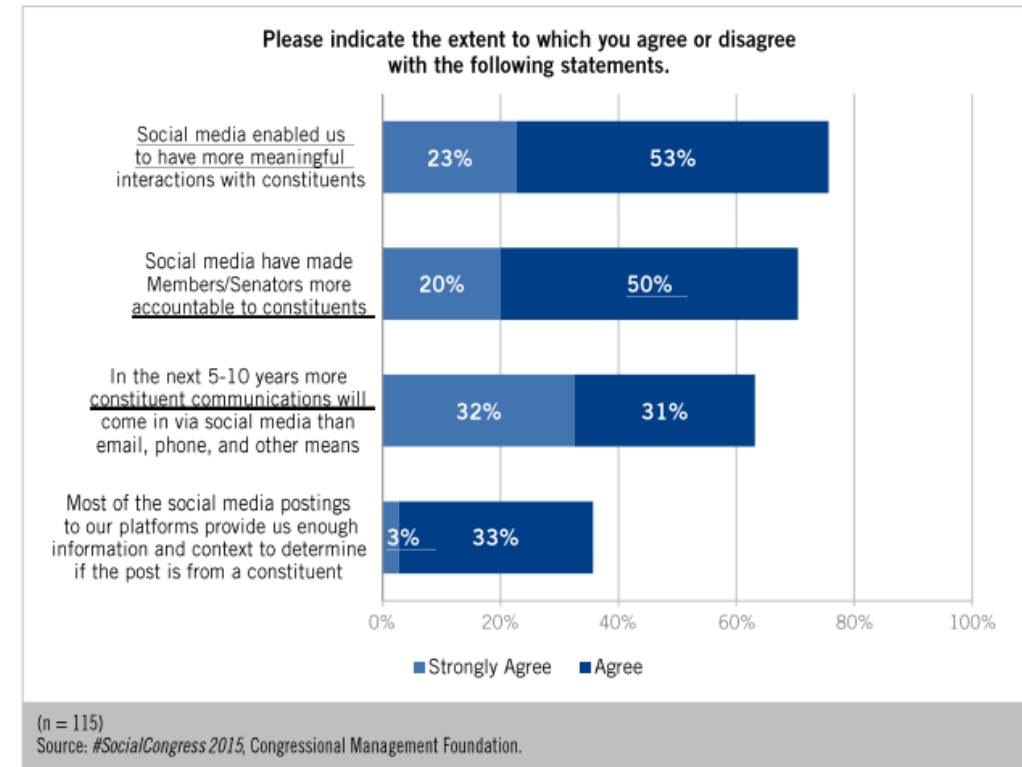


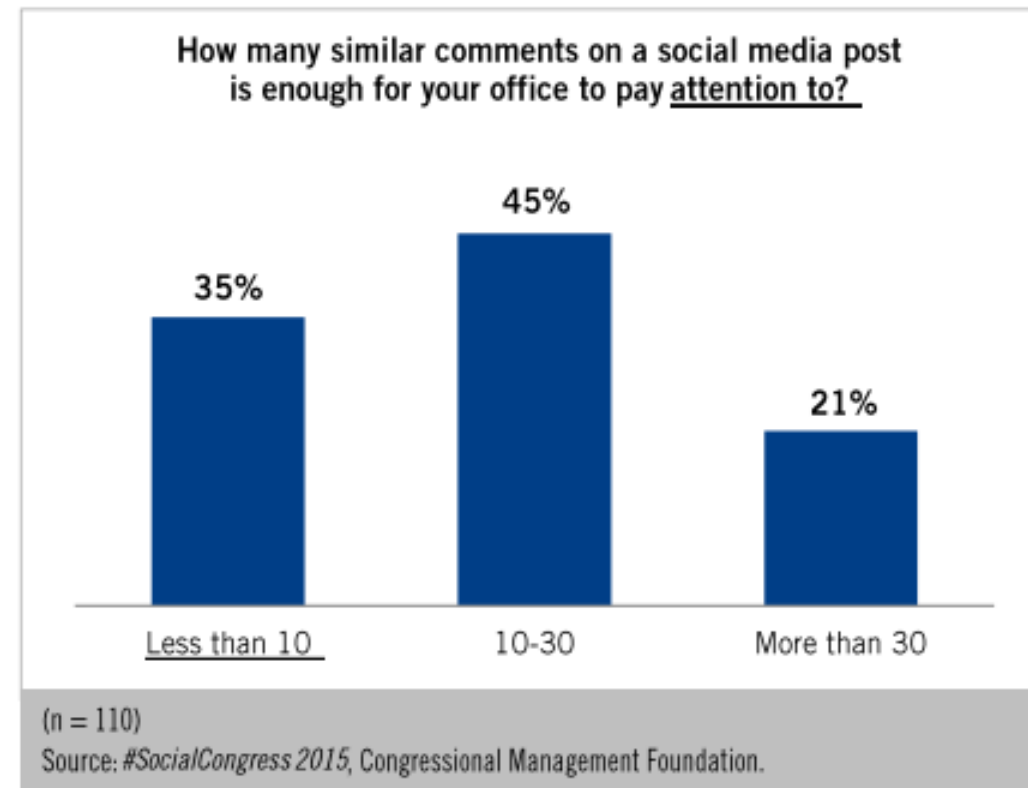
FIGURE 2.



Social Media & Influence

Thirty or fewer similar comments on a social media post are enough to get an office's attention.

FIGURE 3.



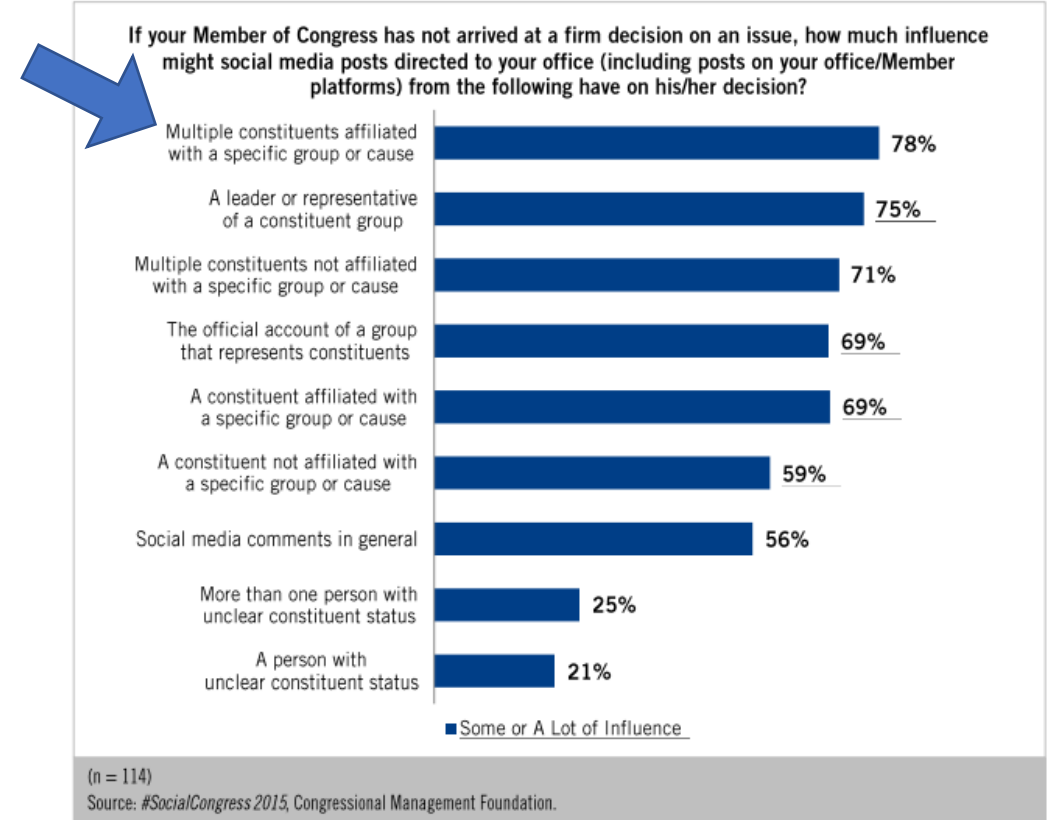
Congress uses Facebook and Twitter as a instantaneous means to receive feedback from constituents.

Strength in Numbers



Examples of Twitter Profiles

FIGURE 5.



Social Media Profiles Are Easy to Locate

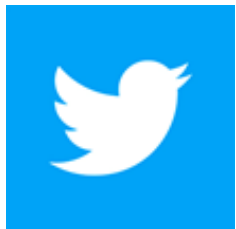


US Representatives: <https://www.house.gov/>

US Senators: <https://www.senate.gov/>

ASTRO Social Channels

Social Channel		ASTRO Handle
		@ASTRO_org
		@astro_org
		American Society for Radiation Oncology
		American Society for Radiation Oncology




Set Up Twitter

Follow @Astro_org
and other #RadOnc
professionals

<https://twitter.com>

Set Up Your Profile

Add Short Bio and Photo







 [Next](#)

Create your account

Name

Phone 0/50

[Use email instead](#)

-  Profile
-  Lists
-  Moments
-  Twitter Ads
-  Analytics
- Settings and privacy
- Help Center
- Keyboard shortcuts
- Log out
- Night mode 



ASTRO
@ASTRO_org Follows you

ASTRO is the American Society for Radiation Oncology. Targeting Cancer Care.

 Arlington, VA

 astro.org

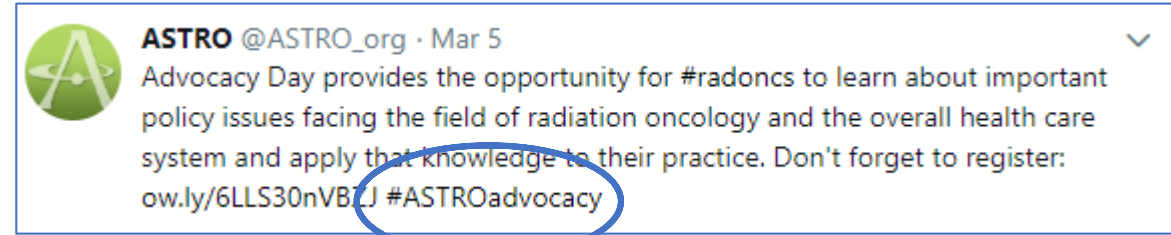
 Joined April 2009

[Tweet to](#) [Message](#)



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



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

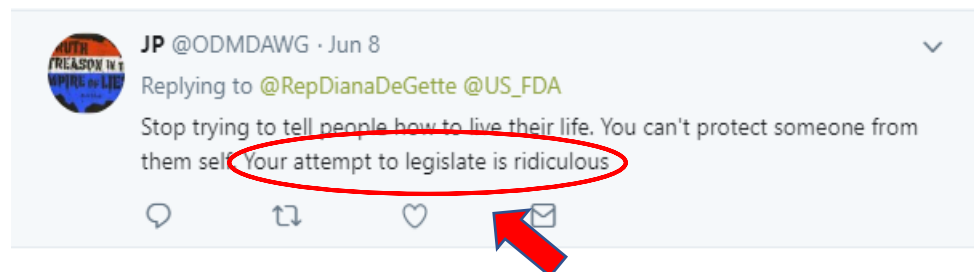
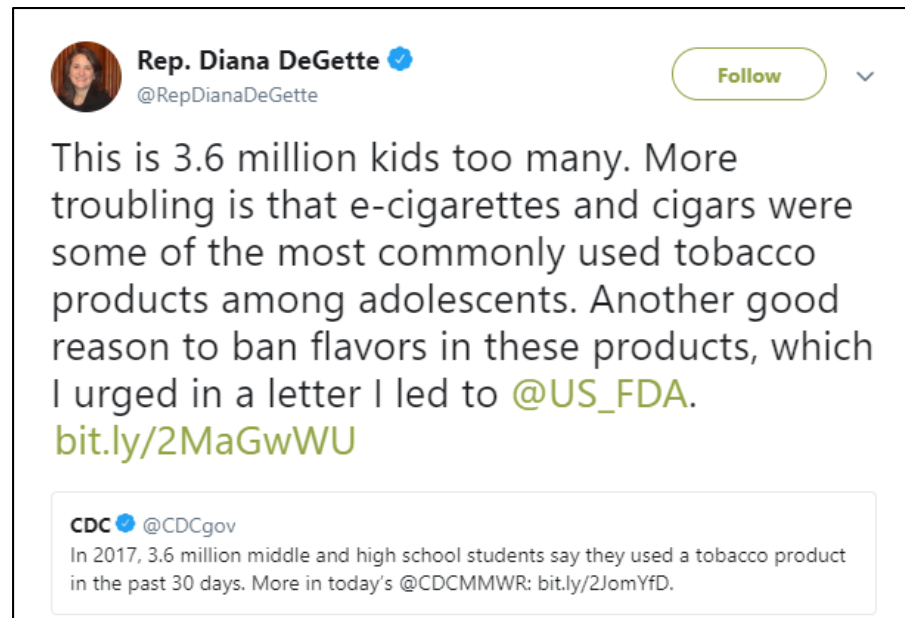
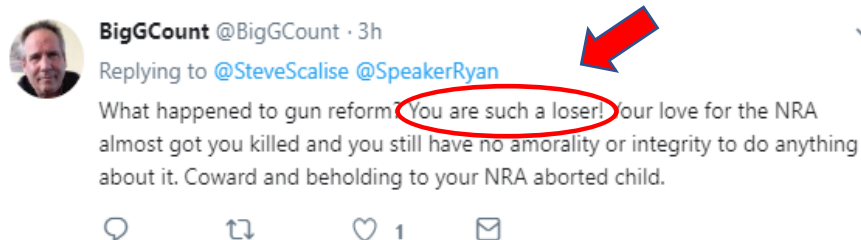


Group photos or photos in front of key sites

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



What to Avoid



2018 Advocacy Day Social Media Posts



(some) Top Docs to Follow



Malika Siker, MD
@DrMalikaSiker Follows you

- Malika Siker - **@DrMalikaSiker**



Fumiko Ladd Chino, MD
@fumikochino Follows you

- Fumiko Chino - **@fumikochino**



Benjamin King, MD
@BenjaminKingMD1 Follows you

- Benjamin King - **@BenjaminKingMD1**



Brian Kavanagh
@BK_Radiation Follows you

- Brian Kavanagh - **@BK_Radiation**



Paul Harari
@ASTRO_Chair Follows you

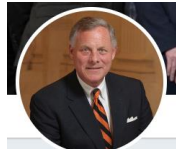
- Paul Harari - **@ASTRO_Chair**

Legislators to Follow



Sen. Debbie Stabenow
@SenStabenow

- Senator Debbie Stabenow - **@SenStabenow**



Richard Burr
@SenatorBurr

- Senator Richard Burr - **@SenatorBurr**



Paul Tonko
@RepPaulTonko

- Representative Paul Tonko - **@RepPaulTonko**



Rep. Mike Kelly
@MikeKellyPA

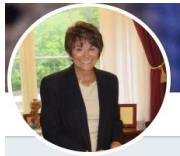
- Representative Mike Kelly - **@MikeKellyPA**



Rep. Suzan DelBene
@RepDelBene

- Representative Suzan DelBene - **@RepDelBene**

Committee Sub-Chair/ Ranking Members to Follow



Rep. Anna G. Eshoo
@RepAnnaEshoo

- Anna Eshoo (*Chair - Energy & Commerce Health*) - **@RepAnnaEshoo**



Michael Burgess, MD
@michaelcburgess

- Michael Burgess (*Ranking Member – Energy & Commerce Health*) - **@michaelcburgess**



Lloyd Doggett
@RepLloydDoggett

- Lloyd Doggett (*Chair – Ways & Means Health*) - **@RepLloydDoggett**



Rep. Devin Nunes
@RepDevinNunes

- Devin Nunes (*Ranking Member – Ways & Means Health*) - **@RepDevinNunes**

<https://www.astro.org/Meetings-and-Education/Live-Meetings/2019/2019-Advocacy-Day/Resources>

Visit the
Resources page
for additional
information.
It will be updated
regularly.

Resources

General Resources

- Tour Guide
- Advocacy Day Checklist
- Useful Acronyms
- Social Media

The Issues

- Health Care Reform Principles
- Patients Over Paperwork
- Radiation Oncology Alternative Payment Model (RO-APM)
- Radioactive Isotopes

Webinars

- First Timers Webinar-Slides

Advocate



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)

2019 ASTRO ADVOCACY DAY ON SOCIAL MEDIA

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 #fixpriorauth in cancer care @(Member of Congress) #ASTROadvocacy
- Radiation Oncologists are ready to participate in an APM #RadOnc @Astro_org



Top Docs to Follow at #ASTROadvocacy

Benjamin King - @BenjaminKingMD1
Brian Kavanagh - @BK_radiation
Fumiko Chino - @fumikochino
Malika Siker - @DrMalikaSiker
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'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