**DELIVERING YOUR MESSAGE: UTILIZING BOTH TRADITIONAL APPROACHES AND SOCIAL MEDIA**

**TRADITIONAL - TAKEAWAYS**

1. **Phone**
   * Identify yourself and the issue.
   * Use your own words and make it personal.
   * Keep it brief.
   * Be specific with “the ask”.
   * Ask for best way to follow up.
2. **Mail and Email**
   * Opening statement with your ask.
   * Make “the ask”.
   * Present the problem and the importance.
   * Provide facts and figures.
   * Put a face to the issue.
   * Connect/self-interest.
3. **Letter to the Editor**
   * Grab their attention.
   * Important points first.
   * Give suggestions/recommendations.
   * 300 words or less.
   * Follow publication guidelines.
   * Connect the issue.
   * Provide statistics/stories.
   * Identify yourself (name, title, email, phone).

**DELIVERING YOUR MESSAGE: UTILIZING BOTH TRADITIONAL APPROACHES AND SOCIAL MEDIA**

**SOCIAL MEDIA - TAKEAWAYS**

1. **Action Alerts** – A way to get others to deliver a message.

* Inform based on where the campaign is.
* One page or less; 12pt font.
* Avoid jargon & technical terms.
* Give a deadline.
* Supply all the tools needed to complete the action.

1. **Facebook –** A website that allows both individuals and groups to create their own pages to share all sorts of content they select (text, video, photos, polls, etc.) with people that subscribe to their pages.

* Post a minimum of once per day.
* Use pictures and images.
* “Like” like-minded organizations.
* Ask like-minded organizations to “like” you back.
* Ask your contacts to “like” you.

1. **Twitter –** Microblogs of 140 characters or less (a “tweet”).

* Use bit.ly to shorten a URL.
* Post 3-5 times per day.
* Use popular hashtags (#).
* “Follow” like-minded organizations.
* Ask like-minded organizations to “follow” you back.
* Participate in Tweet Storms.