

AACAP'S 2021 VIRTUAL LEGISLATIVE CONFERENCE TWITTER BEST PRACTICES

Keep it Simple

You have a 280 character limit on Twitter— don't say in three sentences what you can say in one. Keep it pointed, and keep it precise.

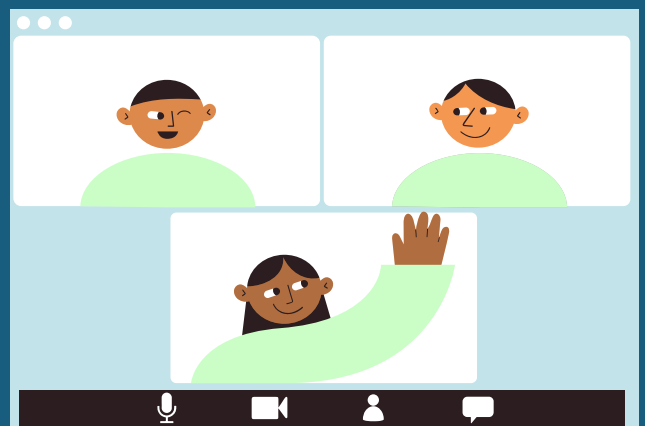


Think About Your Audience

What you say online stays online. Stay away from crude and ambiguous language, and whatever you do, don't feed the trolls!

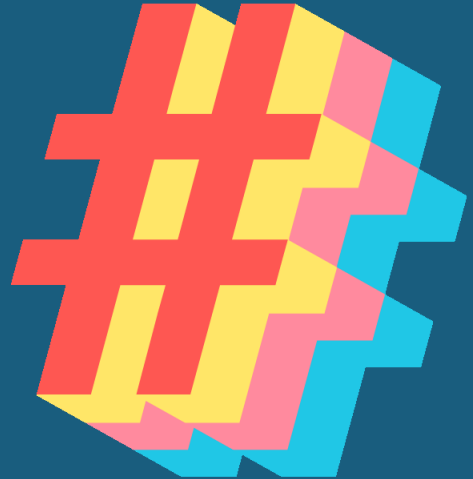
Post a Pic

Tweets with images typically get 30% more engagement than tweets without! Though we're virtual this year, you can still include screenshots or gifs! Be careful not to include any identifying information.



#Utilize #Hashtags

Hashtags help connect your content to others in the conversation. Use the leg con # to boost your tweets and connect with others, and don't be afraid to branch out: Use terms you think are relevant. For example, you might use #Psych or #Advocacy to boost your post to like-minded people. This year's hashtag is **#AACAPLC21**.



Tag Your Targets!

Use the @ sign to tag people or organizations. Talking to a Senator and want to write about it? Mention her in a Tweet by tagging her handle! You can also tag your fellow CAP advocates!



Retweet

You don't have to come up with all the content yourself— if you see a Tweet you'd like to share, hit the retweet button to share it yourself, or retweet and reply to join in on the conversation!



Below please find sample posts to help you quickly promote and post your efforts during the Legislative Conference. They are broken down into three distinct topic areas. Feel free to use as you like. You can also tweak and cater your posts to make them more unique and personal.

List of Congressional Twitter Accounts

Find your representative or senator's online handle with [this guide](#): Simply locate their name and click the link to visit their Twitter page. https://ucsd.libguides.com/congress_twitter/rep

1. Loan Relief for Pediatric Subspecialists

- At #AACAPLC21 we're asking Congress to ensure loan relief for #CAPs and pediatric subspecialists! The workforce shortage is a major access barrier— but we can support our #ECPs with loan relief. #Senate #Housefloor #CAPtweet #Psychtwitter @mentalhealth #mentalhealthmatters @[\[fill in with appropriate rep or senator from attached lists.\]](#)
- Let's make medical training more accessible! Loan relief helps grow our child & adolescent psych workforce— a shortage that we desperately need to fix! Learn more with AACAP: <https://bit.ly/3er8Xjq> #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21 @[\[fill in with appropriate rep or senator from attached lists.\]](#)
- Let's make medical training more accessible! Loan relief will grow the #CAPcommunity and give children's mental health the attention it desperately needs! Learn more with AACAP: <https://bit.ly/3er8Xjq> #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21 @[\[fill in with appropriate rep or senator from attached lists.\]](#)
- Did you know that EVERY STATE has a severe shortage of child and adolescent psychiatrists? Congress can help fix this and get children the care they desperately need. #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21 @[\[fill in with appropriate rep or senator from attached lists.\]](#)

2. School-based Mental Health Programs and Project AWARE

- @[\[fill in with appropriate rep or senator from attached lists.\]](#) Let's get H.R. 721 enacted to support youth mental health! #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21
- @[\[fill in with appropriate rep or senator from attached lists.\]](#) we're on the Hill today to ask YOU to help our nation's children by advancing H.R. 721 in the Senate! Let's increase access to school mental health services for a happier and healthier nation. #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21
- Thank you @gracenapolitano, @RepJohnKatko and @SenTinaSmith for advancing of H.R. 721! Together we can help future generations grow and heal. #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21

3. Mental Health Equity in BIPOC communities

- We're on the Hill today for #AACAPLC21 to demand mental health equity in BIPOC communities. Community-health affects us all, and we won't rest until everyone can receive healthcare with no barriers to access! #equity #CAPtweet #equity #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21
- @[fill in with appropriate rep or senator from attached lists.] let's work together to bring necessary mental health care to the communities that need it most! Let's dismantle the barriers to healthcare access and build a brighter, happier nation. #equity #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21
- #BIPOC represent only 24% of the US population yet experience more mental health issues and receive less treatment than 76% of white Americans. @[fill in with appropriate rep or senator from attached lists.] let's change that! #equity #CAPtweet #Psychtwitter #mentalhealth #mentalhealthmatters #AACAPLC21