

Social Media Toolkit for CRS Chapters: #LeadNow

Social media is a creative and easy way to put your faith into action. Whether it's Twitter, Facebook or Instagram, the social media platforms you use can be powerful tools to contact Congress. *In fact, research shows that just 30 posts or comments from constituents on an issue will help get the attention of congressional offices.*

Intro to Social Media Advocacy

Did you know that your members of Congress use social media too? It's one of the ways they gather feedback from constituents like you. And since it's considered constituent communication, you can be confident that your voice will be heard.

You can share messages, videos and photos to raise awareness and educate others about global poverty. And you can take action to shape policies that protect our vulnerable sisters and brothers around the world.

Social Media Guidelines

We encourage you to use social media to inform others about the good work that you're doing while being a CRS chapter leader, advisor or member. We find that personal blogs, Facebook, Twitter and Instagram work best.

Please use your best judgment when posting on social media. A tweet or Facebook post that lacks good judgment could end up harming the very people you are there to serve, and neither you nor we want that to happen.

Please keep in mind that others will see you as a representative of Catholic Relief Services (CRS) through your involvement with chapters, so we ask you to use discretion when posting on social media.

Here are some suggestions for effective engagement:

Please do...

- Post your thoughts, experiences and insights.
- Post fun stories about your chapter successes.
- Ask permission of the subject when taking photos and have them complete the photo release form.
- Use the CRS campaign hashtag: #LeadNow.

Please do not...

- Post statements about any political situation. CRS employees need to be especially careful in the context of social media and on blogs to not in any way connect personal partisan activity with CRS, its name or its reputation.
- Make derogatory statements about the Catholic Church or statements that are against official church teaching, including posting about artificial family planning, condoms or abortion.
- Post derogatory statements about CRS.
- Post any chapter issues that may occur during your volunteer time. Please contact your Regional Field Director or Volunteer Manager directly to find a resolution to the problem rather than posting about it on social media.

Tips for Using Social Media with Congress

1. Identify your members of Congress by searching [senate.gov](https://www.senate.gov) and [house.gov](https://www.house.gov) and learn where your members stand on issues that are important to you.
2. Follow your members of Congress on various social media platforms and get to know them through what they're communicating about.
3. Engage your members of Congress on social media platforms. Consider attending a virtual town hall on Facebook, interacting with a post from your member of Congress or creating your own post and tagging them.
 - In the spaces above, you can ask about your member's position on an issue, make a request that they work for the passage of a specific bill, thank your member for taking action on your issue and much more.
 - **Pro tip:** Be sure to tag your member and identify yourself as a constituent to make your message most effective. Tag @CatholicRelief (for [Twitter](https://twitter.com/CatholicRelief)) or @CatholicReliefServices (for [Facebook](https://www.facebook.com/CatholicReliefServices)/[Instagram](https://www.instagram.com/CatholicReliefServices)) in the post. Lastly, include the hashtag #LeadNow to connect to our Lead the Way on Migration and Hunger campaigns.
4. Get a Facebook constituent badge to be recognized as a constituent in your member's district. A constituent badge appears next to your name when you interact on Facebook with your member of Congress. You can turn the badge on or off in "Town Hall" ([facebook.com/townhall](https://www.facebook.com/townhall)).
5. If you're speaking out about a piece of legislation that's moving through Congress over a period of time, consider posting a weekly comment.
 - **Pro tip:** Always include the bill's name and number in your post about a specific piece of legislation.
6. Spread the word. Ask your friends, family and followers to comment and share, too!

What to Post on Social Media

Encourage your friends, followers and members of Congress to act on an issue by using your own social media.

- Post from your personal social media accounts and identify yourself as a constituent in your post.
- Use your own page and make your post personal. Elected officials like to hear why you care about an issue, and it's easier for them to identify that you're a constituent if it's coming from your personal account.
- If you've written a Letter to the Editor and it's been published, post a link to it on your social media account and tag the office.
- Have you recently met with your member or member's staff, attended a town hall or event? Post a photo, share about your meeting and tag your member, thanking them for meeting with you.



The following sample posts can be used or edited for use on any social media platform to help spread the word and get more people to contact their members of Congress.

Sample Posts: Facebook

Migration Post

More than 80 million migrants and refugees around the world are at greater risk for exposure to COVID-19. I believe that all people deserve safe housing, basic health care services and necessities like soap and clean water, even when circumstances in their home countries have forced them to migrate for the safety and well-being of their families.

I'm working with @CatholicReliefServices to lead the way and help those who are displaced around the world. I hope you consider joining me: <https://bit.ly/31Q16VZ> #LeadNow

Hunger Post

1 in 10 people worldwide do not have enough to eat. And the COVID-19 pandemic is making things worse. I'm working with @CatholicReliefServices to lead the way to prevent and end world hunger by uniting as a community to pray, learn and act in support of our human family in need. Join me! <https://bit.ly/31Q16VZ> #LeadNow

General Awareness Post

My faith calls me



To believe.



To be present to one another.



To speak the truth.



To serve.



To lead.

I'm helping those who will suffer the most from this global pandemic: migrants and refugees, communities that lack access to enough food and nutrition and people living in poverty. I hope you join me: <https://bit.ly/31Q16VZ> #LeadNow

Sample Posts: Twitter

Migration Post

All people deserve safe housing, basic health care services and necessities like soap and clean water, even when circumstances in their home countries have forced them to migrate for the safety and well-being of their families.

<https://bit.ly/31Q16VZ> #LeadNow

Hunger Post

1 in 10 people worldwide do not have enough to eat. And the COVID-19 pandemic is making things worse. Join me in Leading the Way to prevent global hunger. <https://bit.ly/31Q16VZ> #LeadNow

General Awareness Post

My faith calls me



To believe.





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 To serve.
 To lead.

Support migrants and refugees, communities that lack access to enough food and nutrition, and people living in poverty.
<https://bit.ly/31Q16VZ> #LeadNow

