

Day on the Hill Social Media Guide



Social media is an important tool in advocacy campaigns and issue discussions. This document provides guidance on ways to use social media during AAOMS Day on the Hill with suggested messaging to advance the Association's advocacy efforts.

Create personal posts

Consider posting personal messages to social media platforms, including X (formerly Twitter), Facebook and Instagram. Follow these steps to help extend the reach of your post:

Include tags and hashtags

- Include **#OMSadvocacy** on all Day on the Hill tweets. This is the official hashtag of AAOMS advocacy efforts and supports the overall social media reach.
- **Tag your members of Congress (e.g., @MemberofCongress)** to draw their attention to your efforts. Official member accounts can be found on individual congressional websites by visiting House.gov or Senate.gov. **Note:** Be sure to tag official accounts and not campaign accounts.

Add an image

- **Take a photo of the meeting or add an AAOMS-provided image** (found on the following pages) to your post. Images on social media posts encourage likes and shares.

IMPORTANT: Do not make a video recording of the meeting without the express approval of the member of Congress/staff and all attendees. Doing so could offend the congressional office, limit candid discussion and violate privacy laws.



Social media do's and don'ts

Do

- Always be professional and courteous.
- Confirm accuracy of information and credit any photos or sources appropriately.
- Think before you post! Review for errors and typos, and ensure you are posting from the correct account.
- Familiarize yourself with each platform's terms of service and use.

Don't

- Share personal political views or overly controversial topics.
- Share articles or information from unknown sources.
- Get involved in arguments over social media.
- Share patient information over social media.

Sample posts

Unsure where to start? Use one of these sample posts:

General posts

Appropriate hashtags: **#OMSadvocacy**

- I'm participating today in the 23rd AAOMS Day on the Hill to share with Congress the OMS perspective on issues important to my specialty and patients. #OMSadvocacy
- Today, I am representing OMSs in **(insert state)** at the 23rd AAOMS Day on the Hill. #OMSadvocacy
- More than 80 OMS colleagues and I are speaking to Congress today. We are discussing important issues relevant to our patients and the specialty during the annual AAOMS Day on the Hill. #OMSadvocacy

X



Facebook



Instagram



Right-click on an image to save it to your computer.

Student loans

Appropriate hashtags: **#StudentLoan, #StudentDebt**

- Dental and medical #studentloan debt is a workforce issue that negatively impacts healthcare access and needs to be solved to encourage work in underserved areas or as faculty and researchers. #OMSadvocacy

X

Facebook

Instagram



Ensuring Lasting Smiles Act

Appropriate hashtags: **#EnsuringLastingSmiles, #craniofacial**

- As an OMS, I frequently treat patients with congenital craniofacial anomalies. I support the #EnsuringLastingSmiles Act that closes insurance coverage loopholes for patients with #craniofacial conditions. #OMSadvocacy

X

Facebook

Instagram



Drug and supply shortages

Appropriate hashtags: **#DrugShortages**

- As an oral and maxillofacial surgeon, I've seen the harm #DrugShortages cause my practice and patients. The urgent need for reliable medication access is clear. Standing with colleagues, I urge Congress to act swiftly to address, mitigate and prevent shortages. #OMSadvocacy

X



Facebook



Instagram

