

# 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.

## Participate in AAOMS Day on the Hill videos

Members are encouraged to **visit the ADA Townhouse** at 137 C Street SE, where staff will be available to film brief videos of attendees sharing their experiences at Day on the Hill. This is a great opportunity to highlight the importance of advocacy and showcase the impact of engaging with lawmakers and/or their staff. Whether it's your first time attending or you're a seasoned advocate, AAOMS wants to hear your story! **Stop by to participate and help amplify the voice of the specialty.**

Not able to swing by? Take your own videos and selfies and send to [advocacy@aaoms.org](mailto:advocacy@aaoms.org). Be sure to record videos horizontally for the best quality!

### Video ideas you may use include:

- Waving in front of the U.S. Capitol or walking the halls of Congress.
- If approved by legislative staff, video of congressional office entryways or candid shots with members of Congress or their staff.
- General interactions or candid moments with fellow colleagues during the meeting.
- Sharing a quick message about why advocacy matters to you and why attending Day on the Hill is important.

**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 24th 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 24th AAOMS Day on the Hill. #OMSadvocacy
- More than 100 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.

## 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**



## 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



## Medicare physician payment cuts

Appropriate hashtags: **#Medicare**

- For too long, Medicare reimbursement has failed to keep up with inflation or cover basic practice overhead. A 2.8 percent Medicare physician payment cut took effect Jan. 1, further threatening patient access to care. #Congress must act now to reverse the cut and advance long-term payment reforms. #OMSadvocacy

X



Facebook



Instagram

