



# AUGUST ADVOCACY TOOLKIT

## Social Media and Online Outreach Opportunities

*Updated: July 23, 2015*

*If you or your organization has an active online presence, there are several ways you can share information and resources about your organization and the impact you have in your community. Social media allows you to be a part of the policy conversation, whether or not you are in Washington, D.C.!*

### **What, Why, and How**

Below are some easy and effective ways to spread the word and help drive the online conversation surrounding philanthropy and tax policy. As always, the Council can provide support to those just getting started with digital engagement.

#### Philanthropy Exchange

Members of the Council are able to share resources, experiences, and best practices through a new online platform: the Philanthropy Exchange. This tool, available at [exchange.cof.org](http://exchange.cof.org), offers you simple and instant access to discussions with philanthropic leaders across the country who are engaged in advocacy and tax policy. These conversations are only available to Council members, and can provide valuable insight on how best to engage with politicians, the media, and the public.

For more information on the Exchange, check out our latest getting start guide, or contact Tonia Bain at [tonia.bain@cof.org](mailto:tonia.bain@cof.org), or Carolyn Cowen Nissen at [carolyn.nissen@cof.org](mailto:carolyn.nissen@cof.org).

#### Blogs

Many Council members already have their own blogs where they post regularly on a wide variety of topics to inform, engage, and activate their networks. For example, the Council's blog: [RE: Philanthropy](#), provides a venue for members and staff to share their experiences, perspectives, and resources. Be sure to share posts from your own blog with the Council so we can cross post and promote them!

Contact John Cochrane at [john.cochrane@cof.org](mailto:john.cochrane@cof.org) to submit your blog to the Council.



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## Social Media Opportunities

These websites provide a list of all social media accounts for Members of Congress, including Twitter handles, Facebook pages, and Instagram accounts, among others.

- House of Representatives: <http://govsm.com/w/House>
- Senate: <http://govsm.com/w/Senate>

### Facebook and Twitter

Social networking platforms allow you to share useful resources with stakeholders and encourage them to spread the word. There is plenty to share: relevant news articles, op-eds, new reports or research, and your own blogs can all ensure a steady stream of content.

Here are philanthropy-related hashtags to consider, in addition to your organization's own hashtag:

- #ProtectGiving
- #Philanthropy
- #TaxReform

Nearly all members of Congress have Twitter and Facebook accounts and actively use them to communicate with their constituents. Be sure to include Twitter handles for your members of Congress as a way to engage them directly.

Here are a few Twitter handles to consider:

- @RepPaulRyan (Chairman of the House Ways and Means Committee)
- @RepSandyLevin (Ranking Member of the House Ways and Means Committee)
- @SenOrrinHatch (Chairman of the Senate Finance Committee)
- @RonWyden (Ranking Member of the Senate Finance Committee)
- @WaysandMeansGOP
- @WaysMeansCmte
- @SenateFinance
- @GOPSenFinance
- @SimplerTaxes

### Instagram

Pictures can speak volumes. Storytelling through Instagram helps you capture and spread compelling images of philanthropy's impact in ways that might go viral. While not yet as widely adopted as Twitter



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and Facebook, many members of Congress are employing this growing social network. Check the website below to see if your members are active!

Don't forget to engage other organizations when appropriate, especially media and partner organizations. It can help expand your reach, keep media in the loop and strengthen relationships within the sector. Here are some to consider:

- Nonprofit Times - @NonprofitTimes
- Chronicle of Philanthropy - @Philanthropy
- Nonprofit Quarterly - @NPQuarterly
- Council on Foundations - @cof\_
- Alliance for Charitable Reform - @ACReform
- Forum of Regional Associations of Grantmakers - @GivingForum