SOCIAL MEDIA GUIDE

Congratulations! Your legislator has accepted your invitation to visit your NFP program. Social Media can be a great tool to thank your legislator for visiting your program!

1

GETTING STARTED

If your agency already has a Twitter, Facebook or Instagram account, here is a guide to promote your visit on social media. Please reach out to the staff at your agency that manages social media as early as possible, so he/she will be ready to share your event the day it happens.

Look up on Twitter, Facebook, Instagram to see if your legislator has an account. You will want to save her/his Twitter handle or page to include in your post.

2

BEFORE THE VISIT

Check with the legislator's staff to see if she/he is comfortable with you acknowledging on social media and let them know your policy or preference for sharing photos, etc. and give them your agency's social media handles and page links to include in their post. This is a great strategy to increase your followers!

3

PLAN CONTENT & TAKE PHOTOS

Who will be at your visit? Including a photo a be a great way to increase the visibility of your post.

You may consider having someone take a photo of the legislator with the moms and babies/toddlers that will be at the visit.

4

SIGN CONSENT FORMS

As you know, before you share any images or names of clients or their children/other family members, you must first have them sign an NSO media consent form. This is a must do! If the client is under 18, the parent/guardian must sign the form. The client also must list her child's name if he/she is in the photo. To save time at the site visit, try to have the clients sign the consent form in advance.

5

TAG NFP NATIONAL SERVICE OFFICE

We would love to share your posts with our larger network. Please use our Twitter handle @NFP_nursefamily in your tweet. And link to our Facebook page Nurse-Family Partnership in your Facebook post.

All NFP agencies participating in NFP National Site Visit Week are encouraged to use the hashtag #visitNFP

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WHAT TO SAY

Here are some examples you can use on Twitter. Use similar messages with links on Facebook.

1. Thanks [insert legislator's twitter handle] for visiting w/ @NFP_nursefamily moms to learn about our work to strengthen your community #visitNFP
2. Thanks [insert legislator's twitter handle] for visiting @NFP_nursefamily to learn how we are making families stronger & saving communities money #visitNFP