


ASCLD/CFSO Day on the Hill: Social Media Guide



Twitter

What to Remember: Your Tweets must be less than 140 characters, including hashtags, ReTweet/Modified Tweets (RT/MTs), and “@” references. When tweeting about the event, use the #ASCLD/CFSO hashtag. This hashtag can also be used after the event when you tweet about an association or program that fulfills the message. Don’t forget to mention the Member of Congress. If you want to include a weblink, use <https://bitly.com/> website to shorten the link to fit into the character limit.

Sample Tweets:

Please be sure to change the @name to the Twitter handle of the Congressmen or Senator you are meeting with. Also, if you begin your tweet with the name of your member, precede the @ with a period to ensure maximum exposure. (Note that in some cases fake or parody Twitter accounts exist. Look for the “verified” logo  to ensure the twitter handle is official.)

- Prior to event: “Looking forward to visiting DC as part of the American Society of Crime Lab Directors and Consortium of Forensics Science Organization’s day on the Hill, while advocating for the profession #ASCLD/CFSO”
- Date of event: “Just met with @SenFeinstein on (forensic funding/forensic reform/rape kit backlogs). We are the scientists that help solve crimes and exonerate the innocent! #ASCLD/CFSO”
- Date of event: “Met with @ChuckGrassley on #supportingforensics in Iowa. They need to help us have a voice in how the federal government shapes our policies and funding! #ASCLD/CFSO”.
- Date of event: “Met with @SenatorLeahy today on #supportingforensics across the US. Let’s continue the dialogue on how Congress can support state and local forensic labs. #ASCLD/CFSO”
- Date of event “.@JohnCornyn: Thanks for meeting with me today on supporting forensic science in Texas! #ASCLD/CFSO”
- Date of event: “Did you know forensic science has over 15 disciplines? (fingerprint...) #ASCLD/CFSO”



ASCLD/CFSO Day on the Hill – April 27, 2014





Facebook

What to Remember: Your Facebook posts are designed to drive discussions both when you are posting on someone else's wall and when you are posting on your own wall. Your goal is to get others to comment and pay attention to what they are saying. To find the page for your representative and/or Senators please search by their name within Facebook. We encourage you to spread the power of our message by posting on their walls even if you do not have a meeting with them during the fly-in. Hashtags also work on Facebook, so feel free to include #ASCLD/CFSO on Facebook as well.

Sample Facebook posts:

- On Member of Congress page: "Rep. Smith, did you know that in your State your crime lab processes x number of rape kits a month?"
- On Member of Congress page: "Sen. Smith, did you know that the crime lab(s) in your state are accredited by INTERNATIONAL standards? Congrats to them on their quality work and well deserved recognition!"
- On your page: "Here is a picture of me visiting my member of Congress as part of the #ASCLD/CFSO Day on the Hill 2015?"



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