

CNR – MESSAGES FOR FACEBOOK & TWITTER

Week of July 21, 2010

Facebook

A growing number of Members of Congress use Facebook. Go to <http://www.facebook.com/congress> for a fairly current list. You can use these sample status messages and wall posts to heighten attention to Child Nutrition Reauthorization.

Status Message

hopes that you will call your Members of Congress (1-866-277-7617) and tell them that children can't wait. Please pass Child Nutrition Reauthorization this year.

Wall Post – House Member

Rep. NAME, children can't wait. Please fund and pass H.R. 5504 – the Child Nutrition reauthorization bill - and the critical support it provides for low-income children.

Wall Post – Senate Member

Sen. NAME, children can't wait. Please pass Child Nutrition Reauthorization this year.

Twitter

Below are a variety of Twitter messages ready for you to use. In each message there is a space for you to insert your Member of Congress' name as well as a spot for you to replace ST with your state abbreviation. Each tweet includes how many characters are used inside the parentheses.

HOUSE TWEET (87 characters)

Children can't wait! @Rep. NAME, call for #cnr floor vote ASAP on H.R. 5504. Please RT.

SENATE TWEET (64 characters)

Children can't wait! @Sen. NAME, pass #cnr this year. Please RT.

WHITE HOUSE TWEET (88 characters)

Children can't wait! @whitehouse, make #cnr a "must-pass" priority this year. Please RT.

Decoding the Sample Tweets

When a character string has a "#" in front of it ("#cnr"), it's called a "hashtag." These shorthand expressions allow Twitter users to find other items tagged with a similar issue or interest label. They're also a great way to condense long character strings like "child nutrition reauthorization" into short abbreviations. If the opportunity arises, you can tweet variations of the above messages targeting other relevant events happening.

Tweeting at Specific Members of Congress

Some lawmakers have Twitter accounts (if they have one, it would likely be linked from their website). A person's Twitter name is preceded by an "@" as in "@whitehouse" – the Twitter name for The White House. If lawmakers don't have a Twitter name, just spell out their last name and put an "@" in front of it.

Retweeting

Spread the word in your community. Ask your partners to resend ("retweet" in Twitterspeak) your original message by retaining the "Please RT" code in the sample tweets.