

5 Social Media Strategies to Amplify Your Advocacy: The Story of the EACH Woman Act

Written By: Ravina Daphtary, Senior State Strategies Manager and Morgan Hopkins, Senior Organizing and Advocacy Coordinator, All Above All, with special thanks to Lydia Stuckey, Conway Strategic

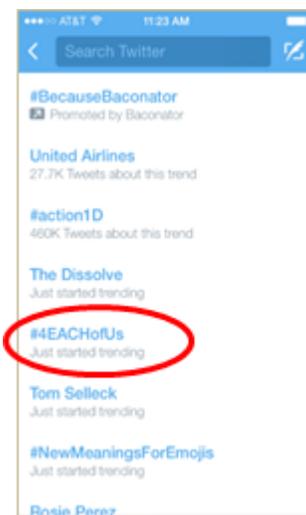
On July 8, 2015, [All* Above All](#), a campaign of over 110 partner organizations across the movement for reproductive health, rights, and justice, supported Representatives Lee, Schakowsky and DeGette as they introduced the [EACH Woman Act](#), which would lift the bans including the [Hyde Amendment](#) that deny abortion coverage for low-income women.

All* Above All works across the country to build the movement to repeal the Hyde Amendment, so we wanted to share the bill introduction events in Washington, D.C. with our supporters in other states who helped make introduction possible. We used social media, and it served as a critical tool to amplify all the excitement at the Capitol out to the rest of the country and to support our ongoing advocacy and education about abortion coverage bans. Here are 5 things we would do again, if we had to do it all over.

- 1) **Prioritize the participation of supporters.** Our digital opportunities were designed around our base because we wanted them to feel like they were there. We coordinated a livestream of our press conference using [Periscope](#) at the same time as our tweet storm, so that advocates across the country could experience this historic moment alongside our cosponsors, show their support, and help our message cut through the noise. While only 150 people gathered on the lawn that day in person, our message was disseminated far and wide, leading our hashtag, [#4EACHofUs](#), to trend nationally.



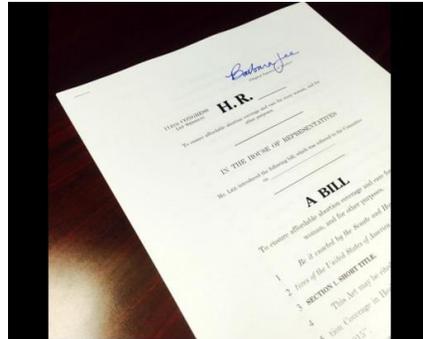
Members of Congress and fierce advocates gathered #4EACHofUs



Squee!

- 2) **Get legislative champions involved.** Did you know that we have an amazing champion, [Representative Barbara Lee](#)? We coordinated with her office to participate in the

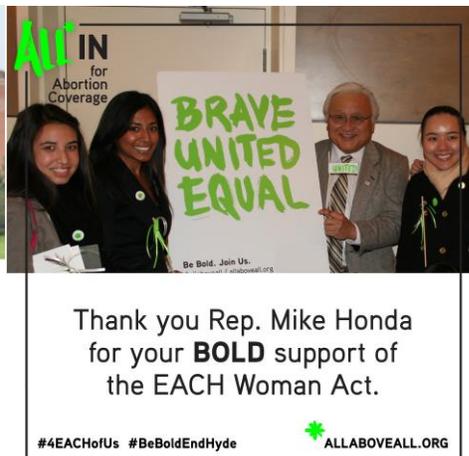
#4EACHofUs tweet storm and to engage her colleagues in Congress to join her. Having an elected official take the reins brought us greater legitimacy as we shared our sample tweets and posts with the Hill. Also, Congresswoman Lee has the best tweets, like this one, which made us all beam with gratitude.



Drop it like it's hot

Of course, we know that not every elected official has an on-point social media game, so in those cases it will be in your best interest to be very proactive in engaging your champions in the process - send them a one-pager that includes on-message sample tweets and posts, hashtags, short links to articles, fact sheets or websites, and any relevant details about timing for social media activities - so they can publicly voice their support to their constituents, and can feel some of the love from your supporters, coalition partners, and rock star activists.

- 3) **Thank champions.** July 8th served as the launch for [100 Days of Coverage](#), a social media campaign we used to thank our bold cosponsors and coalition partners (a great c3 friendly activity!). Every day for, yes, *100 days*, we posted a graphic highlighting a bold champion or organization on social media and on our website. We continue to highlight new EACH Woman Act cosponsors and other champions, coalition partners, and badass activists through social media with a campaign called [Acts of Boldness](#).



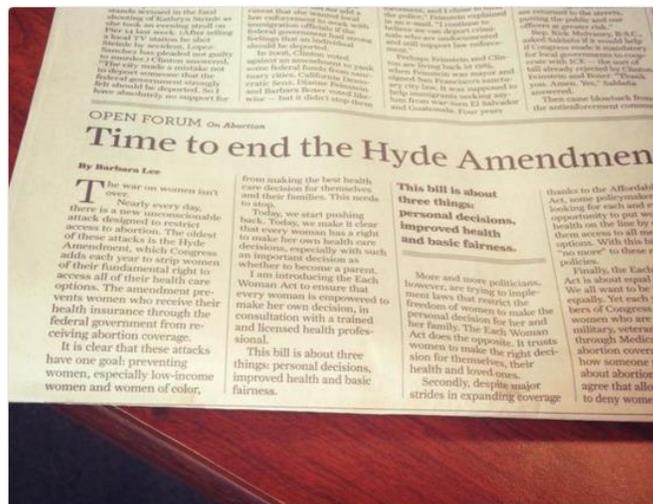


Badges (of Honor)

4) **Sustain momentum between key events.** EACH Woman Act was introduced in July, and in October, we brought 200 advocates from across the country to lobby on the bill. The social media advocacy we did via 100 Days of Coverage sustained the momentum from bill introduction to the lobby day 4 months later. To keep the dialogue going, we also highlighted positive coverage of the bill via social media.

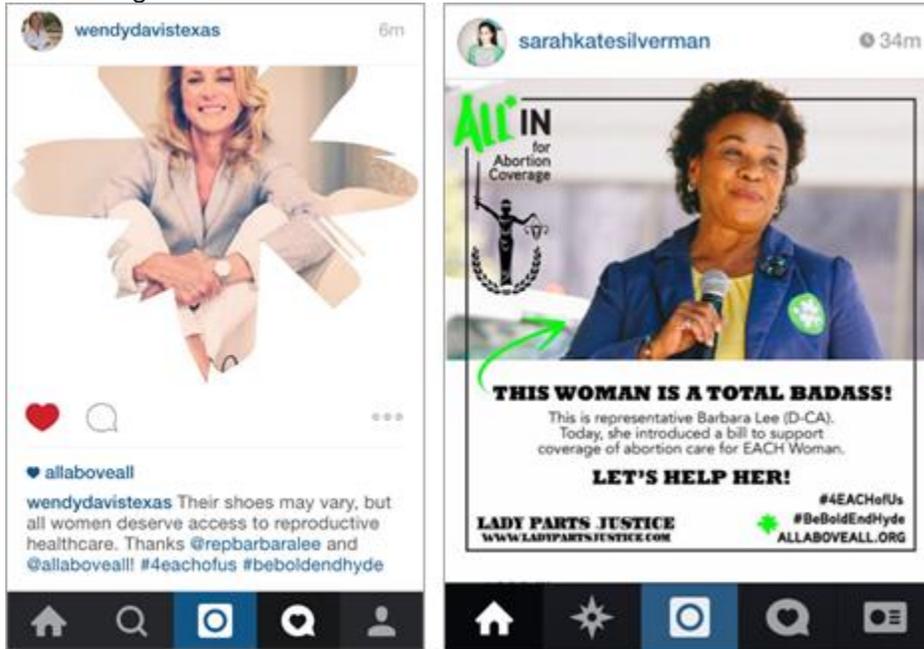


ICYMI: My op-ed on the EACH Woman Act ran in today's @sfchronicle. #4EACHofUs #BeBoldEndHyde bit.ly/1KYe4BU



Bye-bye Hyde

- 5) **Increase visibility to new audiences.** While the focus of our social media outreach was to engage our base, celebrities and influencers such as Sarah Silverman, Ana Ortiz, Morgan Fairchild, and Wendy Davis posted about our bill and used our [Twibbon](#), helping extend our reach beyond the reproductive rights/health/justice movement, bring in new people, and spread our message.



Oh to be young, pro-choice, and famous.

Social media is a fabulous tool to engage regularly with your base, build a voice for your campaign, connect your supporters with your champion electeds, and ultimately spur people to action. Follow All* Above All on [Facebook](#), [Twitter](#), and [Instagram](#) to find out more!