

## **A Guide to Digital Advocacy**

Digital advocacy is a key way in which you can engage with elected officials and their teams to help show them what is important to you! As an advocate for the University of California (UC), we want to share with you tips and tools to engage effectively in digital advocacy, as well as other advocacy forms that don't require you to be in Washington, D.C. There are several digital platforms you can use to advocate for fiscal year (FY) 2024 appropriations priorities and many offices will have the option of conducting business remotely.

### **UTILIZE SOCIAL MEDIA**

Every member of the California congressional delegation is on Twitter, and most are on Facebook and Instagram too. You can engage with them on social media by sharing stories and posts about the importance of federal funding to you and the University of California.

One example of how you can engage members of Congress is to engage with them on Twitter. You can search their tweets to identify ones that mention the budget/related issues, and respond by asking questions, such as:

- How much money will go to federal student aid?
- I conduct research on campus, how does this affect my ability to get research grants?
- How will this impact universities across the country?

For more ideas, sample posts and a list of the California congressional delegation's social media handles, [please see the social media guide](#).

### **SEND AN EMAIL**

Congressional staff closely monitor office e-mails and will note the issues most prevalent in their district. [You can find the contact information for your senators and representative online](#).

Your e-mail does not have to be long, but should include two elements:

- What you are requesting.
- Why it is important to you.

Unsure about a specific "ask"? You can always reference [UC's FY 2024 appropriations priorities](#).

### **CALL YOUR LEGISLATOR**

If email is not your preferred form of communication, you may still be able to speak to someone in your lawmaker's office. [For tips on how to effectively call your representative, the guide to calling your legislators is a great resource](#). Even if no one answers, make sure to leave a voicemail.

### **SCHEDULE A VIRTUAL MEETING**

Even if you're not physically in Washington, D.C., many offices are still holding virtual meetings. A 15-20 minute virtual meeting with your legislator's office will give you an opportunity to delve

into a deeper conversation about both your needs and those of your campus. For tips on how to go about requesting a virtual meeting and preparing for one, the [meeting guide](#) is a great resource. [And make sure to reach out to your campus, lab or health center government relations directors as they can help you prepare for the meeting.](#)

### **JOIN UCAN**

Looking for other ways to be a UC advocate? Join the [UC Advocacy Network \(UCAN\)](#), which is a community of advocates who lend their voices to shape state and federal policies promoting the University's mission of education, research, health care and public service.

With more than 50,000 individuals who can proudly call themselves UCAN advocates, we invite you to join us as we continue to support the University.

### **ATTEND A TELE-TOWNHALL**

To address community concerns, legislators will sometimes hold tele-town halls during which they speak to constituents through digital platforms like Facebook, Instagram or Zoom. Most tele-town halls are open to the public and an invite is usually shared through your representative's website and social media platforms. It is important to note the topic of the scheduled tele-town halls.

### **QUESTIONS?**

Your [UC campus, lab or health center governmental relations offices](#) are excellent resources!