

Advocacy Engagement: Social Media Tips

UC advocates are encouraged to use social media to explain the value of federal investments in UC programs and the benefit they have to the University and its mission of education, research, health care and public service. If you use social media, consider sharing stories and photos about your experiences. Your representatives are most interested in understanding how proposed policies and legislation can directly impact the everyday lives of their constituents.

UC hashtags to utilize in relevant posts: **#UCinDC**

Social media handles to tag in relevant posts:

- UC Advocacy Network:
 - Twitter: **@UCAdvocacy** | Facebook: **@UCAdvocacyNetwork**
- University of California:
 - Twitter: **@UofCalifornia** | Facebook: **@universityofcalifornia**
- Campus/Lab Twitter Handles:
 - **@UCBerkeley** | **@UCDavis** | **@UCIrvine** | **@UCLA** | **@UCMerced** | **@UCRiverside** | **@UCSF** | **@UCSanDiego** | **@UCSantaBarbara** | **@UCSantaCruz** | **@BerkeleyLab**

Tips for Social Media

- Make your social media posts short, positive and to the point.
- Use event and trending hashtags, and tag official account handles, so you can contribute to the online conversation.
- Consider posting to social media in the following situations:
 - Before/after you attend a (virtual) meeting or town hall with a member/staff or speak with an office on the phone – be sure to tag the office.
 - After you hear a member/staff express support for an issue affecting you or your campus, lab or medical center.
 - To reflect and discuss personal highlights from your personal experience.

Sample Posts

- Today I'm meeting with @ExampleRep to talk about how the federal government's investment in #HigherEd has directly impacted me and why we need continued support! #UCinDC
- Great to meet w/@ExampleSen's staff today, thanks for supporting investments in programs that support public #HigherEd! #UCinDC
- .@ExampleSenator just met w/ students from @ExampleCampus, thank you for supporting @UofCalifornia and hearing about our #HEA priorities! #UCinDC
- From basic needs to student aid programs to regulatory reductions—these are just a few of the areas we need Congress to address in the next #HEA reauthorization. #UCinDC
- We need Congress to reinvest in federal student aid programs, including the #PellGrant. That's why we're asking to double the maximum #PellGrant award. #DoublePell #UC4Pell #UCinDC

MEMBER NAME	DISTRICT	TWITTER	INSTAGRAM	FACEBOOK
Dianne Feinstein	Senate	@SenFeinstein		@SenatorFeinstein
Alex Padilla	Senate	@SenAlexPadilla		@SenAlexPadilla
Doug LaMalfa	CA-1	@RepLaMalfa	@RepDougLaMalfa	@RepLaMalfa
Jared Huffman	CA-2	@RepHuffman	@rephuffman	@RepHuffman
John Garamendi	CA-3	@RepGaramendi	@repgaramendi	@repgaramendi
Tom McClintock	CA-4	@RepMcClintock	@repmcclintock	@RepMcClintock
Mike Thompson	CA-5	@RepThompson	@repmikethompson	@RepMikeThompson
Doris Matsui	CA-6	@DorisMatsui	@RepDorisMatsui	@doris.matsui
Ami Bera	CA-7	@RepBera	@repbera	@RepAmiBera
Jay Obernolte	CA-8	@JayObernolte	@repjayobernolte	@RepJayObernolte
Jerry McNerney	CA-9	@RepMcNerney		@jerrymcnerney
Josh Harder	CA-10	@RepJoshHarder	@repjoshharder	@RepJoshHarder
Mark DeSaulnier	CA-11	@RepDeSaulnier	@repdesaulnier	@RepMarkDeSaulnier
Nancy Pelosi	CA-12	@NancyPelosi	@NancyPelosi	@NancyPelosi
Barbara Lee	CA-13	@RepBarbaraLee	@RepBarbaraLee	@RepBarbaraLee
Jackie Speier	CA-14	@RepSpeier	@JackieSpeier	@JackieSpeier
Eric Swalwell	CA-15	@RepSwalwell	@RepSwalwell	@CongressmanEricSwalwell
Jim Costa	CA-16	@RepJimCosta	@repjimcosta	@RepJimCosta
Ro Khanna	CA-17	@RepRoKhanna	@reprokhanna	@RepRoKhanna
Anna Eshoo	CA-18	@RepAnnaEshoo	@RepAnnaEshoo	@RepAnnaEshoo
Zoe Lofgren	CA-19	@RepZoeLofgren	@repzoelofgren	@zoelofgren
Jimmy Panetta	CA-20	@RepJimmyPanetta	@repjimmypanetta	@RepJimmyPanetta
David Valadao	CA-21	@RepDavidValadao	@repdavidvaladao	@repdavidvaladao
Devin Nunes	CA-22	@RepDevinNunes	@nunesselfietour	Congressman-Devin-Nunes-376470350795
Kevin McCarthy	CA-23	@GOPLeader	@RepKevinMcCarthy	@RepKevinMcCarthy
Salud Carbajal	CA-24	@RepCarbajal	@repcarbajal	@repsaludcarbajal
Mike Garcia	CA-25	@RepMikeGarcia	@RepMikeGarcia	@repmikegarcia
Julia Brownley	CA-26	@RepBrownley	@repbrownley	@RepBrownley
Judy Chu	CA-27	@RepJudyChu	@RepJudyChu	@RepJudyChu
Adam Schiff	CA-28	@RepAdamSchiff	@RepAdamSchiff	@RepAdamSchiff
Tony Cárdenas	CA-29	@RepCardenas	@RepCardenas	@repcardenas
Brad Sherman	CA-30	@BradSherman	@congressmansherman	@CongressmanBradSherman
Pete Aguilar	CA-31	@RepPeteAguilar	@aguilarpete	@reppeteaguilar
Grace Napolitano	CA-32	@GraceNapolitano	@RepGraceNapolitano	@RepGraceNapolitano
Ted Lieu	CA-33	@RepTedLieu	@RepTedLieu	@tedlieu
Jimmy Gomez	CA-34	@RepJimmyGomez	@jimmygomezca	@RepJimmyGomez
Norma Torres	CA-35	@NormaJTorres	@repnormatorres	@RepNormaTorres
Raul Ruiz	CA-36	@CongressmanRuiz	@repraulruizmd	@CongressmanRaulRuizMD
Karen Bass	CA-37	@RepKarenBass	@repkarenbass	@RepKarenBass
Linda Sánchez	CA-38	@RepLindaSanchez	@replindasanchez	@RepLindaSanchez
Young Kim	CA-39	@RepYoungKim	@youngkimca	@RepYoungKim
Lucille Roybal-Allard	CA-40	@RepRoybalAllard	@RepRoybalAllard	@RepRoybalAllard
Mark Takano	CA-41	@RepMarkTakano	@RepMarkTakano	@RepMarkTakano
Ken Calvert	CA-42	@KenCalvert	@repkencalvert	@RepKenCalvert
Maxine Waters	CA-43	@MaxineWaters	@RepMaxineWaters	@MaxineWaters
Nanette Diaz Barragán	CA-44	@RepBarragan	@repbarragan	@CongresswomanBarragan
Katie Porter	CA-45	@RepKatiePorter	@katieporteroc	@RepKatiePorter
Lou Correa	CA-46	@RepLouCorrea	@RepLouCorrea	@RepLouCorrea
Alan Lowenthal	CA-47	@RepLowenthal	@replowenthal	@RepLowenthal
Michelle Steel	CA-48	@RepSteel	@repsteel	@RepSteel
Mike Levin	CA-49	@RepMikeLevin	@repmikelevin	@RepMikeLevin
Darrell Issa	CA-50	@repdarrellissa	@darrellissa	@congressmandarrellissa
Juan Vargas	CA-51	@RepJuanVargas	@RepJuanVargas	@RepJuanVargas
Scott Peters	CA-52	@RepScottPeters	@RepScottPeters	@RepScottPeters
Sara Jacobs	CA-53	@RepSaraJacobs	@repsarajacobs	@RepSaraJacobs