

Advocacy Engagement: Social Media Tips

University of California (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, photos and videos about your experiences. Lawmakers are especially interested in understanding how proposed policies and legislation can directly impact the everyday lives of their constituents.

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

Social media handles to tag in relevant posts:

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

TIPS FOR SOCIAL MEDIA

- Make your social media posts short, positive and to the point.
- Utilize events 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 meeting or town hall with a member/staff or speak with an office—and be sure to tag the office.
 - After you hear a member/staff express support for an issue impacting you or your campus, lab or health center.
 - To reflect and discuss personal highlights from your personal experience.

SAMPLE POSTS

- Did you know that the federal government provides support for @UofCalifornia in three crucial areas: student financial aid, research and health care delivery and training? The federal government is an essential partner to #UC! #UCinDC
- .@ExampleSenator just met w/ advocates from @ExampleCampus, thank you for supporting @UofCalifornia and discussing our #FY2024 priorities! #UCinDC
- Today I'm meeting with @ExampleRep to talk about how the federal government's investment in #HigherEd has directly impacted me and what I hope to see in #FY2024! #UCinDC
- Great to meet w/@ExampleSenator's staff today. I appreciate hearing about their support for increased investments for the research agencies in #FY2024! #UCinDC
- Federally funded health care programs have had a direct impact on me, and I'm proud to share that story with my legislators as they consider #FY2024 funding. #UCinDC

MEMBER NAME	DISTRICT	TWITTER	INSTAGRAM	FACEBOOK
Dianne Feinstein	Senate	@SenFeinstein	N/A	@SenatorFeinstein
Alex Padilla	Senate	@SenAlexPadilla	@senalexpadilla	@SenAlexPadilla
Doug LaMalfa	CA-1	@RepLaMalfa	@RepDougLaMalfa	@RepLaMalfa
Jared Huffman	CA-2	@RepHuffman	@rephuffman	@RepHuffman
Kevin Kiley	CA-3	@RepKiley	@kevinpkiley	@KevinKileyCA
Mike Thompson	CA-4	@RepThompson	@repmikethompson	@RepMikeThompson
Tom McClintock	CA-5	@RepMcClintock	@repmclintock	@RepMcClintock
Ami Bera	CA-6	@RepBera	@repbera	@RepAmiBera
Doris Matsui	CA-7	@DorisMatsui	@RepDorisMatsui	@doris.matsui
John Garamendi	CA-8	@RepGaramendi	@repgaramendi	@repgaramendi
Josh Harder	CA-9	@RepJoshHarder	@repjoshharder	@RepJoshHarder
Mark DeSaulnier	CA-10	@RepDeSaulnier	@repdesaulnier	@RepMarkDeSaulnier
Nancy Pelosi	CA-11	@SpeakerPelosi	@speakerpelosi	@NancyPelosi
Barbara Lee	CA-12	@RepBarbaraLee	@RepBarbaraLee	@RepBarbaraLee
John Duarte	CA-13	@RepDuarteCA13	N/A	N/A
Eric Swalwell	CA-14	@RepSwalwell	@RepSwalwell	@CongressmanEricSwalwell
Kevin Mullin	CA-15	@RepKevinMullin	@kevin.mullin	@congressmankevinmullin
Anna Eshoo	CA-16	@RepAnnaEshoo	@RepAnnaEshoo	@RepAnnaEshoo
Ro Khanna	CA-17	@RepRoKhanna	@reprokhanna	@RepRoKhanna
Zoe Lofgren	CA-18	@RepZoeLofgren	N/A	@zoelofgren
Jimmy Panetta	CA-19	@RepJimmyPanetta	@repjimmypanetta	@RepJimmyPanetta
Kevin McCarthy	CA-20	@SpeakerMcCarthy	@speakermccarthy	@SpeakerMcCarthy
Jim Costa	CA-21	@RepJimCosta	@repjimcosta	@RepJimCosta
David Valadao	CA-22	@RepDavidValadao	@repdavidvaladao	@CongressmanDavidValadao
Jay Obernolte	CA-23	@JayObernolte	@jayobernolte	@jayobernolte
Salud Carbajal	CA-24	@RepCarbajal	@repcarbajal	@repsaludcarbajal
Raul Ruiz	CA-25	@RepRaulRuizMD	@repraulruizmd	@RepRaulRuizMD
Julia Brownley	CA-26	@RepBrownley	@repbrownley	@RepBrownley
Mike Garcia	CA-27	@RepMikeGarcia	@RepMikeGarcia	@repmikegarcia
Judy Chu	CA-28	@RepJudyChu	@RepJudyChu	@RepJudyChu
Tony Cárdenas	CA-29	@RepCardenas	@CongressmanCardenas	@repcardenas
Adam Schiff	CA-30	@RepAdamSchiff	@RepAdamSchiff	@RepAdamSchiff
Grace Napolitano	CA-31	@GraceNapolitano	@RepGraceNapolitano	@RepGraceNapolitano
Brad Sherman	CA-32	@BradSherman	@congressmansherman	@CongressmanBradSherman
Pete Aguilar	CA-33	@RepPeteAguilar	@rep.peteaguilar	@reppeteaguilar
Jimmy Gomez	CA-34	@RepJimmyGomez	@repjimmygomezca	@RepJimmyGomez
Norma Torres	CA-35	@NormaJTorres	@repnormatorres	@RepNormaTorres
Ted Lieu	CA-36	@RepTedLieu	@RepTedLieu	@RepTedLieu
Sydney Kamlager	CA-37	@RepKamlagerDove	@sydneykamlager	@SenSydneyKamlager
Linda Sánchez	CA-38	@RepLindaSanchez	@replindasanchez	@RepLindaSanchez
Mark Takano	CA-39	@RepMarkTakano	@RepMarkTakano	@RepMarkTakano
Young Kim	CA-40	@RepYoungKim	@repyoungkim	@RepYoungKim
Ken Calvert	CA-41	@KenCalvert	@repkencalvert	@RepKenCalvert
Robert Garcia	CA-42	@RepRobertGarcia	@reprobertgarcia	@robertgarcialb
Maxine Waters	CA-43	@RepMaxineWaters	@RepMaxineWaters	@MaxineWaters
Nanette Diaz Barragan	CA-44	@RepBarragan	@repbarragan	@CongresswomanBarragan
Michelle Steel	CA-45	@RepSteel	@repsteel	@RepSteel
Lou Correa	CA-46	@RepLouCorrea	@RepLouCorrea	@RepLouCorrea
Katie Porter	CA-47	@RepKatiePorter	@repkatieporter	@RepKatiePorter
Darrell Issa	CA-48	@repdarrellissa	@repdarrellissa	@darrellissa
Mike Levin	CA-49	@RepMikeLevin	@repmikelevin	@RepMikeLevin
Scott Peters	CA-50	@RepScottPeters	@RepScottPeters	@RepScottPeters
Sara Jacobs	CA-51	@RepSaraJacobs	@repсарajacobs	@RepSaraJacobs
Juan Vargas	CA-52	@RepJuanVargas	@RepJuanVargas	@RepJuanVargas