



Using Twitter for Advocacy

Tips, Tricks and Tools by

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Social Media at AdvaMed*



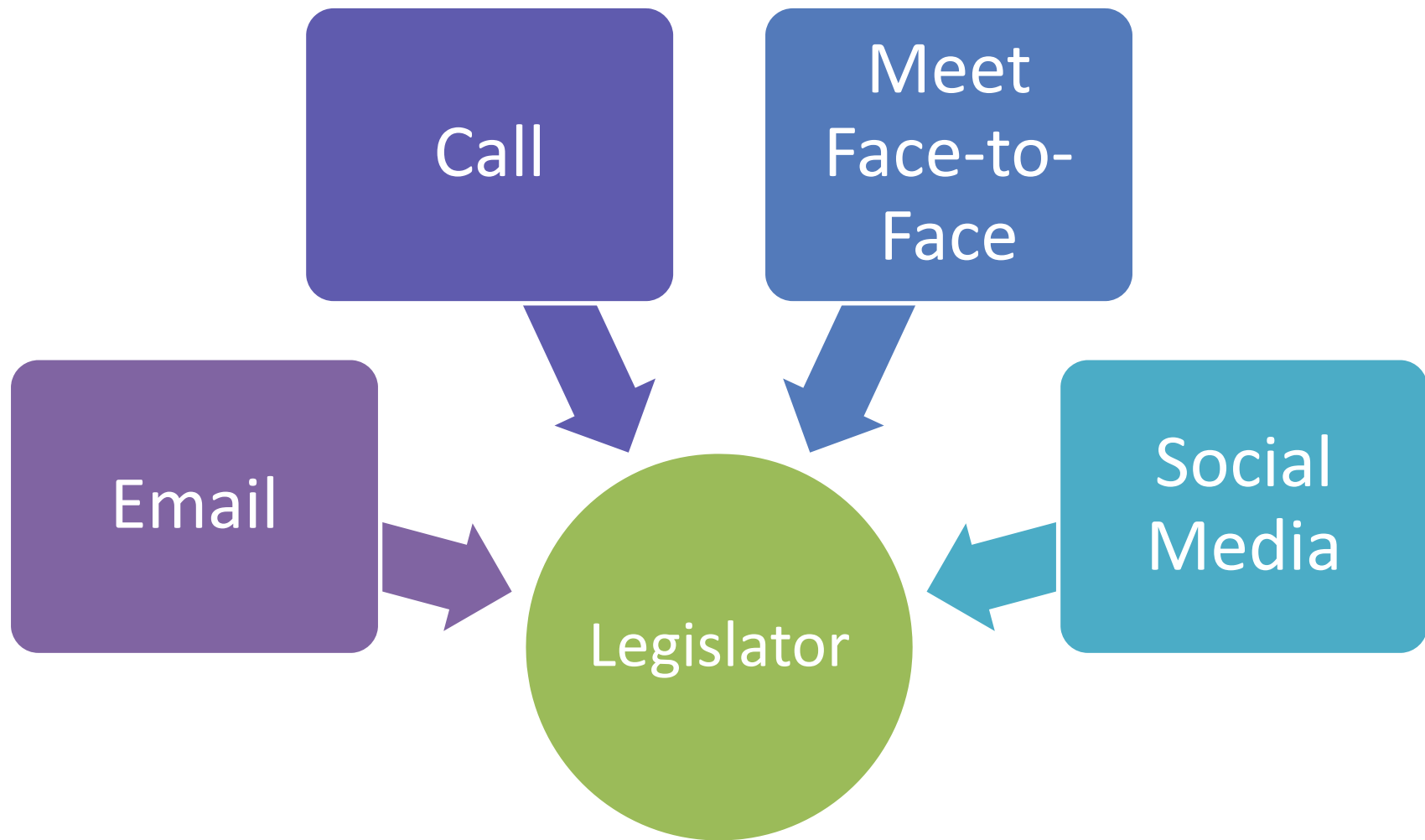
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Advanced Medical Technology Association

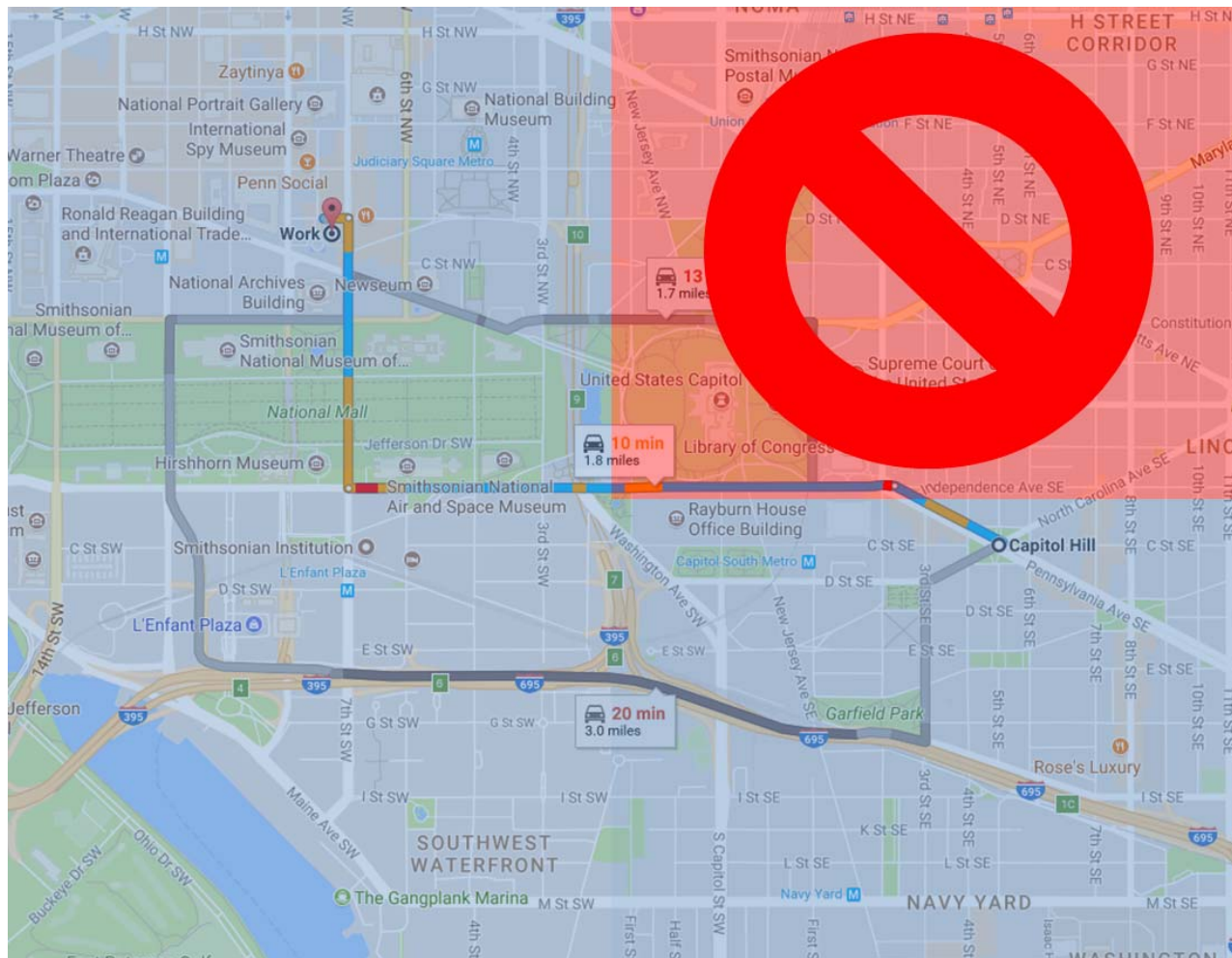
Overview

- Why Twitter?
- Twitter for Fly-Ins
 - How to engage members on Twitter during your fly-in
- Integrating Twitter into Public Affairs Campaigns
 - How social media is an important component of any public affairs campaign
- Engaging Members Off The Hill
 - How we're engaging lawmakers through Twitter
- Tricks of the Trade: Basic Twitter Techniques to Leverage in Your Advocacy Efforts

Ways to Reach a Legislator



Map Analogy

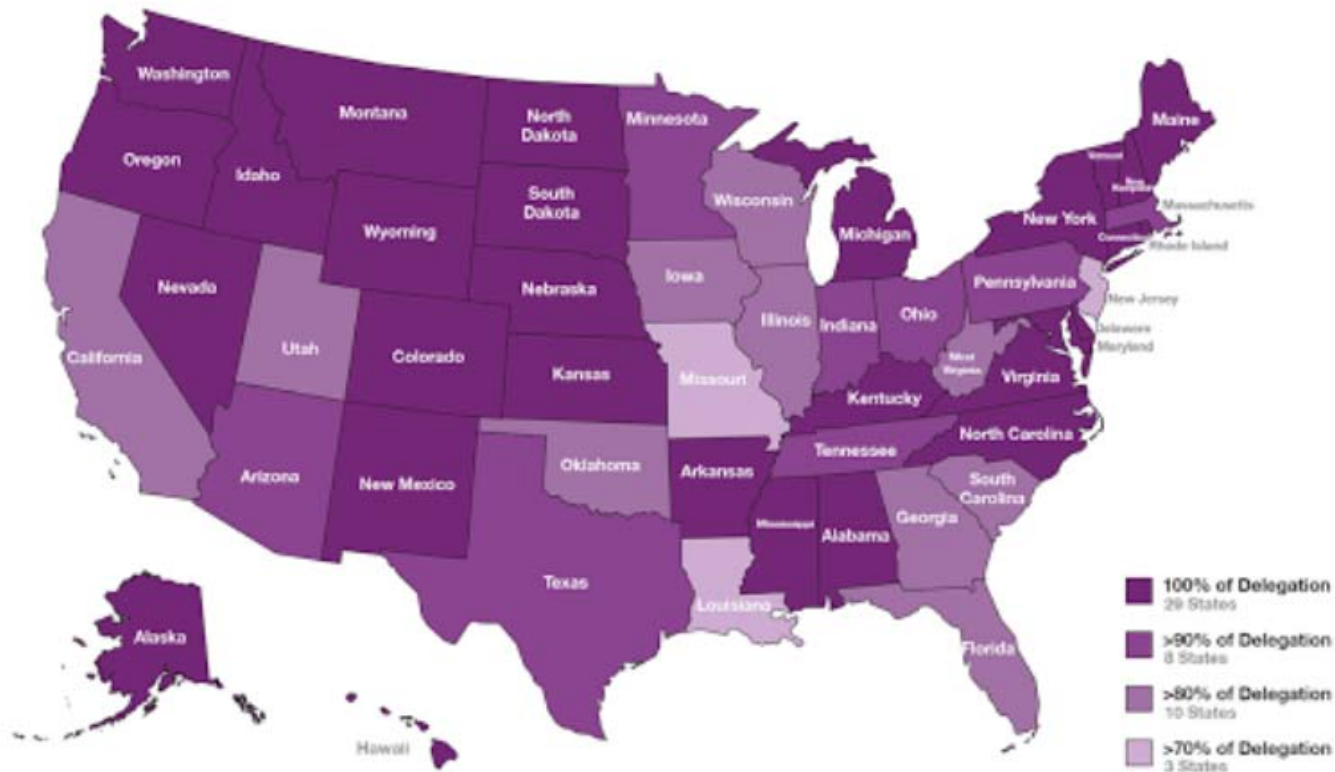


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Why Twitter?

Twitter Adoption by the U.S. Congress

90% of U.S. House and 100% of U.S. Senate members have active[†] Twitter accounts.



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Twitter V.S. Traditional Media

Twitter

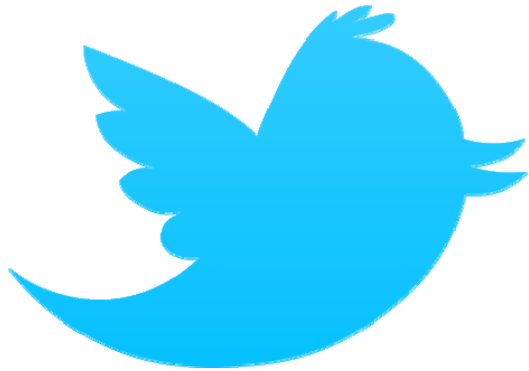
- 67 million users in the U.S.
- 328 million total active Twitter users

New York Times

- 1,087,500 Sunday circulation
- 2,200,000 Digital subscribers

Conclusion: If you're not using Twitter, you're missing out on reach and impressions.

What Makes Twitter Unique



- 37% of Twitter users are between ages of 18 and 29, 25% users are 30-49 years old.
- 500 million tweets are sent per day.
- 80% of Twitter users are on mobile.

Twitter for Advocacy

- Twitter for fly-ins
 - How to engage members on Twitter during your fly-in
- Integrating Twitter into Public Affairs Campaigns
 - How social media is an important component of any public affairs campaign
- Engaging Members off the Hill
 - Ways to engage lawmakers through Twitter off the Hill.
- Tricks of the Trade:
 - Basic twitter techniques & tools to leverage in your advocacy efforts

Twitter for Fly-Ins

Example of the toolkit in action from a participant:

Help fly-in participants engage/thank members after their meetings and reinforce messaging by creating a Twitter “Toolkit” for the fly-in.

Our Toolkit for this fly-in included:

- Customized graphics
- Tweet template
- Hashtag

Tweet Template:

This makes it easy for participants to tweet!

[Insert state group name] is proud to represent 17,000 #MedTech jobs in Arizona. Thank you @insert representative for meeting with us today. #RepealDeviceTax #SMTAFlyIn [Insert state graphic]

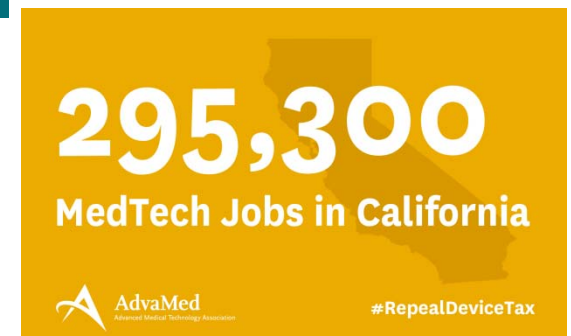
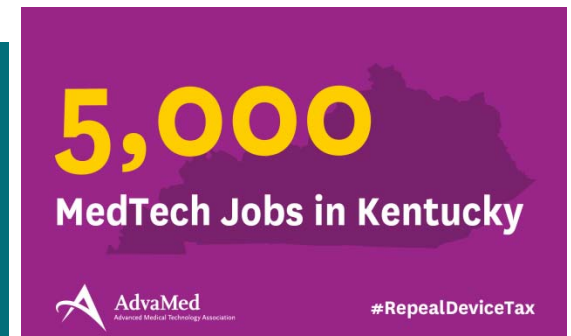
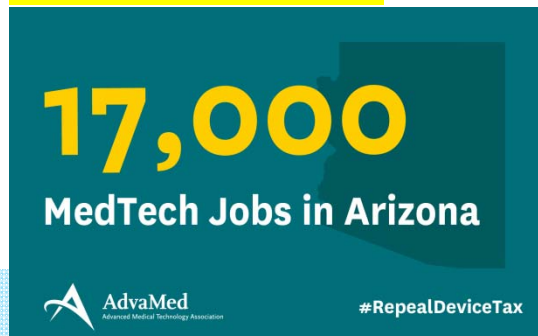


Life Sciences PA
@LifeSciencesPA

Following

Thank you @SenToomey for meeting with us today for the #SMTAFlyIn! We are proud to represent 79,300 #MedTech jobs in PA #RepealDeviceTax

Customized Graphics:



Integrating Twitter into Public Affairs Campaigns

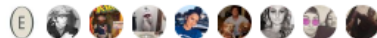


Look inside to see the future of #MedTech innovation. Without repeal of #devicetax there may be nothing to see. #RedBoxDrop



4:26 PM - 7 Sep 2017

16 Retweets 65 Likes



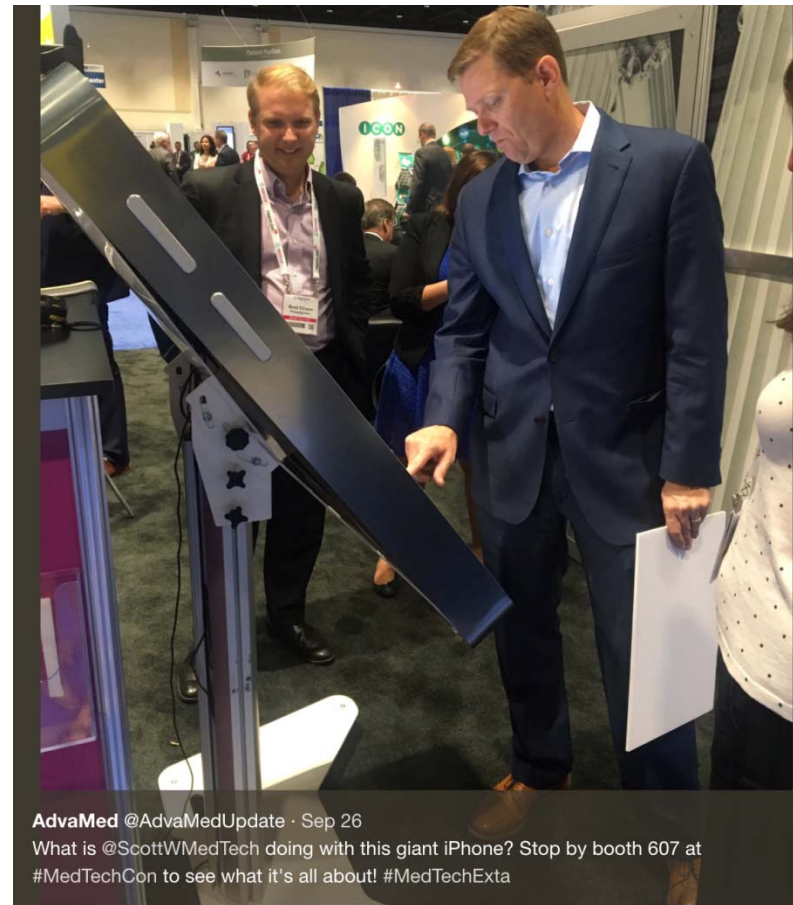
4 16 65

Use Twitter as a tool to amplify PR campaign and advertising tactics.

- Impressions: 140,000
- Targeting: Capitol Hill zip codes
- Tweet engagements: 11,000
- Clicks to device tax repeal page: 700
- Engagement Rate: 8%
 - This was one of the highest engagement rates we've seen to date. We usually see about 2% engagement, and this was almost 4x that.

Engaging Members Off The Hill

- Take advantage of events when your members and/or stakeholders are together and leverage it as an advocacy opportunity.
- We leveraged our conference to send messages to the Hill on the importance of device tax repeal.
- We asked people to send to “selfies” saying what innovation means to them.



AdvaMed @AdvaMedUpdate · Sep 26
What is @ScottWMedTech doing with this giant iPhone? Stop by booth 607 at #MedTechCon to see what it's all about! #MedTechExtra

Conference “Selfies” Advocating for Innovation



AdvaMed @AdvaMedUpdate · Sep 26
.@RoKhannaUSA: Innovation means opportunity for ALL! #RepealDeviceTax -
Scott, Santa Clara, CA @medgadget



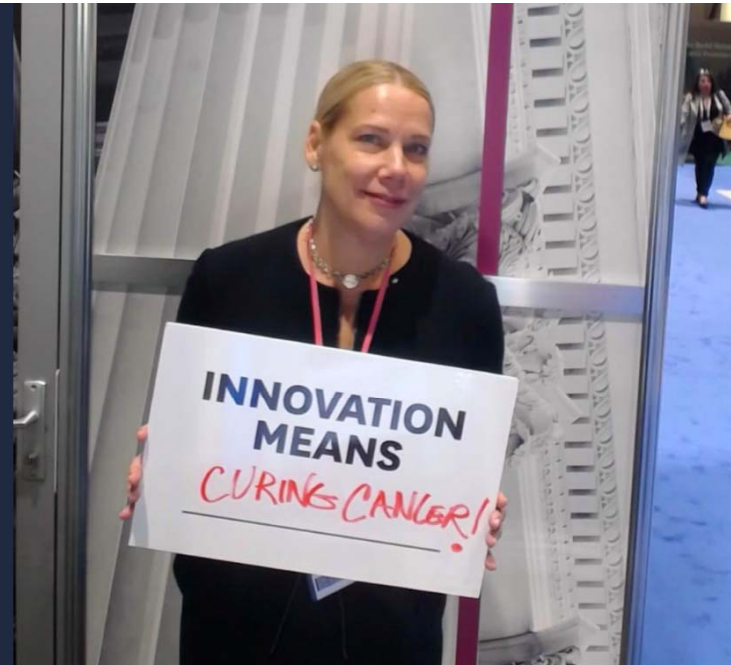
AdvaMed @AdvaMedUpdate · Sep 26
.@senwarren: Innovation means better solutions 4 patients #RepealDeviceTax - Ibraheem,
Natick, MA

Conference “Selfies” Advocating for Innovation



AdvaMed @AdvaMedUpdate · Sep 27

.@RepSires: Innovation means the tomorrow for our kids #RepealDeviceTax - Carlos, Hoboken, NJ



AdvaMed @AdvaMedUpdate · Sep 27

.@MarkWarner: Innovation means curing cancer! #RepealDeviceTax - Karen, Reston, VA

Tricks of the Trade

- Tools you can use to up your Twitter advocacy game:
 - Scheduling: Hootsuite
 - Analytics: Simply Measured
 - Social Listening: TweetReach
- Leverage video & graphics for compelling content:
 - Bitable
 - Canva

Scheduling: Hootsuite

The screenshot displays the Hootsuite interface for scheduling a tweet. On the left, a sidebar lists connected accounts: AdvaMedUpdate, AdvaMedEvents, AdvaMedDx, AdvaMed, and AdvaMedDx. The main area shows a draft tweet: "Here's a draft of the tweet I'm scheduling". Below the draft, there's a section for "AutoSchedule" with a calendar for October 2017. The selected date is 2017-10-09 at 12:45 PM. A "Schedule" button is visible. On the right, a feed of tweets is shown, including a tweet from CLSA Advocacy about repealing the medical device tax, and a tweet from FierceHealth about a bill to beef up medical device cybersecurity.

Find profile... 1 x v

AdvaMedUpdate

AdvaMedEvents

AdvaMedDx

AdvaMed

AdvaMedDx

Add social network

Here's a draft of the tweet I'm scheduling

Add a link...

AutoSchedule Off

AutoSchedule your message for optimal impact.

October 2017

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7

8 9 10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

29 30 31

2017-10-09

12 : 45 AM PM

☐ Email me when message is sent

View date in Publisher

Want to save time? Try the bulk message uploader

Clear Save Schedule

98

aawayne retweeted

Andy Slavitt @ASlavitt 22 hours ago

I am now hearing that the Executive Order may cause insurers to leave ACA markets right away.1/

Dylan Scott @dylanlscott

Here's what I was told is coming in Trump's health care executive order

<https://t.co/3r9A5D5Jsf>

AdvaMed @AdvaMedUpdate 2 hours ago

1 week! Join us for the 'Capitol Hill Briefing on Adv. #Diagnostics in Precision Medicine'. Register now: bit.ly/2yj3dAj @LUNgevity

AdvaMed @AdvaMedUpdate 2 days ago

#ICYMI: The world's smallest spine stim device has been approved. Major implications for #PainManagement: bit.ly/2k1OyXZ

Jasmine Rose scheduled

@AdvaMedUpdate Oct 11 at 12:35pm

Here's how @PennMedicine doctors are streamlining #RadiationTherapy: <http://bit.ly/2xxjRPX>

AdvaMedUpdate retweeted

CLSA Advocacy @CLSA_Advocacy 3 days ago

It's time to permanently repeal the medical #devicetax. Add your voice: bit.ly/2kt7crP #MedDeviceTax

MedtechTribune retweeted

FierceHealth @FierceHealth 15 mins ago

Lawmakers introduce bill to beef up medical device cybersecurity with an FDA-led workgroup fiercehealthcare.com/privacy-security...

KenJanoski retweeted

FierceHealthIT @FierceHealthIT 15 mins ago

Lawmakers introduce bill to beef up medical device cybersecurity with an FDA-led workgroup fiercehealthcare.com/privacy-security...

Composer BETA

Med (LinkedIn Companies) AdvaMedDx (Twitter) ScottWMedTech (Twitter) AdvaMedUpdate (Twitter)

#devicetax Search AdvaM...

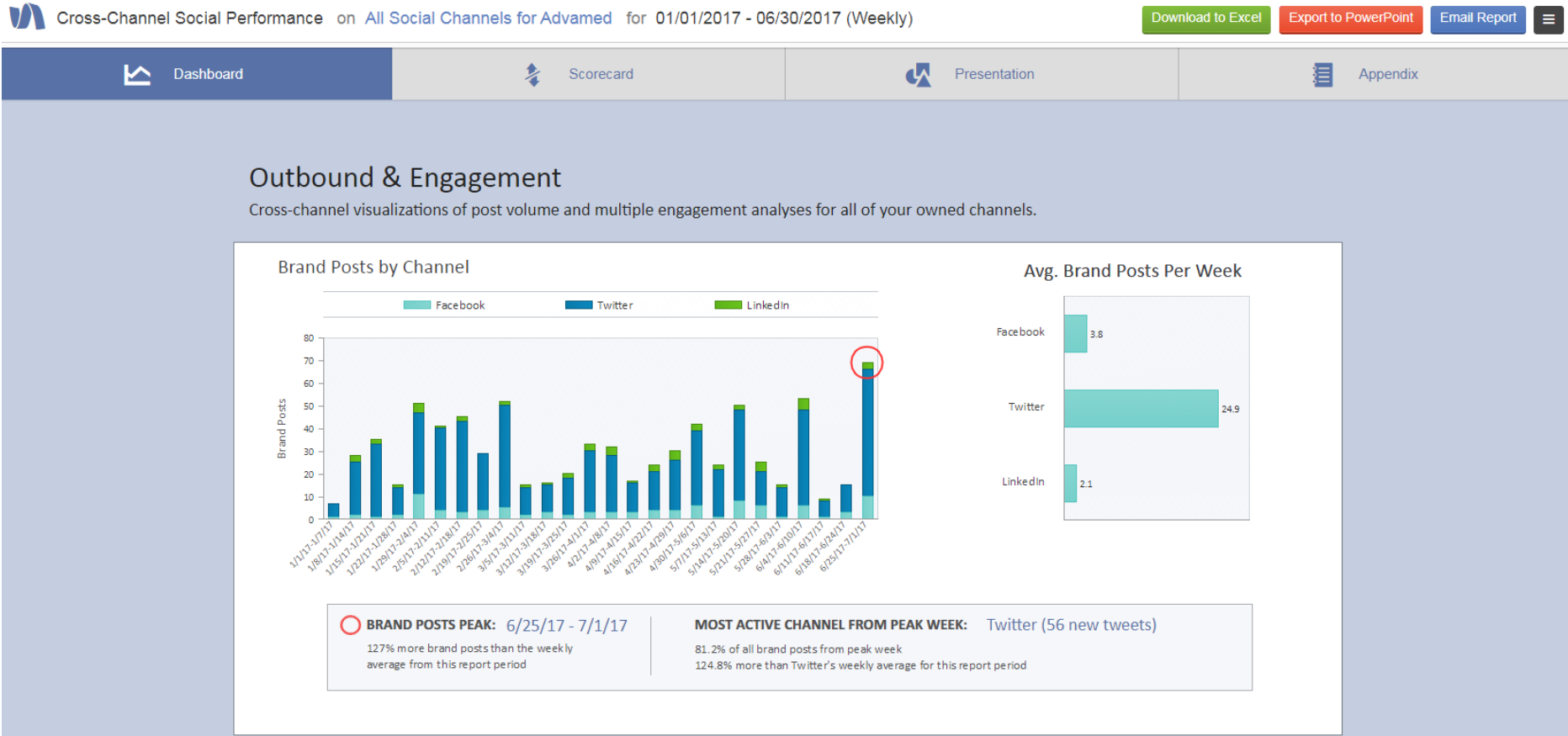
advamed Search AdvaMed...

THE MEDICAL DEVICE TAX COSTS JOBS

29,000 jobs lost

\$2 billion reduction in R&D

Analytics: Simply Measured



Social Listening: Tweet Reach

This free report analyzed 68 Tweets from Sep 29, 2017 2:50pm - Oct 9, 2017 3:00pm UTC.

Want more analysis of #medtechcon?

[YES. SHOW ME MORE!](#)

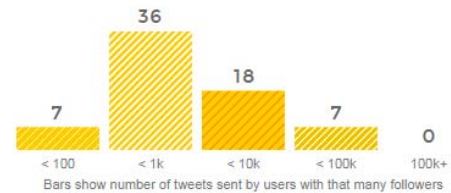
ESTIMATED REACH

156,700

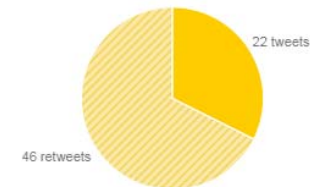
ACCOUNTS REACHED

EXPOSURE

265,208 IMPRESSIONS



ACTIVITY



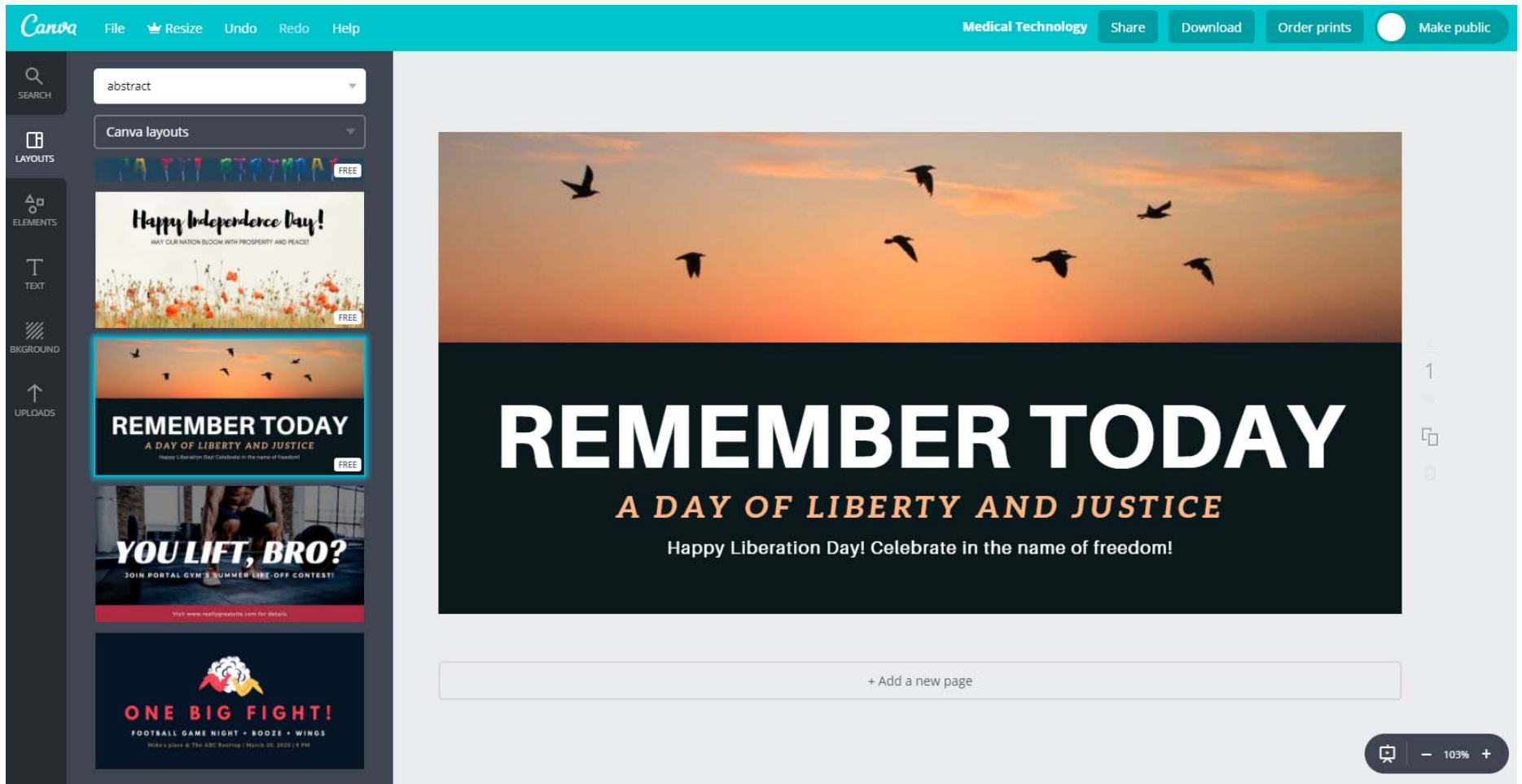
TOP CONTRIBUTORS



MOST RETWEETED TWEETS



Social Media Graphics: Canva



Social Video: Bitable

The screenshot shows the Bitable web application interface for creating social videos. At the top, the header includes the Bitable logo, a breadcrumb trail for '21st Century Cures', a 'SAVE' button, and links for 'SUPPORT', 'UPGRADE', a notification bell, and a user profile icon. Below the header is a navigation bar with tabs for 'Timeline', 'Color', 'Audio', and 'Preview'. A 'NEXT PICK COLORS >' button is located on the right side of this bar. The main workspace is divided into two panels. The left panel, titled 'Content', contains a text input area with the text 'In short, accelerated discovery, development & delivery of medical advancements' and a character count '79 / 50 (recommended)'. Below the text is a font style selector set to 'Default'. The right panel displays a preview of the video, showing the same text on a blue background with several white square icons, some of which have red checkmarks. At the bottom of the interface is a horizontal timeline showing a sequence of video frames, each with a different background and text. A 'SAVE & NEXT >' button is positioned at the bottom left of the main workspace.

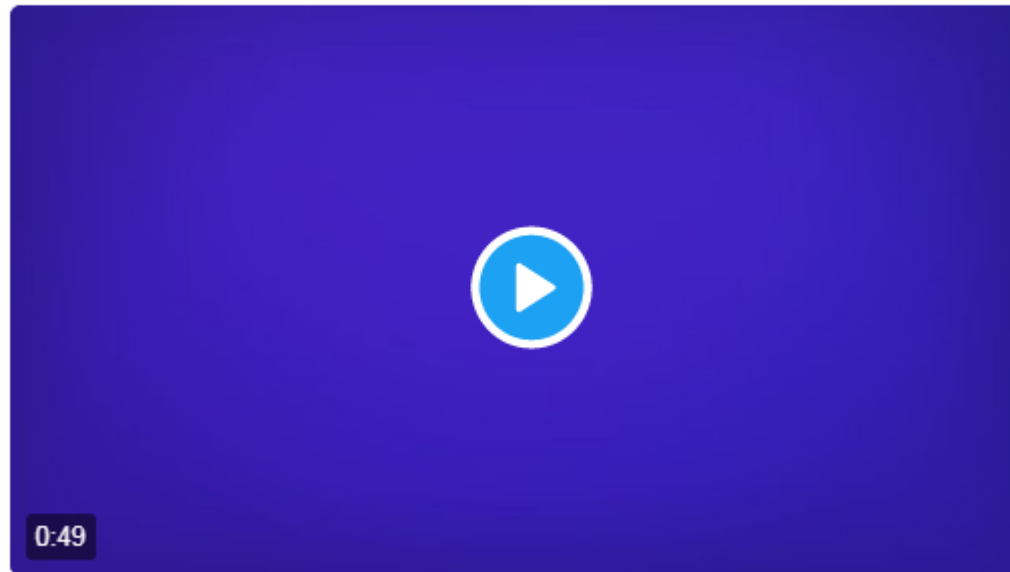
Video Example

<https://twitter.com/AdvaMedUpdate/status/808766074988675073>



AdvaMed @AdvaMedUpdate · 13 Dec 2016

Thank you @POTUS, @VP for signing the 21st Century #CuresAct into law!
Find out what this milestone means for #MedTech.



7



12



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Key Takeaways

- Twitter can serve as a powerful advocacy tool.
- Use Twitter to complement other public affairs and advocacy efforts.
- Harness Twitter to carry one call to action from multiple sources.
- When used effectively, Twitter can be used to engage your membership, stakeholders and members of Congress.

Thank you!



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