

# Top Association Examples of Using Twitter for Public Affairs, Government Relations and CSR

Getting your message out to advocates — and perhaps more importantly, reaching potential advocates — can be a daunting task. For everything from policy education to petition action, many associations have turned to Twitter to build greater support for their causes.

## **Alzheimer's Association (@Alzassociation** (<https://twitter.com/alzassociation>))

This feed generates engaging content for a broad audience. From sharing individual narratives and news articles to retweeting other accounts participating in the organization's online advocacy campaigns this account seeks to make Alzheimer's an issue we should all care about. This account also recognizes and elevates policymakers and advocates who have contributed to the association's advocacy efforts.



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## **American Dental Association (@AmerDentalAssn** (<https://twitter.com/AmerDentalAssn>))

The American Dental Association uses its Twitter account to educate users, promote dental hygiene campaigns and charity fundraisers (such as #TimetoSmile), and advance its legislative agenda. The association requests that users join the "Tooth Party," a unique way of promoting its

policy goals.

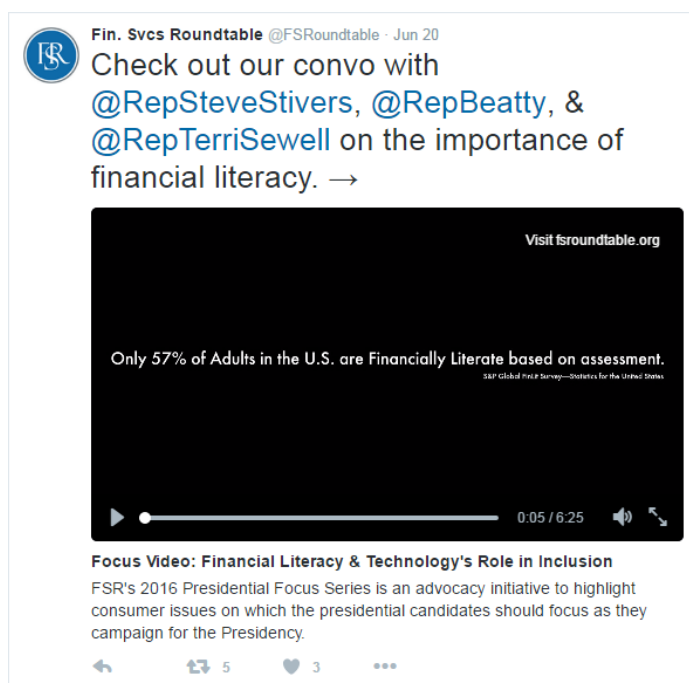


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#### **Financial Services Roundtable (@FSRoundtable** (<https://twitter.com/FSRoundtable>))

The Roundtable uses this account to cover its efforts in corporate social responsibility and remind users of national awareness events such as Global Community Day. This account is also used to promote its legislative agenda and goals. By showcasing meetings and speeches from elected officials who support its agenda, the Roundtable can advance its goals before a larger audience.



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#### **American Wind Energy Association (@AWEA** (<https://twitter.com/AWEA>))

This feed promotes AWEA's policy goals by sharing news articles highlighting renewable wind energy and by promoting and live-streaming events. The account also features a "fact of the day" tweet, which provides easily digestible and continuous content.

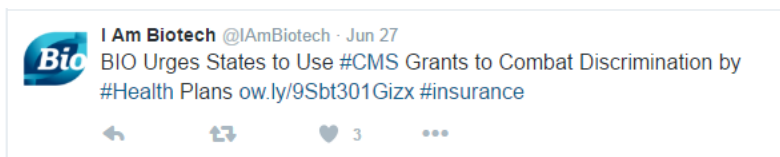


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#### Biotechnology Innovation Organization (@IAmBiotech (<https://twitter.com/IAmBiotech>))

The BIO account uses infographics and pictures to explain complex scientific issues to consumers and policymakers alike. In addition, the account actively seeks out targeted reporters, influencers, and lawmakers when biotechnology issues come to the forefront.



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#### Mortgage Bankers Association (@MBAMortgage (<https://twitter.com/MBAMortgage>))

Although this account caters to an audience with a specific knowledge base, it also produces more general content regarding the state of the mortgage industry, legislators and its outreach programs. Like many other association accounts, this feed connects users to news articles and relies heavily on images, infographics, and videos to promote its advocacy messaging.



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#### National Federation of Independent Business (@NFIB (<https://twitter.com/NFIB>))

This feed's purpose is to promote and protect NFIB members' rights "to own operate and grow their businesses." It features content that connects users to op-eds, information and resources, and updates users about key federal and state legislation.



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### National Restaurant Association (@WeRRestaurants (<https://twitter.com/WeRRestaurants>))

Much of the content supports those in the restaurant industry by showcasing articles showing trends and best practices in areas of nutrition, service, food safety and business management. The NRA also uses this feed to promote its policy positions and efforts to raise awareness around issues that affect their members. The associations uses eye-catching graphics and short videos to increase follower engagement.



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[affairs-government-relations-csr/restaurant-association/](http://pac.org/top-trade-association-examples-using-social-media-public-affairs-government-relations-csr/restaurant-association/))

### Organic Trade Association (@OrganicTrade (<https://twitter.com/OrganicTrade>))

The OTA account gives its members and non-members alike agency to voice their opinions to Congress. With the association's clever use of puns and images attracts the eye, the content both educates users and gives them calls to action.



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**Securities Industry and Financial Markets Association (@SIFMA)** (<https://twitter.com/SIFMA>)

This feeds advances the association platform to attract a broader audience by reporting on a range of issues relevant to the U.S securities industry. In addition to connecting users to informational articles and resources relevant to the industry, the account highlights events with elected officials and association members. In addition that handle also tracks and shares traditional media outlet coverage of the industry.



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Want more tips on using Twitter for Advocacy?

Contact Nick DeSarno ([http://pac.org/contact/nick\\_desarno](http://pac.org/contact/nick_desarno)) at the Public Affairs Council.



**Nick DeSarno**

Manager, Digital and Communications Practice  
202.787.5971 | email (<mailto:ndesarno@pac.org>)

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