Social media offers a great way to connect with clients and colleagues, share your knowledge, and further your lobbying efforts during this year's virtual Capitol Conference. Please find a few tips and sample social media posts below.

## **Lobbying & Social Media Best Practices**

* Speak with one voice by using consistent #hashtags to link your posts to the NAHU network and the broader healthcare conversation. *(See below for best hashtag practices.)*
* Include pictures with your posts. *(See end of document for suggestions.)* Or, use your own photos from the sessions.
* Tag the social media accounts for your Member of Congress and NAHU.
  + Twitter: @nahusocial
  + Facebook: @nahusocial
  + LinkedIn: @nahusocial
  + Instagram: @nahusocial
* Invite your followers to engage with your content. Ask them to like and share!
  + E.g., Today we chatted with [@CONGRESSMAN] about [XX]. Retweet to thank [CONGRESSMAN] for supporting [XX]!
* To post any of the sample content below, just copy and paste the text into your social media platform of choice.
  + To add an image, right-click on the photo you'd like to use, then select "Save as Picture…" We recommend saving to an easily accessible place, like your desktop. Once the image is saved, you can upload the image to your social media platform of choice.

**Hashtag Best Practices**

* Readers can click #hashtags to view other posts with the same #hashtag. #Hashtags organize conversations. They allow readers to easily follow what everyone is saying about a topic or event of interest.
  + Tagging each of your posts during Capitol Conference with #NAHUCapCon2021, for example, will allow everyone who is following that hashtag to easily engage with your content throughout the week.
  + Similarly, you can follow, engage with, and share your colleagues' posts by clicking or searching for the #NAHUCapCon2021.
* [Twitter typically recommends](https://help.twitter.com/en/using-twitter/how-to-use-hashtags#:~:text=People%20use%20the%20hashtag%20symbol,more%20easily%20in%20Twitter%20search.) **no more than** **two hashtags per post**. [Data show](https://buffer.com/library/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many/#:~:text=When%20you%20use%20more%20than,in%20the%20Buddy%20Media%20study).) that using more than two hashtags can lower rates of engagement.
  + Use #NAHUCapCon2021 for posts about Capitol Conference.
  + Use the hashtag #BrokersMakingADifference to share your stories of the good work agents and brokers are doing with the wider social media community.
  + Use the hashtag #GetCovered to inject your content into the broader conversation about the importance of securing health insurance.

## **Hashtag Suggestions**

**General:**

* #NAHU
* #NAHUCapCon2021
* #BrokersMakingADifference

**Public Option:**

* #PublicOption

**Special Enrollment Period**

* #GetCovered
* #SpecialEnrollment
* #OpenEnrollment

**Miscellaneous:**

* #Healthcare
* #HealthInsurance
* #HealthPolicy
* #Employers
* #EmployerCoverage
* #Telehealth

**Sample Social Media Posts**

[LOCAL CHAPTER] looks forward to sharing our legislative priorities with Congress at @nahusocial's 2021 Capitol Conference! #NAHU #NAHUCapCon2021

@nahusocial members from around the country are gathering virtually [NEXT WEEK] for the 2021 Capitol Conference. Keep an eye on #NAHUCapCon2021 to see how agents and brokers are changing health care for the better. #NAHU #BrokersMakingADifference

[THIS WEEK], hundreds of agents and brokers will attend the virtual #NAHUCapCon2021 to discuss ways to reduce healthcare costs for the American people! Follow along @nahusocial! #NAHU

This week, my fellow @nahusocial members and I will meet with members of Congress virtually at #NAHUCapCon2021. Proud of the work we're doing to help people secure affordable healthcare coverage! #NAHU #BrokersMakingADifference

Follow @nahusocial and #NAHUCapCon2021 for updates during this year's virtual event to advocate for #agents and #brokers!

**Virtual 5K Run & Walk**

Our @nahusocial community is participating in a virtual 5K at #NAHUCapCon2021! Join us by taking a walk or jog in your neighborhood at any time during the conference. #NAHU5K <https://buff.ly/3jjsvaf>

Participating in this year's virtual 5K at #NAHUCapCon2021? Share some photos and tag #NAHU5K and @nahusocial! <https://buff.ly/3jjsvaf>

I'm joining my fellow @nahusocial members for a virtual 5K to benefit the @NAHU\_HUPAC Administrative Fund. You can register any time during the conference! #NAHUCapCon2021 #NAHU5K <https://buff.ly/3jjsvaf>

Sign up for this year's #NAHUCapCon2021 virtual 5K to support the Health Underwriters Political Action Committee. Registration is just $25! More info here: <https://buff.ly/3jjsvaf>. #NAHU5K

Attention @nahusocial members participating in the #NAHUCapCon2021 virtual 5K: Provide your time to our virtual leaderboard! #NAHU5K <https://buff.ly/3jjsvaf>

**Event Speakers/Breakout Tracks & Sessions**

[2/22] Thrilled to see @DeepakChopra of @ChopraFDN kick off #NAHUCapCon2021! Be sure to follow along with all our @nahusocial members this week.

[2/22] #NAHUCapCon2021 is officially underway. In our second keynote address, @ShastaMNelson is sharing insights on virtual networking, employee engagement, relationship-building and more during the #pandemic.

[2/22] @nahusocial agents and brokers are ready to hear from the #NAHU government relations staff on our federal priorities this year and beyond. Follow along at #NAHUCapCon2021. #BrokersMakingADifference

[2/22] Susan Rupe of @InsNewsNet is joining @nahusocial members virtually at #NAHUCapCon2021 for one of our first breakout meetings. Looking forward to hearing from you, @INNsusan!

[2/22] Today, former @HHSgov advisor John O'Brien will speak with @nahusocial members about some of the most important issues in health care, from drug costs to access to primary care. Thanks for joining us, @drjmob! #NAHUCapCon2021

[2/22] @nahusocial agents and brokers are eager to hear from former @HHSgov advisor @drjmob in one of our first breakout sessions on price transparency, direct primary care, and prescription drug costs. #NAHUCapCon2021

[2/22] This evening at #NAHUCapCon2021 @nahusocial CEO @jtrautwein1 is sharing her insights on the #PublicOption and #SinglePayer, while Katy Spangler of @NoSurpriseBills fills us in on the latest developments on surprise medical bills.

[2/22] This evening, @nahusocial CEO @jtrautwein1 will be joined by Katy Spangler of @NoSurpriseBills and @WordAndBrownGA's Paul Roberts to discuss changes in the insurance market, from the rise of #PublicOption proposals to #SurpriseBills. #NAHUCapCon2021

[2/22] Today's final breakout sessions will explore innovation in the #Medicare market, the impact of #Covid19 on #telehealth, and long-term care. Follow along at #NAHUCapCon2021!

[2/23] @nahusocial members are thrilled to welcome @SenatorCollins to #NAHUCapCon2021! She'll be joined by @nahusocial President Dane Rianhard and Legislative Council Vice-Chair @markgaunya for an important conversation about the #healthinsurance market.

[2/23] Today, @SenatorCollins, @Avik, and @P4AHCF's @laurenecrawford will join @nahusocial members to share their thoughts on the latest developments in the #healthinsurance market. Thanks for joining us at #NAHUCapCon2021!

[2/23] During his campaign, @POTUS signaled interest in a #PublicOption. @laurenecrawford of @P4AHCF is at #NAHUCapCon2021 to explain why lawmakers should abandon those proposals and instead protect consumer choice.

[2/23] NAHU agents and brokers are thrilled to welcome @RepSchrader, @RepGallagher, @RepCourtney, and @RepPerlmutter to this year's virtual #NAHUCapCon2021. Follow along @nahusocial!

[2/23] @RepGallagher and @RepPerlmutter are working to improve transparency in the healthcare market through bipartisan legislation. They'll update #NAHUCapCon2021 attendees on how their efforts will give people the tools to make important medical decisions.

[2/23] Next at #NAHUCapCon2021, @RepCourtney and @RepSchrader will share their thoughts on COBRA coverage and Medicare with @nahusocial agents and brokers. Thanks for joining us today!

[2/24] #NAHUCapCon2021 has a fantastic lineup of speakers today, including @SenCortezMasto, Acting CCIIO Director Jeff Grant, @RepLBR, and @P4ESC's @CpollackDC. Join the conversation by following @nahusocial.

[2/24] @nahusocial members are looking forward to hearing from @SenCortezMasto about the #AffordableCareAct's "family glitch" and how it affects access to affordable #insurance for consumers. #NAHUCapCon2021

[2/24] @POTUS just opened a new special enrollment period on @HealthCareGov until May 15. Acting CCIIO Director Jeff Grant is at #NAHUCapCon2021 to discuss how the new SEP will impact the #healthinsurance market. @nahusocial

[2/24] @RepLBR is here at #NAHUCapCon2021 to share her support for expanding access to #telehealth. RT to spread the word! @nahusocial

[2/24] #NAHUCapCon2021 is eager to welcome @CpollackDC of @P4ESC and Greg Stancil of Scott Benefit Solutions for a discussion about the importance of the employer market. @nahusocial

[2/24] We had a fantastic week at this year's virtual #NAHUCapCon2021. Excited to connect with other @nahusocial members during this evening's "Power Hour!"

[2/24] This evening, @nahusocial members heard from @PatrickMcHenry during a virtual happy hour to wrap up #NAHUCapCon2021. It's been a great week discussing how we can help improve access to affordable, quality #healthcare!

**Lobbying**

This year's #NAHUCapCon2021 may be virtual, but @nahusocial members are still meeting with Members of Congress to advocate for measures that will make #healthinsurance more affordable. #NAHU #BrokersMakingADifference

Today, [LOCAL CHAPTER] met with [@CONGRESSMAN] to talk about [XX]. Thank you [CONGRESSMAN] for your support of agents, brokers and consumers! #NAHUCapCon2021 #NAHU

@nahusocial members play an indispensable role in the health insurance marketplace. Thank you, [@CONGRESSMAN], for meeting with us to talk health reform today! #NAHU #NAHUCapCon2021

**Public Option & Single-Payer Proposals**

About 180 million Americans get insurance through their jobs. Under a #PublicOption, access to employer-sponsored insurance would vanish. RT to support @nahusocial members who are fighting to protect employer-sponsored coverage. <https://buff.ly/2Lngynk>

@nahusocial CEO @jtrautwein1 has educated the public for years on how a #PublicOption would kill private insurance: <https://buff.ly/2O0EDRP>. At #NAHUCapCon2021, she'll offer her thoughts on the latest push to create a government-run health plan.

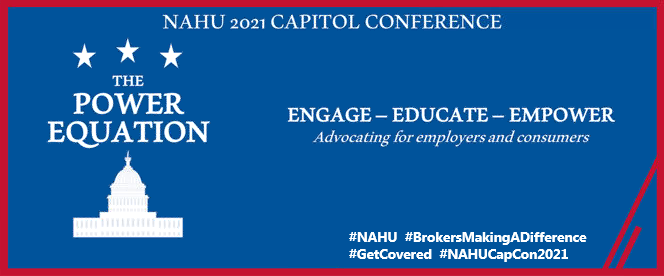
Like your health plan? You won't be able to keep it under a #PublicOption. Follow the conversation #NAHUCapCon2021 to learn why. #BrokersMakingADifference

A poll from @P4AHCF found that the vast majority of Americans like their current #healthcare coverage. RT to stand with @nahusocial members say NO to a #PublicOption. #NAHUCapCon2021

RT to show your support for @nahusocial members who are at #NAHUCapCon2021 to fight for affordable health care that preserves consumer choice. Say NO to #PublicOption #SinglePayer.

**Images**



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