**Engage Candidates on Social Media**

**Tips for Effective Engagement**

1. **A Picture = 1,000 Words.** When possible, include a photo, video or graphic for higher engagement.
2. **Use Relevant Hashtags**, including #ENDALZ and #ASK4ALZ. But also use the appropriate hashtag to the race you are engaging (i.e. #WI4, #VASEN).
3. **Tag Candidates** within your post copy or in a photo so they (or a staffer) sees your message. While you do not need to include each candidate per social media post, you should make sure you are balancing your social media posts between the major candidates.
4. **Ask Permission.** When meeting with candidates, make sure photo and video are allowed before capturing.

**Sample Social Media Posts**

* During the #2018Election I’m calling on @CANDIDATE HANDLE for his/her plan to address the Alzheimer’s crisis. It’s time to #ENDALZ
* Alzheimer’s impacts NUMBER STATEERS. Join me in asking @CANDIDATE HANDLE and @CANDIDATE HANDLE about their plan to address this crisis. #ENDALZ
* STATE taxpayers will spend AMOUNT caring for those living with Alzheimer’s this year. How will you help STATE caregivers @CANDIDATE HANDLE ? #ENDALZ
* Today, NUMBER STATEERS are living with Alzheimer’s. @CANDIDATE HANDLE what is your plan to address the Alzheimer’s crisis? #ASK4ALZ #ENDALZ
* Alzheimer’s is devastating STATE families and straining our economy. @CANDIDATE HANDLE what is your plan to address this crisis? #ENDALZ
* 73 million American voters have known someone with Alzheimer’s, and I’m one of them. That’s why during the #2018Election I’m calling on @CANDIDATE HANDLE and @CANDIDATE HANDLE about their plan to address this crisis. #ENDALZ