

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. Graphics are available on Insite.
2. **Use Relevant Hashtags**, including #Road2ENDALZ. But also use the appropriate hashtag to the race you are engaging (i.e. #DemDebate, 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

- Leading up to the #2020Election I'm calling on @CANDIDATE HANDLE for his/her plan to address the Alzheimer's crisis. #Road2ENDALZ
- Alzheimer's impacts NUMBER STATEERS. Join me in asking @CANDIDATE HANDLE and @CANDIDATE HANDLE about their plan to address this crisis. #Road2ENDALZ
- STATE taxpayers will spend AMOUNT caring for those living with Alzheimer's this year. How will you help STATE caregivers @CANDIDATE HANDLE? #Road2ENDALZ
- Today, NUMBER STATEERS are living with Alzheimer's. @CANDIDATE HANDLE what is your plan to address the Alzheimer's crisis? #Road2ENDALZ
- 1 in 3 seniors dies from Alzheimer's or another dementia. It's important to hear from @CANDIDATE HANDLE about your plan to address the Alzheimer's crisis. #Road2ENDALZ
- Alzheimer's is devastating STATE families and straining our economy. @CANDIDATE HANDLE what is your plan to address this crisis? #Road2ENDALZ
- 73 million American voters have known someone with Alzheimer's, including me. Ahead of the #2020Election I'm calling on @CANDIDATE HANDLE and @CANDIDATE HANDLE about their plan to address this crisis. #Road2ENDALZ
- The road to the White House is getting shorter while the number of Americans with Alzheimer's is growing. @CANDIDATE HANDLE what is your plan to address the Alzheimer's crisis? #Road2ENDALZ.



URGENT OPPORTUNITY: Democratic Presidential Debates are being held on **June 26 and 27** on NBC, MSNBC and Telemundo. Please tweet the moderators with suggested questions for candidates:

Moderator Handles:

@SavannahGuthrie @LesterHoltNBC @ChuckTodd @Maddow @JDBalart

- The majority of American voters are either living with Alzheimer's, providing unpaid care for someone with it, or know someone who has had it (INSERT MODERATOR HANDLE) Ask how candidates plan to address what has become the public health crisis of our generation #DemDebate
- Alzheimer's is the most expensive disease in America, expected to bankrupt Medicare and Medicaid in the next generation. It currently costs taxpayers 22M every HOUR. (INSERT MODERATOR HANDLE) Ask candidates their plan to address this public health and economic crisis. #DemDebate
- 73 million American voters have known someone with Alzheimer's disease. Someone in the U.S. develops Alzheimer's every 65 seconds. (INSERT MODERATOR HANDLE) Please ask the candidates how they plan to address this growing public health crisis. #DemDebate
- 1 in 3 seniors currently dies with Alzheimer's disease or another dementia. During the #DemDebate, (INSERT MODERATOR HANDLE) please ask the candidates their plan to make this disease a priority by finding a way to treat or cure it, like we've done for polio and HIV/AIDS.
- I'm one of 16 million Americans serving as a caregiver to someone with Alzheimer's. That # will keep growing, as someone in the US develops Alzheimer's every 65 seconds. During the #DemDebate, (INSERT MODERATOR HANDLE) please ask the candidates their plan to address this health crisis.
- In the combined 4 hours of the #DemDebate, 221 people in the U.S. will develop Alzheimer's disease. In the same 4 hours, Alzheimer's will cost taxpayers \$88 million. (INSERT MODERATOR HANDLE) please ask the candidates how they plan to address this economic and public health crisis.