Engaging on Social Media as an Ambassador
Advocacy on Social Media

As an AKF Ambassador, you are one of the most important voices for AKF and our policy platform, and we are here to support you, not just during fly in week but ongoing.

• Our goal for this session is for each AKF Ambassador to become more comfortable using their own personal social media channels for advocacy

• AKF has more than 170,000 followers, average reach of 1,000,000+ people each month through social media platforms

• Virtual fly-in contest!

• Dedicated advocacy Twitter account

• Dedicated Facebook Ambassadors group
Virtual Fly-In Social Challenge

• Put your voice to action and participate by completing tasks on social media
• Points earned with each action taken: tweet, email, text, photo
• Leaderboard throughout the week
• Engage your base, win prizes! Gift cards for the top three winners!
• Daily challenges that share your story
• Contest starts on Monday and ends Friday, July 18
• Visit the fly-in landing page to get started!
Keys to Success

• Plan ahead by following your lawmakers on social media
• Tag key lawmakers or organizations
• Include photos with your posts
• Create content that gives insight
• Use proper hashtags and handles (#KidneyAction)
• Include a call to action or link whenever possible, keep a list of important URLs to share (action alerts, sites, etc.)
• Engage and have fun…with a serious purpose!
• Fight social media fire with water
• Keep engaging after the fly-in
"More people need to talk about kidney disease to develop solutions and learn to advocate for their health." - John

"If we collectively put our voices together to fight kidney disease, we could create a beautiful chorus that others may begin listening to." - Linda

"Being an ambassador has helped me feel as if this journey is not being taken alone." - Kathy

Spread awareness of kidney disease. Empower those at risk.
Official hashtag
#KidneyAction

Handles
Advocacy Twitter: @AKF_Advocacy
AKF Twitter: @KidneyFund
Instagram: @AmericanKidneyFund
Facebook: /AmericanKidneyFund

Related hashtags
#kidney
#kidneywarrior
#transplant
#dialysis
#advocate
#kidneydisease
#healthequity
#healthdisparity
#immunosuppressed
#COVID19
#pandemic
#ESRD
#Medicare