Engaging on Social Media as an Ambassador

2021 KIDNEY ACTION SUMMIT
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 185,000 followers, average reach of 1,000,000+ people each month through social media platforms

• Dedicated advocacy Twitter account

• Dedicated Facebook Ambassadors group
Tools for success

• Closed Facebook Ambassador group
  • Monthly Ambassador zoom trainings
  • Dedicated AKF team administrators
  • Up-to-date AKF resources
• Digital advocacy toolkit
• Legislative action alerts
• Advocacy blog
• Daily social media updates

Remember to follow us on social media and join the Facebook group to connect & learn!
Keys to success

• Plan ahead: follow your lawmakers
• Tag key lawmakers or organizations when posting
• Include photos with your posts
• Create content that gives insight – share your story
• Use proper hashtags and handles
• Include a call to action or link whenever possible (keep a list of important URLs, action alerts, graphics)
• Engage and have fun…with a serious purpose!
• Remember to keep the mission first: fight fire with water
• Engage on a consistent basis – even it is a small action
Your voice is powerful!

“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 summit hashtag:
#KidneyAction

AKF social handles
Advocacy Twitter: @AKF_Advocacy
AKF Twitter: @KidneyFund
Instagram: @AmericanKidneyFund
Facebook: /AmericanKidneyFund
YouTube: /kidneyfund

Related hashtags:
#kidney #kidneywarrior #transplant #dialysis #advocate #kidneydisease #organdonor
#healthequity #donatelif #clinicaltrials #healthdisparities #Medigap #Medicare
Thank you.

Kristina Brooks
Social Media Manager
kbrooks@kidneyfund.org

Ben Shlesinger
Associate Director of Government Affairs
bshlesinger@kidneyfund.org