



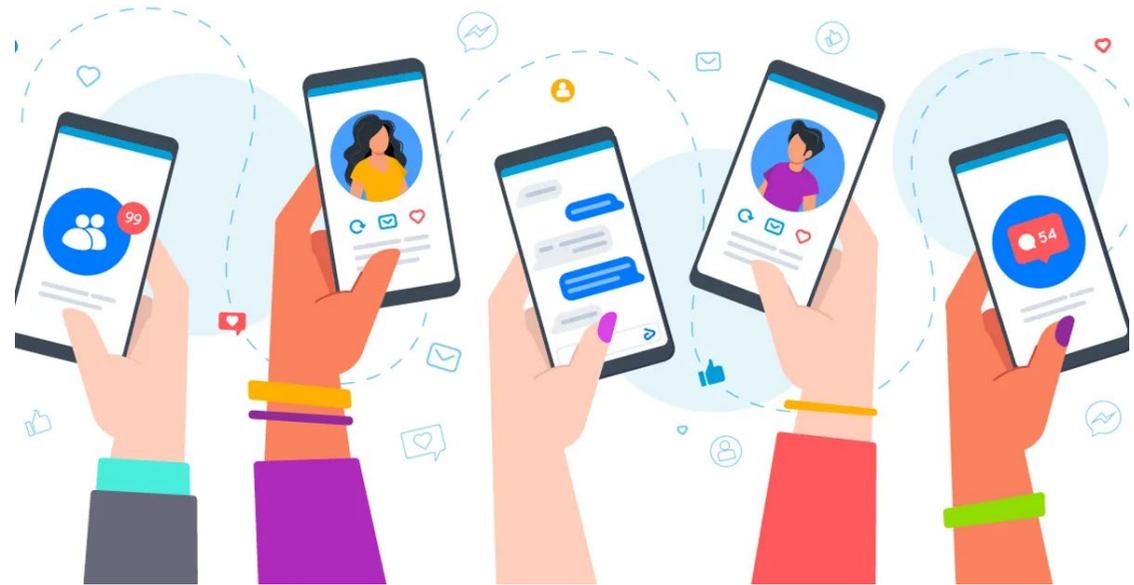
Staying Engaged on Social Media

Join the conversation as an AKF Ambassador

Advocacy on Social Media: Overview

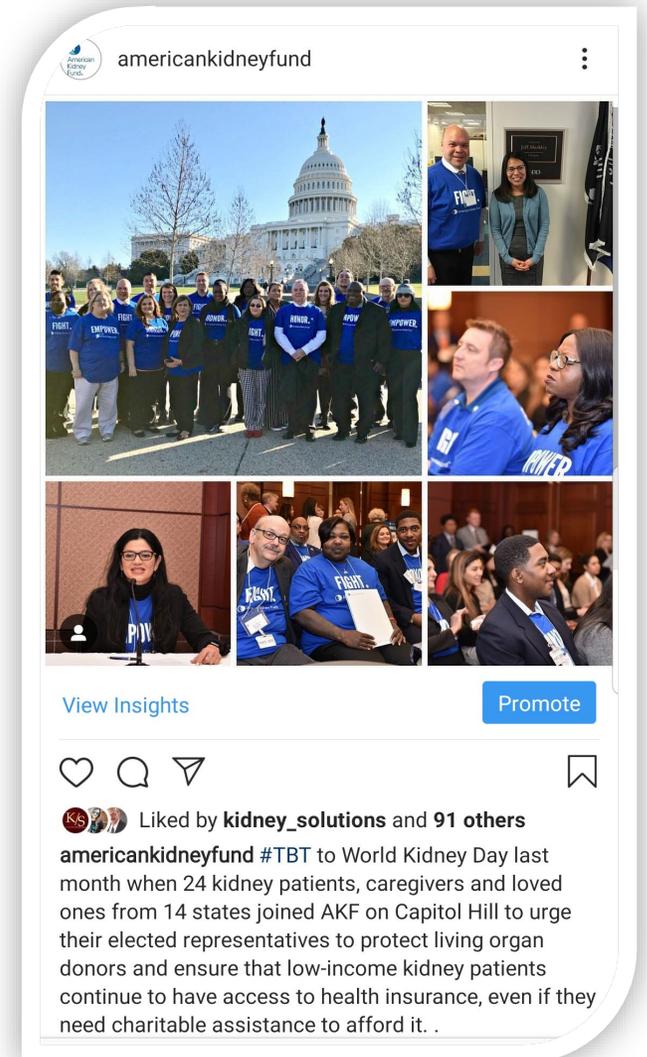
As an AKF Ambassador, you are one of the most important voices for AKF and our policy platform, and we are here to support you, not just during fly in week but year-round.

- 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 190,000 followers, average reach of 1,000,000+ monthly
- Dedicated advocacy Twitter account
- Dedicated Facebook Ambassadors group
- Zoom backgrounds for Ambassadors



Keys to Success

- Plan by following state lawmakers and other leaders on social media
- Tag key lawmakers or organizations when creating your posts
- Include photos that convey action, urgency, impact
- Create content that gives insight – your unique perspectives are powerful!
- Use proper hashtags and handles
- Include a call to action or link whenever possible (keep a list of important URLs to share like action alerts, op-eds, etc.)
- Engage and have fun...with a serious purpose!
- Fight social media fire with water
- Stay in contact with your AKF admins for new content, tips and resources



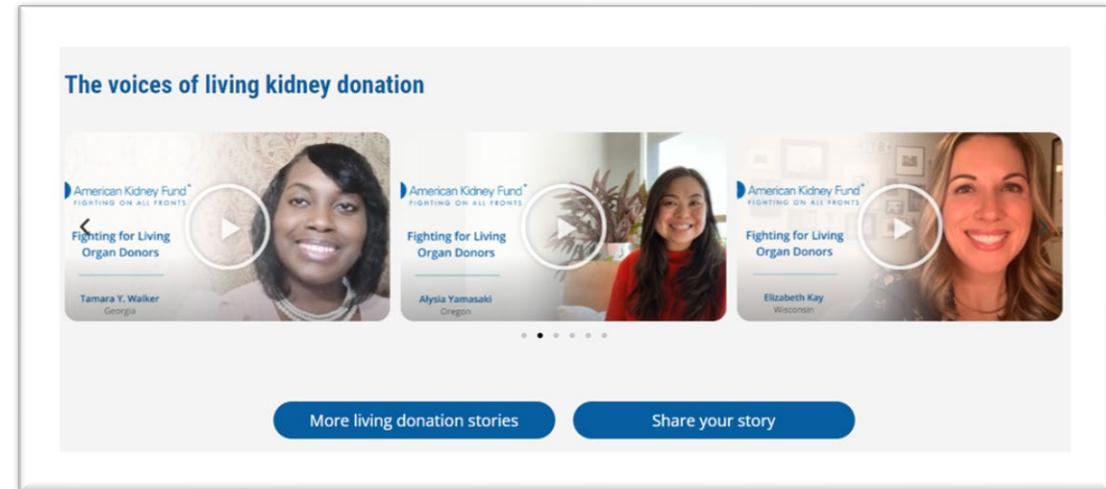
Remember: Your Story is Powerful

- **“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**

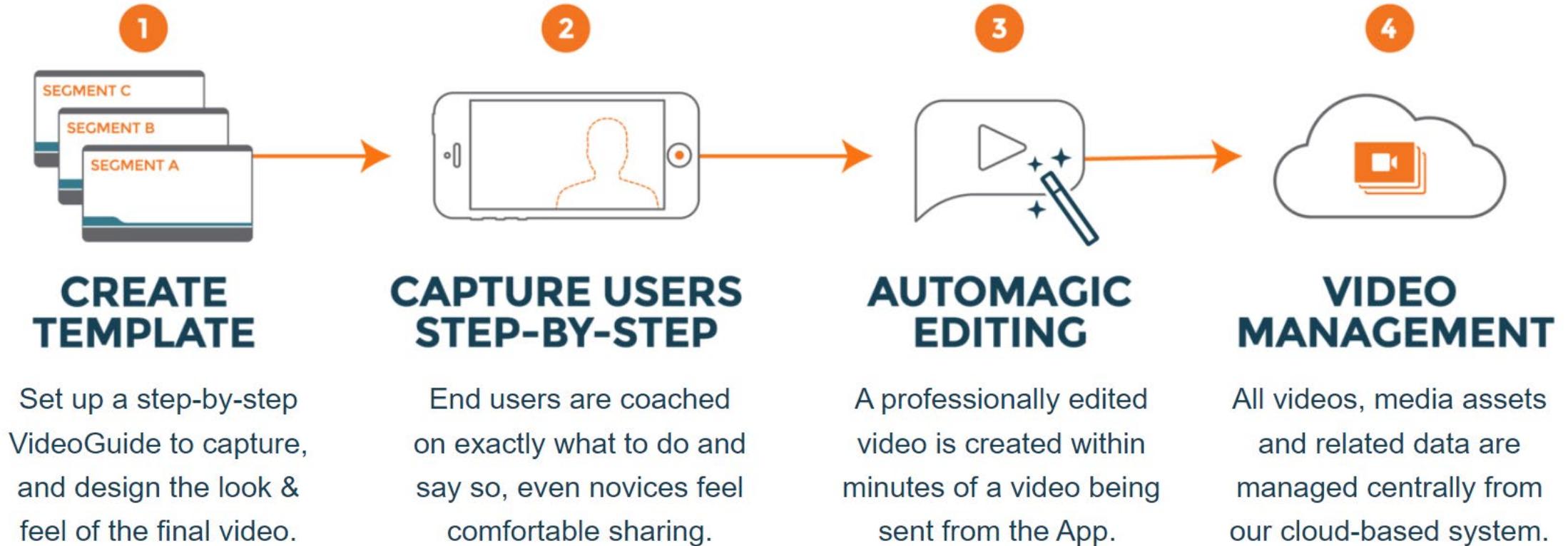
Get Involved: Storyvine + AKF

Living Donor Report Card

- AKF's second annual Report Card tracks our progress in achieving much-needed protections for living donors.
- We've partnered with Storyvine to help you share why living organ donor protections are important in your state!
- Using the Storyvine app, you are guided through the recording process step-by-step.
- Resources and informational training video available.
- Practice your storytelling skills and share with others.



The Storyvine Process:



Follow AKF on Social

TWITTER

@AKF_Advocacy
@kidneyfund

YOUTUBE

@Kidneyfund

FACEBOOK | LINKEDIN

@AmericanKidneyFund