



Social Media Guide

The majority of U.S. Representatives and Senators are avid and enthusiastic users of social media platforms, including Facebook and Twitter. Many of them manage their own accounts and respond personally to messages. These platforms help them understand what you, their constituents, care about and give them candid insight into the world around them.

We encourage you to stretch your social media muscles and engage with your Representatives and Senators this summer using this easy how to guide.

Social media can be a powerful tool to help influence their decisions and is quick and easy to use.

Step 1:

Find and Follow your U.S. Representative and Senators:

FIND YOUR ELECTED OFFICIALS HERE

[U.S. Senators](#)

[U.S. Representatives](#)

After locating your representative and their websites:

Sign-up for their newsletter.

Locate their social media handles and follow them with your own social media accounts.

Step 2:

Share your support of home care and hospice by copying and posting one of the example messages below to your social media account:

TWEETS

Choose Home S. 2562
[Factsheet](#)

 @INSERT TWITTER HANDLE Enhance the home health benefit and help patients to recover at home #ChooseHome #NAHCHeartbeat #HomeCareFirst

Better Care Better Jobs Act S. 2210/ H.R. 4131

 @INSERT TWITTER HANDLE We need your sponsorship of the Better Care Better Jobs Act S. 2210/ H.R. 4131 This landmark legislation helps to improve Medicaid HCBS for Americans today and in the future #NAHCHeartbeat #HomeCareFirst

Questions?

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Credit for Caring Act S. 1670/ H.R. 3321

 Help families keep their loved ones home and supported with quality care and services. @INSERT TWITTER HANDLE support the Credit for Caring Act today! #NAHCHearbeat #HomeCarefirst

Expanding Access to Palliative Care Act S. 2565 [Factsheet](#)

 @INSERT TWITTER HANDLE Support and Co-Sponsor S. 2565 The Expanding Access to Palliative Care Act will help to increase access to these critical, interdisciplinary services #NAHCHearbeat #HomeCareFirst

CONNECT Act S. 1512. H.R. 2903 [Summary of CONNECT for Health Act of 2021](#)

 @INSERT TWITTER HANDLE Support and Co-Sponsor the CONNECT ACT S. 1512/ H.R. 2903. It is critical that Congress not allow valuable telehealth policies to expire. #NAHCHearbeat #Telehealthisthefuture #HomeCareFirst

FACEBOOK/LINKEDIN POSTS

 (TAG YOUR U.S. Senator or U.S. Representative) Help to enhance the home health benefit and help patients to recover at home. The Choose Home Care Act S. 2562 is a cost-effective and patient preferred home-based extended care benefit as a supplement to the existing home health benefit that supports patients to leave the hospital and recover at home. Eligible patients can choose to recover in a safe home environment with appropriate and sufficient care tailored to meet their individual needs and reduced Medicare spending #ChooseHome #NAHCHearbeat #HomeCareFirst

Better Care Better Jobs Act S. 2210/ H.R. 4131

 (TAG YOUR U.S. Senator or U.S. Representative) We need your sponsorship of the Better Care Better Jobs Act S. 2210/ H.R. 4131 This landmark legislation helps to improve Medicaid HCBS for Americans today and in the future by helping to increase access to care and services, strengthening and expanding the HCBS workforce, and even authorizing protections against impoverishment for individuals whose spouses are receiving Medicaid HCBS. Support this transformative bill today and recognize home care as an

important part of the national infrastructure
#NAHCHearbeat #HomeCareFirst

Credit for Caring Act S. 1670/ H.R. 3321

 (TAG YOUR U.S. Senator or U.S. Representative) Annually, families on average spend \$7,242 of their own money for caregiving related expenses for their loved ones. The Credit for Caring Act would help to offset these expenses through a tax credit helping to ease their burden and ensure individuals are able to access the quality care and services they need in order to continue to live safely in the comfort of wherever they choose to call home. Support this key legislation today! #NAHCHearbeat #HomeCareFirst

Expanding Access to Palliative Care Act S. 2565 [Factsheet](#)

 (TAG YOUR U.S. Senator or U.S. Representative) Support S. 2565! COVID-19 has demonstrated, there is a great unmet need for better and more comprehensive palliative pain and symptom management, care coordination, and caregiver support. The Expanding Access to Palliative Care Act can help increase access to these critical services by testing a novel way to pay and deliver for them under a value-based structure that benefits patients, families, and providers. #NAHCHearbeat #HomeCareFirst

CONNECT Act S. 1512. H.R. 2903 [Summary of CONNECT for Health Act of 2021](#)

 (TAG YOUR U.S. Senator or U.S. Representative) Support S. 1512/H.R. 2903! It is critical that Congress not let these helpful telehealth policies expire when the PHE ends - they have proven too valuable, and going back to their pre-pandemic status quo would be a loss to patients, families, providers, and the health care system. This transformative legislation would support home-based care providers' ability to access more people in their care setting of choice - their own homes. #NAHCHearbeat #HomeCareFirst

If you don't have a Facebook or Twitter account, it's simple and easy to sign up!

<https://www.facebook.com/>

<https://twitter.com/>

BEST PRACTICES:

Social media can be a powerful influencer for positive change, but it also can have pitfalls.

If you are going to use social media to advocate, make sure you are careful about what you are posting:

- Before posting a photo, ask yourself if this is “work appropriate?” Or, “Would this be something I want the whole world to see?”
- Stay away from any abusive or foul language. Remember you are an ambassador for the home health care and hospice industry whether in person or online, and we want to put our best foot forward.
- Keep your message positive. If a legislator attends an event or supports a bill, thank them on social media and include a picture if one is available.
- Most importantly, be creative and post often. Social media is powerful but is only as good as the amount of noise it makes. The more often you post, the better. And, don’t forget to let your personal passion shine through.

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