



Using Social Media for Government Relations

Social media platforms offer opportunities to attract and mobilize support for SHPE's mission, connecting and increasing dialogue about our goals and achievements with a nationwide audience. It also serves as a direct channel between local and national leaders with SHPE's impact and priorities. Social media messaging can help us connect with members of Congress, inform them about what their SHPE constituents are doing to improve and advance STEM education access, and other workforce opportunities for the Hispanic community regarding:

- Early STEM education
- College preparation
- Undergraduate & graduate success
- Workforce & professional development
- Building the next generation of Hispanics in STEM
- Partnerships with academic & industry sectors

Note Before You Post!

The content of our efforts should always be educational for diverse audiences. Social media is the perfect avenue to creatively bridge gaps between Hispanics in STEM and our presence in the industry. It is also an ideal tool that can significantly amplify the positive effects of engagement with law makers and a pathway to calls to action on matters most relevant to increasing the pipeline of Hispanics in STEM.

The key to crafting a strategic but concise message is highlighting our advocacy goals and priorities, recalling support while thanking the law maker for their time. If needed, add background information with respective links in your posts and make sure that you **always tag the member of Congress** and **tag SHPE at the national level** so that we can share!

Take pictures with law makers and include them in your posts; this will optimize our message and create an additional visible connection between them and their constituency after the meeting is complete. Their office will likely take this opportunity to repost. Lastly, don't forget that using hashtags creates content momentum. They are also helpful for monitoring and tracking community engagement campaigns. Currently, SHPE is using the following:

#SHPEFamilia #HispanicsinSTEM #YOUBelongInSTEM #SHPEtinias, #SHPERegion1
#SHPERegion2 #SHPERegion3 #SHPERegion4 #SHPERegion5 #SHPERegion6
#SHPERegion7

You may use the above according to your region and activities but are not limited to just those tags. Use as many as you'd like and as the platform allows.

Ready? One, Two, Three, Post!

We put together a few suggested posts per platform with a few recommendations to keep in mind:

TWITTER

Most used to share latest updates, news, and events, this is an excellent platform to connect with elected leaders and provide a glimpse of what happened, why it was so important, and who to contact for more information.

- Thank you, Representative [\[@ELECTED OFFICIAL\]](#) for visiting [\[@UNIVERSITY/PROFESSIONAL CHAPTER\]](#) & joining us for [\[PROGRAM/EVENT\]](#)! Our #SHPEFamilia is proud to increase STEM education awareness, access, support, and professional development for Hispanics in [\[ADD CITY\]](#). @SHPE creates opportunities and reduces barriers so that more Hispanics can dream, pursue, and succeed in a career in STEM.

If you'd like to share background research or important information but ran out of space, you may click on the "+" beside the "Tweet" button to continue the post.

INSTAGRAM

Connects with its audience via high-quality, in-brand, and personalized pictures or videos while gathering feedback from likes and/or comments. You may use Instagram stories to give your audience a live glimpse of the event and drive traffic to your actual post.

Don't forget to use the strongest image/video for your post's cover and you may include up to 10 pictures max. You can include important links for background in your stories too!

- [\[@ELECTED OFFICIAL\]](#) visited [\[@UNIVERSITY CHAPTER\]](#) during our [\[PROGRAM/EVENT\]](#)! Thank you for supporting the @SHPENational mission of increasing local Hispanic talent in all STEM fields. Visit [\[PROGRAM HYPERLINK\]](#) for more information on our program.

LINKEDIN

This is a great platform to expand on items discussed in the meeting/event. If there was specific research, partnership, or background information mentioned, you can include it and elaborate in your post. This will showcase expertise in the matter, allow you to include all participants, and elaborate on the benefits gathered from this engagement.

Most members of Congress don't use this platform; however, government agencies, staff, and members of the Administration do. This platform allows constituents to build and demonstrate knowledge in the matter while displaying a growing network of supporters. You can also share pictures and videos.

- Today/Yesterday, [\[ELECTED OFFICIAL\]](#) visited @SHPE at [\[@UNIVERSITY CHAPTER\]](#) to learn more about [\[PROGRAM/EVENT\]](#). During this event, [\[ELECTED OFFICIAL\]](#) spoke about [\[X\]](#) and the need for greater investments in STEM after school programs that are culturally relevant to the Hispanic community. Representative [\[REP'S LAST NAME\]](#) believes these programs will efficiently allow schools to promote hands-on

activities that build real-life skills for children in order to form a STEM identity from an early age.

- @SHPE strongly believes that STEM awareness is critical to increasing a child's participation and beliefs about their ability to succeed in STEM from an early age. We hope to be a resource to [REP'S LAST NAME] and weigh in on the urgent need of these impactful programs that have helped SHPE connect with Hispanic youth and their parents for years, so that they may understand the endless opportunities that a career in STEM can have.

FACEBOOK

This is also a great platform to expand on items discussed in the meeting/event. If there was specific research, partnership, or background information mentioned, you can include it and elaborate in your post. This will showcase expertise in the matter, allow you to include all participants, and elaborate on the benefits gathered from this engagement.

- Today/Yesterday, [ELECTED OFFICIAL] visited @SHPENational at [@UNIVERSITY CHAPTER] to learn more about [PROGRAM/EVENT]. During this event, [ELECTED OFFICIAL] spoke about [X] and the need for greater investments in STEM after school programs that are culturally relevant to the Hispanic community. Representative [REP'S LAST NAME] believes these programs will efficiently allow schools to promote hands-on activities that build real-life skills for children in order to form a STEM identity from an early age.
- @SHPENational strongly believes that STEM awareness is critical to increasing a child's participation and beliefs about their ability to succeed in STEM from an early age. We hope to be a resource to [REP'S LAST NAME] and weigh in on the urgent need of these impactful programs that have helped SHPE connect with Hispanic youth and their parents for years, so that they may understand the endless opportunities that a career in STEM can have.

**Use the above resources to be a voice for Hispanics in STEM.
Thank you for your support and advocacy!**