



MEDIA ADVOCACY

The media can be a very effective tool for advocacy efforts. Elected officials pay attention to different media and digital channels, and knowing your audience can help to determine which type of media to engage in. Sometimes media can even be effective in rebutting false information that is circulating.

EMAIL TO OTHER CITIZENS

- Keep sentences and paragraphs short.
- Keep paragraphs to just one or two sentences.
- Use a clear, catchy subject line that makes it obvious what the email content will be.
- Sending a one-time email update will not result in increased issue awareness or action. Be sure to follow up.

SOCIAL MEDIA ADVOCACY

Connecting with legislators and other people in Montana via social media can be extremely beneficial. Follow your legislator on social media and interact with the posts they make.

Facebook and Twitter are the most common tools for connecting with others. Consider yourself an inspiration and advocate by providing resources and calls to action that support your cause. For instance, instead of just venting about what frustrates you with regard to the issue you care about, post "Hey, mothers of children with disabilities! Want to know more about the resources that are available to you and how to speak up for your child?"

CREATING MEDIA

There are many different ways to create media, such as building a Facebook Page or blog that is specific to your issue. These types of media can help to grow your network and are great tools if you have a lot to share. Other ways to create content include writing an opinion piece for the local newspaper or sending a letter to the editor.



WRITING AN OP-ED
Planning Worksheet



WRITING AN LTE
Planning Worksheet

