



So Much SoMe

Getting a grip on Social Media and the role in Advocacy

IAFP Social Media

Communication to members:

Upcoming events and links to register

Bragging about great things our members do (news stories, awards, leaderships appointments)

Advocacy positions and actions alerts

Links to great resources



470 Followers

FOLLOW US ON [twitter](#)

@IllinoisAFP

2,288 followers

Instagram
IllinoisAFP

273 Followers



Instagram



Illinois Academy of Family Physicians

IAFP Social Media

Communication to the outside world (traditional media, other organizations, lawmakers, other chapters, Other SoMe savvy doctors)

Bragging about great things our members do
Advocacy positions and requests for support
Links to great resources



FOLLOW US ON [twitter](#)

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Illinois Academy of Family Physicians

Good news travels fast!

Evelyn Figueroa replied to Ronald Ferguson's comment on your ...

Illinois Academy of Family Physicians
Published by Ginnie Henry Flynn [?] · April 29 at 3:07 PM ·

Congratulations to Dr. Evelyn Figueroa, a past IAFP Teacher of the Year, an amazing program director for UIC, and founder of the Figueroa-Wu Family Foundation! Now add "STFM President's Award" to her many well-deserved accolades! Heroes in family medicine, women in leadership!



STFM
SOCIETY OF TEACHERS OF FAMILY MEDICINE

President's Award

Evelyn Figueroa, MD
University of Illinois, Chicago

honoring her leadership in helping STFM advance its understanding and skill building related to health equity and implicit bias


2,711 People Reached 1,204 Engagements [Boost Post](#)

Malgorzata Nagi, Em Rabelais and 82 others 30 Comments 14 Shares

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Get More Likes, Comments and Shares ×

This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

1,117 People Reached 610 Engagements [Boost Post](#)

[Like](#) [Love](#) 77 19 Comments 6 Shares

Tweets are Sweet

You know who your followers are, see what resonates with them!

Include links to information.

Short and Sweet is a good Tweet

Stay away from the nasty!

Like everything else, BE KIND!

Notifications



All

Mentions



Tony Hampton, MD, MBA, CPE, ABOM and **Alex M. McDonald, MD CAQSM FAAFP** liked a Tweet you were mentioned in

Why just flavored, but all ENDS needs to be banned.
[@aafp @IllinoisAFP twitter.com/cnbcnow/status...](#)



Elizabeth and **Vincent Keenan** liked your Tweet

More from our own Dr. Salisbury-Afshar as co-author: Dismantling Buprenorphine Policy Can Provide More Comprehensive Addiction Treatment - National Academy of Medicine [nam.edu/dismantling-bu...](#) via [@theNAMedicine](#)



@sachindixit liked your Retweet

15,000 flavors lure kids to e-cigarettes, and nicotine hooks them. Did you know 97% of youth e-cigarette users used a flavored product in the last month? [pic.twitter.com/uo78Xp9Lhz](#)



Vincent Keenan Retweeted your Tweet

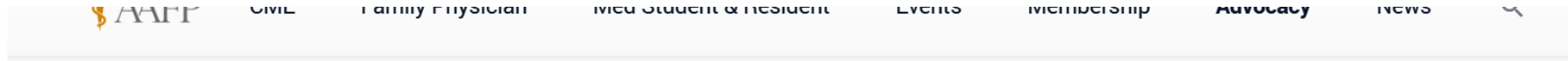
More from our own Dr. Salisbury-Afshar as co-author: Dismantling Buprenorphine Policy Can Provide More Comprehensive Addiction



Who should you follow on So Me?

- IAFP and AAFP @FMMidwest
 - @AAFPPrez (currently Ada Stewart, MD)
 - U.S. Senators and your U.S. Representative in Congress
 - Your state rep and state senator
 - Your trusted news outlet
 - Your favorite sports team, singer, actor, whatever gives you joy!
 - Your school, residency program, employer, colleagues
 - Other organizations you belong to
- 

Action Network: aafp.org/advocacy



[AAFP](#) / [Advocacy](#) / [Fight With Us For Family Medicine](#) / Family Medicine Action Network



The AAFP Family Medicine Action Network

FMAN: From grassroots to revolution.

The [Family Medicine Action Network](#) unites family physicians to advance the specialty and improve U.S. health care policy. Every Academy member makes a difference. Join FMAN to maximize your impact.

- Participate where you want, when you want.
- Read the Advocacy Insider weekly newsletter to keep up with the state of health care advocacy in Washington.
- Inform your own advocacy with FMAN-exclusive content.
- Engage in and lead social media campaigns designed to reach your colleagues and your lawmakers.
- Participate in AAFP conferences and lobbying days.

[JOIN FMAN](#)

Being a good Follower

Learn what is important to your lawmakers. What issues do they post about often? What do they support? What do they oppose? What are they silent on? What is unique about them?

Stay on top of breaking news. A bill passed that was important to you? Tweet your joy! Did your lawmaker vote as you hoped? Give them a thank you (email or social media, depending on your comfort)

Digest the post and any link or included information (image, infographic) for credibility and relevance, especially before reacting.

Be a good leader – Post Wisely!

Social Media Influencers or FPs: Who Do Patients Trust?

- Patients are excited to try new diets, exercise routines and wellness trends they have seen on social media. They see the power of storytelling; there have been several studies demonstrating [its profound effect \(journals.sagepub.com\)](https://journals.sagepub.com) on health behavior change.
- Although citing research studies and statistics is important for validating medical recommendations, we cannot ignore the strong impact of a personal story on inciting change. Social media influencers provide a steady stream of stories to back up their health tips.

AAFP Fresh Perspectives Blog

https://www.aafp.org/news/blogs/freshperspectives/entry/20190903fp-socialmedia.html?cmpid=em_FP_20190905

Be a good
leader –
Post Wisely!

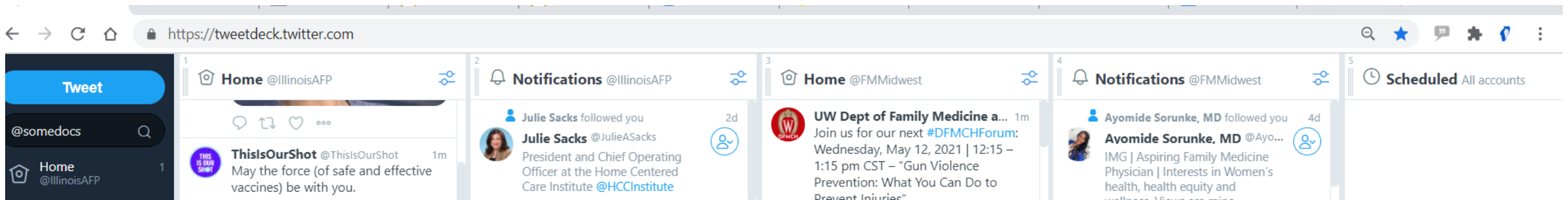
What is your goal? If there is more information than will fit into a tweet or post – link to it.

Use an image only if it's helpful. Tweeting your food really doesn't do anything for anyone on the receiving end.

It's OK to express anger and outrage. Please avoid profanity.

Be a good teammate!

- Re-tweet or tag your practice, program, school, organizations – show your pride and amplify their good work
- Join in SoMe campaigns on issues you care about EX: #ThisIsOurShot,
- Use your voice / post / tweet/retweet for good.
- Good photos are a good idea if you have them.
- Kindness always matters!



Manage your personal and professional

- Keep separate accounts for Twitter and Instagram
- Use TweetDeck to manage more than one account simultaneously. EX: IAFP and Family Medicine Midwest
- Careful about cross-posting across platforms with the same message (Twitter, Facebook, Instagram)

January 6 at 12:16 PM · 🌐

Operation Occupy The Capitol

Taking back our country from corrupt politicians



Jan 6th, 2021
All 50 States

Salem, OR - 10am

"We the people are the rightful masters of both Congress and the courts, not to overthrow the Constitution but to overthrow the men who pervert the Constitution"
- Abraham Lincoln

#WeAreTheStorm #1776Rebel #OccupyCapitols

Palmer Vilagi
January 5 at 11:39 PM · 🌐

There are hundreds of posts about plans to attack the Capitol. Why hasn't this evidence been used in court?

The feds have presented no evidence any of the people charged in the Jan. 6 riot planned to attack the Capitol. But these posts gave detailed plans.



What lessons did we learn from January 6?

You got this!

We'll follow you right back!

← **IL Family Physicians**
3,985 Tweets



**ILLINOIS ACADEMY OF
FAMILY PHYSICIANS**
Devoted to Advocacy, Education & Action

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@IllinoisAFP

Illinois Academy of Family Physicians, the professional membership society over 4,800 strong. Building a healthier Illinois on a foundation of primary care.

📍 Bolingbrook, IL iafp.com 📅 Joined January 2010