

# ADVOCATE *for* ANIMALS

## FROM THE COUCH TO THE CAPITOL



### THE SOCIAL MEDIA MEGAPHONE

When it comes to getting the word out, there's nothing quite as quick and impactful as social media. In fact, Facebook, Twitter and Instagram are great places to open dialog with your elected representatives. Start by following the Arizona Humane Society on [Facebook](#) and [Twitter](#). When we need our advocacy army to take action, we'll kindly ask you to share our posts and reach out to your elected officials. With a click of a button, you can help us help animals.

### STAY INFORMED: FOLLOW RELEVANT PEOPLE, ORGANIZATIONS AND CAUSES ON FACEBOOK AND TWITTER

Following your elected officials is a wonderful way to connect. Track your legislators' positions on key animal-welfare issues by following their accounts, and be sure to keep an eye out for a little blue check mark that indicates a legitimate, verified social media account. If you're not sure who your current elected official is, [click here to check!](#)



### MAKE YOUR VOICE HEARD: SHARE YOUR THOUGHTS AND THOSE OF OTHERS YOU AGREE WITH

Whether you have something specific you'd like to share with a legislator or just want to spread the word to a larger audience about an animal issue you heard about through your own social network, social media offer great opportunities to engage with policymakers. And this doesn't just mean the politicians themselves - sharing Facebook posts, establishing trending hashtags and otherwise spreading the word through social media helps place a tremendous amount of power back in the hands of the public. Use hashtags (#) and keywords that other animal advocates are using to create connections. This will make you part of a larger, unified voice for animals that can have an enormous effect on policy.

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## **MAKE AN EFFORT THROUGH EMAIL: EMBRACE THE POWER OF THE PERSONAL MESSAGE**

Your legislators hear from their constituents on a daily basis, but a personal email is far more likely to make its way to the top of the inbox than an anonymous or vague message. Writing also gives you an opportunity to take time to articulate your thoughts and let your legislators know clearly and succinctly why you feel so strongly about a particular issue facing Arizona's animals.

## **OPERATOR, PLEASE CONNECT ME**

Phone calls really work. It only takes a few moments to call your policymaker and say something like, "I'm John Smith, a district resident and voter. I'm calling to ask (elected official) to support animal welfare and take action. Please relay my request for him/her to (vote for/against) on (insert the bill number here.)" Make sure you're specific. Calls are usually logged and shared with elected officials before key votes.



## **JOIN THE AHS EMAIL ADVOCACY ALERTS**

Opt In for Targeted Arizona Humane Society Alerts. [Sign up](#) to receive AHS Advocacy Alerts for important email updates about activities at the state capitol and how you can take action from your computer, smart phone, or in person.

## **TAKE THE TIME TO SAY THANKS!**

Legislators, like everyone else, appreciate a sincere thanks. Take a minute to show gratitude when your elected official listens and supports your position.

