Twitter Advocacy: How It Works – Results – Best Practices

Twitter is 14 years old, and, like any teenager, is still growing. Yesterday, Twitter announced a new feature that will allow users to add audio to tweets: “You can Tweet a Tweet. But now you can Tweet your voice!” This means that, in a few weeks, you will be able to attach a recording to the tweets your advocates send lawmakers. In honor of this announcement, we are dedicating this edition of the Digest to our Tweet the Lawmaker Tool.

Phone2Action launched the Tweet the Lawmaker Tool in 2014 to offer organizations another way to connect advocates with lawmakers. The tool (see example here) allows your advocates to tweet at their own legislators or at targeted recipients of your choice. So far in 2020, organizations using Phone2Action have sent 110,000 tweets to lawmakers.
You can rotate different tweets, add images or GIFs, and, unlike other platforms, you can capture the advocate activity in your account and subscribe new advocates to your list.

A longitudinal, aggregate analysis shows that on average, about 32 percent of all campaigns include the Tweet the Lawmaker option.

On average, about 30 percent of Tweet the Legislator campaigns have more than five advocates tweeting.

It takes only a few tweets to get a lawmaker’s attention, according to the Congressional Management Foundation.
WHICH COMBINATION WORKS BEST IN A CAMPAIGN FOR TWITTER ACTIVATIONS?

- **Tweet**: 40% of top 100 campaigns
- **Tweet + Email**: 34% of top 100 campaigns
- **Tweet + Call**: 16% of top 100 campaigns
- **Tweet + Email + Call**: 10% of top 100 campaigns
One of our newer campaign settings allows you to create a custom description for mobile users. This allows your users to have a more mobile-friendly experience. Our data shows that creating a custom mobile description improves tweet conversion on all campaigns with tweets enabled by 30 percent.

A TWITTER CAMPAIGN IN ACTION: THE PROFESSIONAL BEAUTY ASSOCIATION

One of the five most successful Tweet the Lawmaker campaigns of 2020 is the “COVID-19 Economic Relief Package” campaign by the Professional Beauty Association (PBA). To get insight on what made this campaign so successful, we talked to Kati Rapoza, PBA’s Advocacy Program Manager.

Below is the campaign activity, with a peak on Saturday, March 21, just a few days before the stimulus package was passed.
“The beauty industry has been impacted so harshly by COVID-19 because salons had to shut down completely,” Kati told us. “Many stylists usually don’t have time or capacity to engage in advocacy, but being at home has fueled advocacy in the beauty industry.”

With the vote coming, stylists felt the urgency on the Saturday prior to act. They wrote 276,000 emails and sent 5,850 tweets to lawmakers.

Below is the campaign advocate age breakdown. Gen X leads the way, followed by Millennials, but advocacy takes place in all generational groups—including those over 65. Kati explained that salon owners are most likely to be Gen Xers, who also tend to be digitally savvy, already using social media tools to build their brands. This can explain their willingness to tweet at lawmakers.
Below is the gender breakdown of advocates taking action, which roughly reflects the demographics of the beauty industry.

Below is the state breakdown. The Professional Beauty Association activated their membership in California and Illinois earlier this year, so the advocates were primed to take action again. This confirms the idea that advocacy is a long-term relationship: staying in touch with your membership makes it more likely that they take action again.

*Source: Campaign: COVID-19 Economic Relief Package. Professional Beauty Association*
**TAKEAWAYS**

- **The Tweet the Lawmaker Tool continues to be effective in grabbing lawmakers’ attention.** With the ability to append audio to tweets, this tool will bring new capabilities to digital advocacy.

- **Twitter can position you above the noise.** Absent traditional lobbying practices, the core of constituent interaction is now digital. This means lawmakers may be receiving an overwhelming amount of email.

- **Gen Xers have been leading the advocacy this year, but we see activity across all generations, including among Baby Boomers who are older than 65.** Do not make assumptions about your membership, because social distancing has changed media consumption habits. Fully 10 percent of the Professional Beauty Association tweets came from people over 65 years old.
CAMPAIGN HIGHLIGHTS

How ACEP directed 100,000 messages to Congress about PPE shortages:

LINK TO BLOG

The University of California sent thousands of personal messages of gratitude to workers during COVID-19:

LINK TO CAMPAIGN

The Arc's campaign peaked on May 28, sending over 2,800 stories straight to Congress.

LINK TO CAMPAIGN
Lastly, check out Lady Gaga’s highlight of Justice Reform and other Black Future Labs campaigns:

VIRTUAL EVENTS

Join Spirits United, today (June 18), at 6 PM EST for a #SpiritsUnitedToast!

EVENT RSVP

We want to hear your stories! If you have campaign or advocacy news to share with us, please feel free to email us at p2adigest@phone2action.com.

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