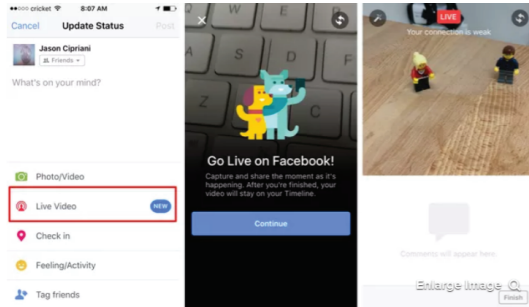




Physicians for a National Health Program Social Media Guide

How to Use **Facebook Live**:

On your **News Feed** page (the main page you go to when you are on **Facebook**), tap the “**Live**” option, which looks like a camcorder. Click [HERE](#) for a link to the iOS Download and [HERE](#) for the Android Download.



Starting a Facebook Live video on an iPhone.
Screenshot by Jason Cipriani/CNET

When instructed, give Facebook access to your camera and microphone. Choose your privacy setting. Depending on the event, perform the **following tasks**:

For the Rally: Go to the **PNHP Facebook page** and **share** our live stream during the rally. You can write your own, unique description for your shared video or just share the video alone. Go here (<https://www.facebook.com/doctorsforsinglepayer>) to find the video.

For the Conference: Write the following description for your video: “Physicians from across the country are meeting at the Pendry Hotel in San Diego to discuss the barriers that prevent millions of Americans from getting healthcare. If doctors from across the country can come together to discuss and press for a more efficient, more effective, and more humane healthcare system, there is no reason our nation can’t either. Go to pnhp.org for more information.”

Tag your senator or congressperson if possible (find their **social media info** here <https://www.contactingcongress.org>) and choose your location (type into the location search “Immigration and Customs Enforcement, San Diego” or “Pendry Hotel San Diego”).

Set up your camera view to a horizontal video.

Take a short video of you at the conference, telling your followers where you are and why you are there OR **share a video from the rally**. Post the video and encourage friends and colleagues to share your post.

How to **Tweet**:

Open your **twitter** and click the feather icon. If you don’t have a Twitter account, you can download the app [HERE](#) for iOS or [HERE](#) for Android. Follow [THIS](#) guide, which explains how to set up your Twitter account.

Type the **following message**, using the following **hashtags**: “I am here at the Annual PNHP Conference talking about **#BreakingDownBarriers** to healthcare. **#Together**, we can ensure that America continues to be great for **#AllPeople**. Call your senator or congressperson today and demand better healthcare for all by advocating for **#SinglePayer** OR **#MedicareForAll** **#PNHP2018**. **@yourcongressperson @yoursenator**” OR “Hey **@rep**, I’m a doctor in your district and I support **#SinglePayer** reform. Will you champion **#MedicareForAll** by supporting **#HR676? #PNHP2018**.”

Tag your congressperson or senator using the “@” symbol in your tweet, followed by their twitter name (find their social media info here <https://www.contactingcongress.org>).

Post your tweet and encourage friends and colleagues to **share** your post.