



Using Social Media to Engage Candidates and Promote Medical Progress

Social media is one of the best ways to get the word out, and we hope you will help us use it to ask candidates to join the conversation about medical progress along with the official hashtag: **#Campaign4Cures**

We've listed a few sample Tweets and Facebook posts to help guide your conversations:

General Messages for the Public

Twitter

A majority of Americans (79%) say investing in research is important to job creation and economic growth.
<http://bit.ly/1HZm5l1> #Campaign4Cures

A majority of Americans (53%) say research has benefited their family's overall health. Do you agree?
<http://bit.ly/1HZm5l1> #Campaign4Cures

What will your candidates do to strengthen our nation's global leadership in science & technology? Vote for medical progress #Campaign4Cures

Ask your candidates to take a stand on medical progress. Will they stall it or fuel it? <http://bit.ly/1LPo8wB>
#Campaign4Cures

Medical research matters to Americans. Does it matter to candidates in #Election2016? Visit <http://bit.ly/1LPo8wB> to find out. #Campaign4Cures

Facebook

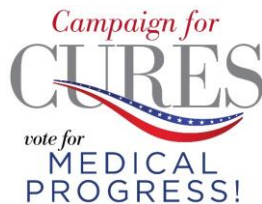
Patients in all 50 states are anxiously awaiting new therapies and cures for diseases. Will your candidates make medical progress a priority? #Campaign4Cures

It's time for medical research and innovation to be a key priority in Washington. What will your candidates do to advance medical research? #Campaign4Cures

#Election2016 could be a call for action to make medical research and innovation a top national priority. Vote for medical progress! #Campaign4Cures

Many elected officials have taken research & innovation for granted. We hope our candidates won't! Vote for medical progress! #Campaign4Cures

Three-quarters of Americans say it's important to know where candidates stand on scientific & medical research. "Like" if you agree and visit us at <http://bit.ly/1LPo8wB> to learn more. #Campaign4Cures



General Messages Seeking Answers from Candidates

Innovation

.@xxx How will you encourage scientific innovations that improve the health of Americans? #Campaign4Cures

.@xxx What must the US do to remain a leader of global medical innovation with other nations increasing their investments? #Campaign4Cures

.@xxx What should be changed about STEM education to ensure the scientific leaders of tomorrow are in the US? #Campaign4Cures

Economy

.@xxx How important is medical progress to supporting state and national economies? #Campaign4Cures

.@xxx What will you do to support job opportunities in your community to ensure medical progress? #Campaign4Cures

.@xxx What can Congress learn from medical research to improve healthcare and lower Medicare and Medicaid costs? #Campaign4Cures

Funding

.@xxx How or where can we find resources for agencies that support medical progress? #Campaign4Cures

.@xxx What amount of funding will best accelerate medical progress? #Campaign4Cures

.@xxx Do you think our nation's budget is sufficient to accelerate medical progress? #Campaign4Cures

Awareness

.@xxx What has medical research done for you & your constituents? #Campaign4Cures

.@xxx What is your favorite medical advancement of the past 2 years & what do you hope to see in your term? #Campaign4Cures

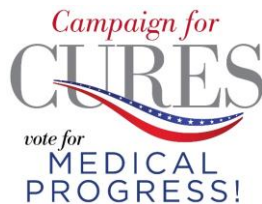
.@xxx How will you use the expertise of scientists & doctors to inform your healthcare decisions? #Campaign4Cures

Customizable Messages

.@xxx What can you do to highlight the importance of [DISEASE/AGENCY] and rally the support of other leaders? #Campaign4Cures

.@xxx Where can more dollars be found to fight/support [DISEASE/AGENCY] over the next 2 years? #Campaign4Cures

.@xxx How has [DISEASE/AGENCY] impacted your constituents and how will you support medical research for better treatments? #Campaign4Cures



“Did you know...”/ Educational Statements

[%s taken from RIA Polls]

General

.@xxx Did you know nearly [60%] Americans say elected officials don't pay enough attention to combating diseases? #Campaign4Cures

.@xxx Did you know [65%] Americans think the US should be a global leader in medical, science, and technology research? #Campaign4Cures

.@xxx Did you know more than half of Americans think medical research will reduce healthcare costs in America? #Campaign4Cures

Disease Specific

.@xxx Did you know [DISEASE] impacts ### Americans and costs the nation ###, but only receives ### in research support? #Campaign4Cures

.@xxx Did you know progress in medical research could save ### in costs from [DISEASE] each year? #Campaign4Cures

.@xxx Did you know XXX treatment for [DISEASE] stems from federally funded research by [AGENCY]? #Campaign4Cures

Agency Specific

Thanks to @NIH research, deaths from heart disease have decreased by 50% over the last 40 yrs. Vote for medical progress! #Campaign4Cures

.@xxx Did you know [AGENCY] devotes ### to fighting [DISEASE] and employs ### Americans, some from your constituency? #Campaign4Cures

.@xxx Did you know [AGENCY] has been the source of XXX and XXX US innovations now used around the world? #Campaign4Cures

.@xxx Did you know that every dollar spent on medical research at [AGENCY] produces ### in economic returns? #Campaign4Cures

Engage with Campaign for Cures on social media:

Facebook: <http://on.fb.me/1O2azfG>

Twitter: [/Campaign4Cures](#)