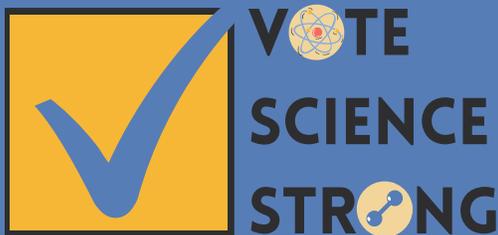# VOTE SCIENCE STRONG
Social Media Toolkit

The 2020 presidential and congressional elections are an opportunity to elevate the importance of research and innovation in the national conversation. Join us in engaging candidates in making science and research a higher national priority. Use this toolkit and the graphics provided to post on your social media accounts and let your candidates know how critical it is to accelerate scientific progress .

VOTE
SCIENCE
STRONG

Social media is an excellent way to join the conversation to get the word out about why science and innovation matter.

Below are tips and sample posts to engage with candidates and your network on social media. Ask them to join the conversation about accelerating scientific progress using the hashtag: **#VoteScienceStrong**

Hashtags

Official event hashtag:
Use the hashtag **#VoteScienceStrong** on your social media posts to build additional support and help us track responses.

Additional hashtags:
These hashtags can be used to add to the larger conversation. [*Note: This is not an exhaustive list.*]
#ScienceVotestheFuture | #FundScience | #STEMVoter | #Election2020

Tips for Engaging with Candidates

(1) **Know who is running:** Know who is running: It can be confusing to keep track of candidates. You can use non-partisan resources like Ballotpedia or GovTrack to keep up with the elections that interest you. Use a variety of resources for a broad perspective.

(2) **Find Candidates on social media:** You can find social media handles for all candidates on their campaign websites. If a member of Congress is running for re-election, they will have a social media account for their campaign which ends in: .com (rather than .gov).
　　-Tag your candidate in your posts by using the "@" symbol before typing their social media username on the applicable platform. For example, on Twitter, Research!America's handle is @researchamerica, on Facebook, @ResearchAmerica.org. and on LinkedIn, @Research!America: Discovery. Innovation. Health.

(3) **Maximize reach by using hashtags:** Hashtags make it easier to find posts or information with a theme. This way, you are ensuring that others who are sharing their thoughts on the importance of science will see your posts. In addition to #VoteScienceStrong, use other popular hashtags like #ScienceVotestheFuture #Election2020 #FundScience #VaccinesWork to make your content viewable by anyone who has an interest in the hashtags beyond just your own followers.

(4) **Score more shares with visual content:** Visual content such as videos and infographics are among the most-shared social content out there.

Customizable Messages Seeking Answers from Candidates

Consider tweeting or sharing the questions below as a way to engage with candidates.
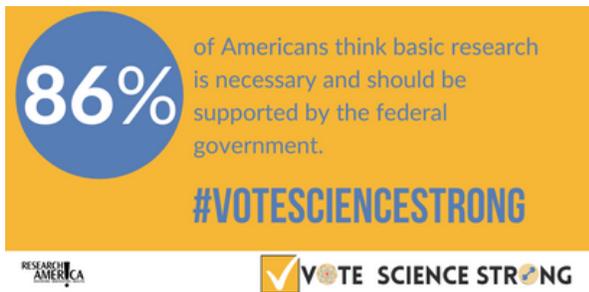
Broad STEM Tweets

86% of Americans think basic research is necessary and should be supported by the federal government. ***[insert candidate twitter handle here]*** What will you do to strengthen investment in basic research? #VoteScienceStrong

It is critical to invest in our research institutions so scientific progress isn't stymied by #COVID19. ***[insert candidate twitter handle here]***: What will you do to strengthen scientific research so we can build back even better? #VoteScienceStrong

[insert candidate twitter handle here] What must the U.S. do to remain a global leader of scientific innovation with other nations rapidly increasing their investments? #VoteScienceStrong

88% say it is important that the President and Congress assign a high priority to putting science, technology, and engineering to work to strengthen our nation's infrastructure. ***[insert candidate twitter handle here]***: What do you think? #VoteScienceStrong

[Insert candidate twitter handle here]: More than 70% of Americans say that candidates for elected office should have a science advisor. How will you use the expertise of scientists to inform your policy decisions? #VoteScienceStrong

86% of Americans think basic research is necessary and should be supported by the federal government.

#VOTESCIENCESTRONG

RESEARCH AMERICA | VOTE SCIENCE STRONG

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88% of Americans say it's important that the President and Congress assign a high priority to putting science, technology, and engineering to work to strengthen our nation's infrastructure.

#VoteScienceStrong and encourage policymakers to support scientific innovation.

RESEARCH AMERICA | VOTE SCIENCE STRONG

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Medical Research Tweets

Each year in the U.S. alone, nearly 130,000 people lose their lives by age 45 to health threats that research can overcome. ***[insert candidate twitter handle here]***: How will you support medical progress? #VoteScienceStrong

U.S. health spending to treat major chronic diseases and conditions tops over $1 trillion, more than 26 times federal medical and health research and development spending that year. ***[insert candidate twitter handle here]***: How will you support research and prevention efforts? #VoteScienceStrong

RESEARCH AMERICA
DISCOVERY. INNOVATION. HEALTH.

Vote Science Strong 2020

VOTE SCIENCE STRONG

Public-private partnerships have been essential in response to #COVID19. ***[insert candidate twitter handle here]***: How will you encourage public-private partnerships to speed research discoveries and medical progress? #VoteScienceStrong

[insert candidate twitter handle here]: What has research done for you & your constituents? Learn about how research has supported local jobs and economic growth: http://bit.ly/2UIuvOY #VoteScienceStrong

Public-private partnerships have been essential in the response to COVID-19.

#VoteScienceStrong and encourage policymakers to support public-private partnerships

Click here to download graphics.

NEARLY 130,000 PEOPLE IN THE U.S. ANNUALLY LOSE THEIR LIVES BY AGE 45 TO HEALTH THREATS THAT RESEARCH CAN OVERCOME.

#VOTESCIENCESTRONG

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🏛️ Agency Specific Tweets

EXAMPLE: Cancer mortality has seen an average drop of 1.5% per year over the last decade (2008-2017), translating to approximately 2.9 million fewer cancer deaths. ***#VoteScienceStrong***

[insert twitter handle here]: Did you know ***[AGENCY]*** devotes ***[DOLLAR AMOUNT]*** to fighting ***[DISEASE/ISSUE/TECHNOLOGY]*** and employs ***[NUMBER]*** Americans, some from your constituency? #VoteScienceStrong

[insert twitter handle here]: Did you know ***[AGENCY]*** has been the source of ***[NUMBER]*** U.S. innovations now used around the world? #VoteScienceStrong

[insert twitter handle here]: Did you know that every dollar spent on research at ***[AGENCY]*** produces ***[DOLLAR AMOUNT]*** in economic returns? #VoteScienceStrong

For resources to help you find these facts and figures, visit the Vote Science Strong Science Policy Resource page.

Sample Social Media Posts
Messages for Voters to Share with your Network

Sample Tweets

85% of Americans say investing in research is important to job creation and economic growth. Find more reasons for research at VoteScienceStrong.com. **#VoteScienceStrong**

Science and engineering make up over half of the growth of the U.S. economy since WWII. **#VoteScienceStrong** to support continued investments in our future.

Science is essential to protecting the environment and ensuring clean water and air. What suggestions have your candidates made to protect the nation from environmental threats? **#VoteScienceStrong**

Our nation's best work comes when the public and private sectors work together. 76% of Americans say it's important for the federal government to incentivize private sector investment in new treatments and cures. What will your candidate do to support private sector investments? **#VoteScienceStrong**
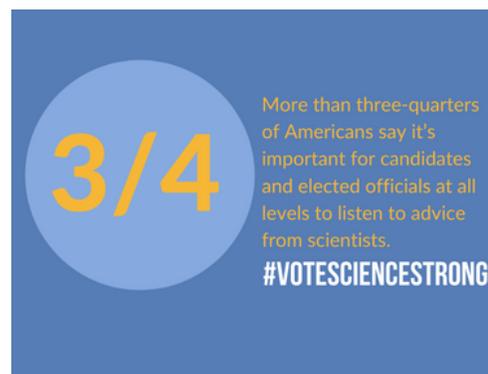
Sample Posts

It's time for research and innovation to be a top priority in Washington. Ask your candidates what they will do to advance scientific research and ensure the research ecosystem recovers from COVID-19 stronger than ever. Tell your story and **#VoteScienceStrong**!

COVID-19 has wreaked havoc on the health and wellbeing of the American people. We can't let it rob us of desperately needed scientific and medical progress. **#VoteScienceStrong** by pushing for our nation's scientific and research capacity as a top national priority.

More than three-quarters of Americans say it's important for candidates and elected officials at all levels to listen to advice from scientists. "Like" if you agree and visit **votesciencestrong.com** to learn more.

Science keeps us safe and secure. What will your candidates do to advance scientific research? #VoteScienceStrong

IT'S TIME FOR RESEARCH AND TO BE A KEY PRIORITY IN WASHINGTON. #VOTESCIENCESTRONG

Click here to download graphics.

Ask your candidates what they will do to advance scientific research. Make your voice heard. #VoteScienceStrong

3/4 More than three-quarters of Americans say it's important for candidates and elected officials at all levels to listen to advice from scientists. #VOTESCIENCESTRONG

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