



Foundations on the Hill 2023

Social Media Toolkit

Get social at FOTH using the hashtag **#FOTH2023**
Follow **@unitedphilforum** throughout FOTH

Overview

The purpose of this social media toolkit is to guide your social media practices before and during the 2023 Foundations on the Hill.

About FOTH

Hosted and Presented by United Philanthropy Forum, in partnership with the Council on Foundations and Independent Sector, the 20th Annual Foundations on the Hill:

- Informs and educates Congress about the importance of the philanthropic sector;
- Creates visibility for foundations and philanthropy on Capitol Hill;
- Advocates on issues important to Forum members, foundations, the broader sector and communities across the country;
- Encourages Congress to view the Forum and its members as resources on key public policy issues; and
- Builds your organization's relationship with lawmakers and their staffs.

Each year, the philanthropic sector has demonstrated that when we speak to Congress with a unified voice, we can make a lasting impact on the communities we serve. At #FOTH2023, sector leaders and advocates will come together to use our influence to persuade our elected officials to support key, equitable legislation and inform them about the unique and vital role charitable giving plays in America.

Important Details

- Use #FOTH2023 for any of your social media posts on Facebook, LinkedIn, and Twitter
- Follow the Forum on Twitter throughout FOTH @unitedphilforum
- Follow Independent Sector on Twitter throughout FOTH @IndSector
- Follow Council on Foundations on Twitter throughout FOTH @COF_

General Tips for Live Reporting from FOTH and Your Hill Meetings

- Post only the most interesting quotes and stats presented by those you hear or visit. Listen carefully and be selective. The goal is not to repeat verbatim all that is being said, but rather to share the most impressive highlights.
- Attribute when possible! For example, use a format like “[name/Twitter handle] says [statement]. #FOTH2023”.
- Use the event hashtag (#FOTH2023) in every tweet, update and post.
- Retweet the speakers and attendees that are also live reporting.
- Identify the Twitter handles of the members of Congress you will be meeting with and use that in your tweets about your meeting. Don’t forget to share a picture!
- Have fun and think of it as a way to journal your experience at Foundations on the Hill!

Top 5 Ways to Get You Started

1. Tweet a photo with your member of Congress or staff
2. Tweet a thank you to your member or Congress and/or staff
3. Tweet a quote or something that you hear that’s interesting
4. Tweet about the issues that you care about, but keep it short and sweet
5. Tweet a photo of your delegation outside of the Capitol building

Sample Social Copy: Promoting FOTH on your Social Media Channels

Twitter

- Want to engage with legislators around philanthropy? Register for Foundations on the Hill and join us in creating visibility for foundations and philanthropy on Capitol Hill. #FOTH2023 <https://bit.ly/3w9aF0N>
- Join representatives from around the country to speak with elected officials about policies that matter most to philanthropy at #FOTH2023! Register here: <https://bit.ly/3w9aF0N>
- Philanthropy leaders are heading to Capitol Hill for #FOTH2023 to strategize ways to preserve America’s long philanthropic tradition and retain a strong and independent civil society. Register to be a part of the efforts: <https://bit.ly/3w9aF0N>

- #FOTH2023 will give philanthropic leaders an opportunity to advocate on vital issues that impact the work philanthropy does and the communities we serve. Join us on the Hill: <https://bit.ly/3w9aF0N>
- Back in person in D.C. this year, FOTH2023 will commence the largest annual public policy and advocacy gathering of the philanthropic sector. Add your voice to this collective effort to maintain the strength of philanthropy: <https://bit.ly/3w9aF0N>

Facebook + LinkedIn

- Each year, the philanthropic sector has demonstrated that when we speak to Congress with a unified voice, we can make a lasting impact on the communities we serve. At Foundations on the Hill, philanthropic leaders come together to use their influence to persuade elected officials to support key legislation and inform them about the unique and vital role charitable giving plays in America. Join representatives from around the country to speak with elected officials about policies that matter most to philanthropy at #FOTH2023! Register here: <https://bit.ly/3w9aF0N>
- Philanthropy leaders are heading to Capitol Hill for Foundations on the Hill to strategize ways to preserve America's long philanthropic tradition and retain a strong and independent civil society. Let your voice be heard by lawmakers and their staffs by speaking with elected officials about policies that matter most to philanthropy at FOTH. Register here: <https://bit.ly/3w9aF0N>
- Want to inform and educate Congress about the importance of the philanthropic sector? Want to engage with legislators around philanthropy and advocate on issues important to the philanthropic sector? Register for Foundations on the Hill and join the philanthropic sector in creating visibility for foundations and philanthropy on Capitol Hill. <https://bit.ly/3w9aF0N>
- In partnership with United Philanthropy Forum, Council on Foundations, and Independent Sector, Foundations on the Hill will commence the largest annual public policy and advocacy gathering of the philanthropic sector. It's back in person in Washington, D.C. Join fellow PSO and foundation leaders, staff, and sector advocates for three full days of advocacy, networking, collaboration, and learning. Want to be a part? Register to ensure your voice is heard and efforts are seen by legislators to maintain the strength of philanthropy: <https://bit.ly/3w9aF0N>

Helpful Links

FOTH Registration + Agenda: <https://www.unitedphilforum.org/events/foundations-hill-2023-0>

Key Messages for FOTH Advocacy Teams: <https://www.unitedphilforum.org/resources/key-messages-foth-advocacy-teams-foth2023>

Find Your FOTH Advocacy Team Lead: <https://www.unitedphilforum.org/resources/find-your-policy-advocacy-liaison>

FOTH 2023 Logos + Brand Identity Guidelines: <https://www.unitedphilforum.org/resources/foth-2023-logos-brand-identity-guidelines>

Sample FOTH Promotions: <https://www.unitedphilforum.org/resources/sample-foundations-hill-promotions>

Congressional Staff Roles +Definitions: <https://www.unitedphilforum.org/resources/congressional-staff-roles-definitions>

Final Details

Retweet our posts on Twitter about FOTH's events and key messages. Share your own stories using the #FOTH2023 hashtag and tag the Twitter accounts of members of Congress you visit throughout the event. Pro tip: get these ready ahead of time so you are on your game during FOTH.