



Day on the Hill Social Media Guide

Social media is a powerful way to showcase the important advocacy work you're doing. By posting throughout your time in Washington, you'll help highlight the Crohn's & Colitis Foundation's presence on Capitol Hill, and expand the reach and impact of Day on the Hill.

Use Our Hashtag and Tag Us

In all of your posts, please be sure to include our official event hashtag, #IBDinDC. Also we'd love it if you would tag the Crohn's & Colitis Foundation.

- Facebook: @CCFAFB
- Instagram: @CrohnsColitisFoundation
- X (Twitter): @CrohnsColitisFn
- TikTok: @crohnscolitisfoundation
- LinkedIn: @Crohn's & Colitis Foundation

5 Ideas for Times You Can Post

We encourage you to post often throughout your Day on the Hill experience. Here are a few ideas:

- **At the airport on your way to Washington.** Let your followers know how excited you are to be traveling to Washington for Day on the Hill.
- **Group pictures with other advocates** at the training on Wednesday evening.
- **On Capitol Hill**, sharing pictures you took with members of Congress, outside of their office and of you in front of the U.S. Capitol.
- **Thanking lawmakers after a meeting**, using your picture with them (or outside their office) and tagging their official social media pages.
- **On your way home**, sharing your experiences from the event.

A Few Sample Posts

Here are examples of posts you can use throughout Day on the Hill. We encourage you to customize these so they fit your personality and style. You can also adapt these posts for all of your favorite social media platforms.

And please remember to ask people's permission before posting pictures with them. This includes your fellow IBD advocates, members of Congress and their staff.

Wheels up! Heading to Washington, DC for the Crohns and Colitis Foundation Day on the Hill. Ready to advocate for IBD research funding and share my story with lawmakers! So excited to see our community in action. #IBDinDC #CrohnsDisease #UlcerativeColitis [Tag CCF]

[Picture/Video: At the airport or on the plane.]

I can't put into words the energy and sense of community in this room right now. It's so special to be surrounded by fellow IBD advocates. Watch out, Congress! We're coming tomorrow and this is a very determined group! #IBDinDC #CrohnsDisease #UlcerativeColitis [Tag CCF]

[Picture/Video: In the room during or after the training.]

I love this group! We just wrapped up our meeting with [Rep. Smith]. We all shared our IBD stories and made clear that we needed her support for IBD research funding. On to the next meeting. So empowering! #IBDinDC #CrohnsDisease #UlcerativeColitis [Tag CCF]

[Picture: You and/or your group with the member of Congress or outside their office door with the lawmaker's name placard and state flag in the background.]

I'm exhausted, energized and empowered all at the same time. (How is that even possible?) I just finished my 5th meeting of the day and have walked all over Capitol Hill. It's been so cool meeting my members of Congress and their friendly staff and being together with so many fabulous IBD advocates. I'm so grateful to be part of this Crohn's & Colitis Foundation Day on the Hill. #IBDinDC #CrohnsDisease #UlcerativeColitis [Tag CCF]

[Picture/Video: You walking on Capitol Hill or a montage of pictures from your day.]

This post is specifically intended for X (Twitter):

Thank you Rep/Sen [tag your lawmaker] for meeting with me today about supporting funding for #IBD research in next year's budget. IBD patients are counting on you! #IBDinDC @CrohnsColitisFn

[Picture: You and/or your group with the member of Congress or outside their office door with the lawmaker's name placard and state flag in the background.]