



Slacktivism is a set of online actions in support of a political or social cause, often regarded as requiring little time or involvement. Think: posting to social media about advocacy issues you care about. It's a low-investment, high-yield way to get what we want from policymakers.

How your Slacktivism makes a difference:

Policymakers use Facebook and Twitter as a gauge for deciding what issues to work on. Posts on Facebook and Twitter can and do influence the democratic process. Lawmakers are always looking to understand what their constituents care about. They use traditional sources – newspapers and phone calls – to gauge what voters think, and they're increasingly turning to social media to gather feedback.

Social media comments make a difference. Traditional forms of individual advocacy, like letter writing or calling your representative's office, are still important, and new evidence shows that social media comments — both on a legislator's Facebook/Twitter and on specific topic posts — have even more impact. A [recent report](#) noted just 30 comments on a social media post are enough to get a policymaker's attention.

Social media keeps you (and your representative) informed. With the barrage of information we face on a daily basis, people turn to social media to keep up with major issues. Policymakers [reportedly](#) believe this makes it easier for people to engage on public policy, and they are more responsive because of this strong constituent engagement.

How to effectively use social media to advocate:

Use hashtags. Hashtags are a way that lawmakers can assess how much an issue is being discussed. For example, #BearsEars was trending around the time the administration chose to remove protections for these lands in Utah. As a hashtag becomes more popular, it signals to lawmakers that the issue is getting the public's attention. Some campaigns might already have hashtags associated with them, and others will develop organically.

Tag your lawmakers. You can @tag your lawmakers to make sure they receive your feedback in a social post. Use the "@" and find their public pages on Facebook and on Twitter to tag your lawmakers any time you want to thank them for their work on an issue or draw their attention to something you're concerned about. You can also tag land management agencies, like the Forest Service.

Follow organizations working on issues you care about. They will often highlight important moments or policies that need your attention. It's an easy way to stay on top of legislation and know when to reach out to your legislators. Amplify these messages by resharing important information.

