



## BASICS:

**National Day of Action:** AACR.org/EmailCongressNIH2025

**Hashtags:** #AACROnTheHill | #AACIOnTheHill | #FundNIH | #FundNCI

**Bluesky:** @theaacr.bsky.social | @aacicancer.bsky.social

**Facebook:** @AACR | @AACICancer | @nih.gov | @cancer.gov

**Instagram:** @AACR\_CancerResearch | @aacicancer | @nihgov  
@nationalcancerinstitute

**LinkedIn:** @American-Association-for-Cancer-Research

@aaci-cancer | @national-institutes-of-health | @nationalcancerinstitute

**X:** @AACR | @AACI\_Cancer | @NIH | @theNCI

## PHOTO GUIDELINES

- Try to include a photo with each post. Posts with images receive 150% more engagement than those without!
- Mention the Congress member's official social media handle in your post. Some Congress members can also be tagged in the photo.

**HAVE FUN AND BE CREATIVE!**

## SAMPLE POSTS

- Spending a day on the Hill to support @NIH funding!  
Add your voice by sending a message to Congress at **AACR.org/EmailCongressNIH2025**. It only takes a minute!  
**#AACRontheHill #FundNIH**
- Thanks @CongressMember for the **#AACRontheHill** and **#AACIOntheHill** meeting Grateful to have your support for @NIH funding. **#FundNIH**
- Had a good meeting with @CongressMember's staff today for **#AACRontheHill** and **#AACIOntheHill**. Great opportunity to discuss the importance of @NIH funding. **#FundNIH**
- Finishing up a day of meetings with **#AACRontheHill** and **#AACIOntheHill**, but you can still help support @NIH funding at **AACR.org/AACRECHD25 | #FundNIH**

## DO'S & DON'TS

### Do:

Thank the Congress members on their social media.

### Don't:

Selectively thank some offices but not others.

### Do:

Ask the Member or staffer if it's okay to share a photo of your meeting.

### Don't:

Record any of your meetings.

### Do:

Document your day!  
Take photos and post throughout the day to capture the overall experience.

### Don't:

Post or check social media during a meeting.

### Do:

Encourage followers and Facebook friends to join the National Day of Action.