## Attributes of a Voice that Carries on Social

### How to Be Heard on Social Media

#### Account Profile
*Come As You Are*
- Disclose your employer, location, background
- Do not use a generic avatar; personalize your profile
- Balance personal and professional messages; be human
- Change topics from time to time

#### What You Post
*Add to the Mix*
- Contribute original ideas and new perspectives
- Focus on issues of emotional resonance for audience
- Play to the current culture and trends

#### What You Share
*Be a Neighbor*
- Be polite in back-and-forths; respond to comments
- Repost, retweet partners’ content - giving credit where due
- Don’t tweet the same message repetitively
- Use common (accessible) language

#### How You Say It
*Talk With, Not At*
- Be emotive, alluring... but not distasteful
- Be personal
- Be humble, not hierarchical

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*Especially important for being heard by policymakers; topics where congressional staff apply stringent “hacks and flaks” filters when listening online*

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*NationalJournal Leadership Council*