



Here We Stand For People. For Care. For Medicaid.

Lutheran Services in America: Here We Stand Social Media Guide

Overview

The *Here We Stand* campaign unites our network in speaking with one voice to protect Medicaid. This guide equips Lutheran Services in America members to use social media with clarity, consistency, and purpose, whether you post often or occasionally. By amplifying community stories and mission-driven messages, we can help influence public understanding and policy decisions.

Download campaign graphics here: [LINK](#)

Tone and Style Tips

- Speak with warmth and clarity. Keep your voice grounded in compassion and dignity
- Focus on people, not politics. Medicaid is about care, community, and common sense
- Be brief but powerful. One clear message per post is enough
- Use local stories (with permission) to help the message land
- Include **#HereWeStand** in every campaign post
- Tag your organization, lawmakers, and Lutheran Services in America when relevant

Key Social Channels

- Make sure to tag appropriate channels, partners, elected officials and other stakeholders to amplify social posts!
- Lutheran social channels:
 - [Facebook](#)
 - [X](#)
 - [LinkedIn](#)
 - [YouTube](#)

Content Pillars and Sample Posts

1. Community Impact

Focus on how Medicaid supports your community. Emphasize prevention, stability, and well-being.

Example:

Medicaid isn't just a policy. It's how children grow up healthy, older adults remain in their homes, and communities get the preventive care they need. These are outcomes worth protecting.
#CommunityCare #HereWeStand

2. Local Stories

Highlight a story that shows the human impact of Medicaid. Keep it brief and grounded.

**Example:**

Meet [Name], a community member whose life was transformed by Medicaid-supported services. Stories like theirs remind us what's at stake when funding is threatened.

#MedicaidMatters #HereWeStand

3. Faith and Mission

Reinforce that Medicaid allows faith-based providers to live out their mission of care.

Example:

As a faith-based provider, we believe care is a calling. Medicaid helps us answer that call every day with dignity, compassion, and consistency.

#FaithInAction #HereWeStand

4. Urgent Advocacy

Use social posts to prompt action when there are policy changes or upcoming votes.

Example:

Congress is considering deep cuts to Medicaid. These cuts would impact children, older adults, and caregivers in every community. Call your legislator today and ask them to protect this vital program.

#ProtectMedicaid #HereWeStand

Find your elected officials [here](#)!

5. Accountability and Gratitude

Thank supportive lawmakers or urge decision-makers to stand with the community.

Example (supportive):

We're grateful to [@OfficialName] for standing up for Medicaid and the families who count on it. This program is essential to the health and stability of our communities.

#HereWeStand

Example (neutral):

Elected officials need to hear from the people they represent. Proposed Medicaid cuts would have real consequences for families. We urge [@OfficialName] to protect this essential program.

#AdvocateForCare #HereWeStand

Best Practices for Campaign Posting

- **Social Profiles:** Use your organization's main accounts to post campaign content. Ensure anyone posting on behalf of the organization follows internal communication protocols.
- **Voice and Tone:** Use a tone that is compassionate, grounded, and values-based. Avoid jargon or adversarial language.
- **Language and Grammar:** Use people-first, plainspoken language. Always capitalize Medicaid. Avoid exaggeration or inflammatory terms.
- **Formatting:** Break long posts into short paragraphs. Use line breaks to improve readability. Avoid all caps or excessive punctuation.
- **Hashtags:** Always use #HereWeStand. Add issue- or location-specific hashtags when helpful, such as #ProtectMedicaid, #MedicaidMatters, or #ILHealthCare.
- **Multimedia Standards:** Use real images from your programs when you have permission, or download campaign graphics from the Box folder.



- **Interacting with Competitors:** Do not criticize other nonprofits or providers. Stay focused on your community, your values, and the positive role Medicaid plays.
- **Social Customer Care:** Respond to respectful questions publicly when possible. Avoid back-and-forth arguments. Refer sensitive comments to internal teams.
- **Employee Advocacy:** Encourage staff to share campaign posts using their own voices. Provide sample language to keep messaging aligned.
- **Legal and Ethical Considerations:** Nonprofits can speak on policy issues but cannot support or oppose political candidates. Follow IRS guidelines. When in doubt, check with your legal or communications lead.
- **Final Note:** Use this guide to post confidently throughout the campaign. Every message helps reinforce that we stand together.

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