

2026 SOCIAL MEDIA FOR ADVOCACY

Social media delivers your advocacy message. It's a tool to scale your purpose into action.

Read this guide to align your social media posts with your organizational goals.

Determine the Objective:

Identify the target audience and the required result.

Action:

Name the specific decision-maker and state exactly what the reader must do.

Create Standalone Content:

Social feeds prioritize posts that do not require a link click.

Action:

Build an "Action Card" (image or video) that contains your full message and request.

Optimize for Delivery:

Tagging is a tool to directly notify the target of your message.

Action:

Tag lawmakers and partners to move your post into their notification feeds.

Establish Niche Authority:

2026 feeds prioritize expert content over broad virality.

Action:

Speak directly to your professional niche to trigger "Knowledge-Based" delivery to decision-makers.

01

02

03

04

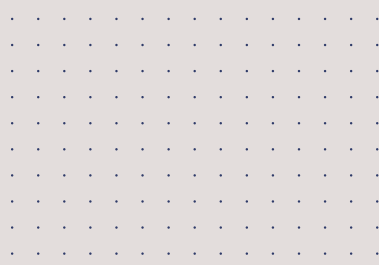
Final Review:

Action:

Answer these three questions before you publish:

- Does this post stand alone without a link?
- Is there a clear sentence telling the reader what to do next?
- Is the post clear and easy to read in under five seconds?

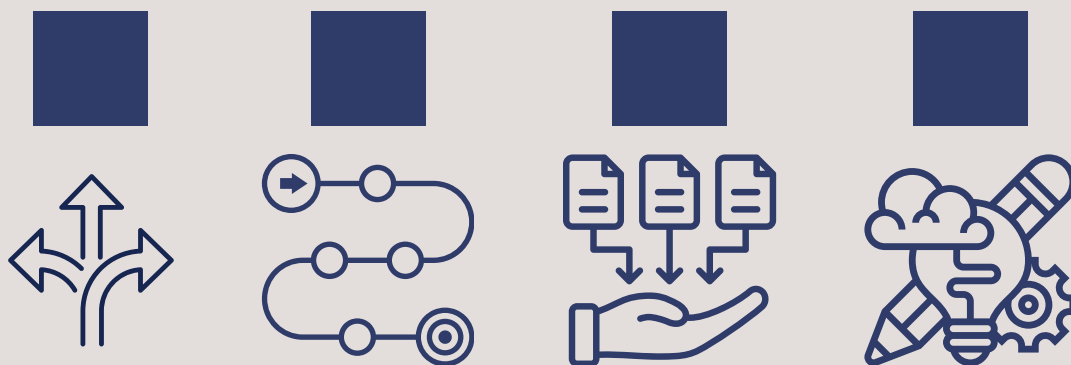




SOURCES:

Review platform rules to understand current system standards.

- X Recommender Systems: help.x.com/en/resources/recommender-systems
- TikTok Logic: newsroom.tiktok.com/en-us/how-tiktok-recommends-videos-for-you
- Meta Feed Ranking: transparency.meta.com/features/ranking-and-content
- NCSL Standards: ncsl.org/about-state-legislatures/legislative-social-media-sites



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