



Overseas Shipholding Group Jones Act Social Media Initiative

Overview

The purpose of using a social media approach, in addition to a private outreach and email campaign, is to create a grassroots effort that broadens AMP’s message to wider audiences. In doing so, OSG may contribute to creating positive public conversation on the Jones Act while applying political pressure on local members of congress to respond to statements and questions being asked of them. What follows are suggested strategies and outreaches that may optimize OSG’s contribution to the AMP eFly-In.

Suggested Hashtags and Tagging

Using hashtags is a convenient way to increase social media traffic on a particular topic, allowing conversations to be more easily organized. The number of hashtags are not limited (except for Twitter’s character limits), so using more than one is generally encouraged. It is suggested that the following hashtags be used:

- #IAmericanMaritime
- #JonesActForJobs
- #SupportTheJonesAct
- #OSGForJonesAct
- #TampaForJonesAct

In addition to using hashtags, tagging posts is an even more effective method of attracting attention. Tagging means including another person’s handle in your post so that they are directly notified and are able to see your message. For ease of reference it is suggested that employees be provided the below map, which outlines the U.S. districts, which will allow individuals to readily identify their specific representative. The following table outlines local U.S. Congress Representatives as well as U.S. Senators of Florida, and their respective social media handles. For those who wish to post on Facebook, simply typing in the character @ followed by the representative’s name in the post will generate a “tag” of that representative’s page.

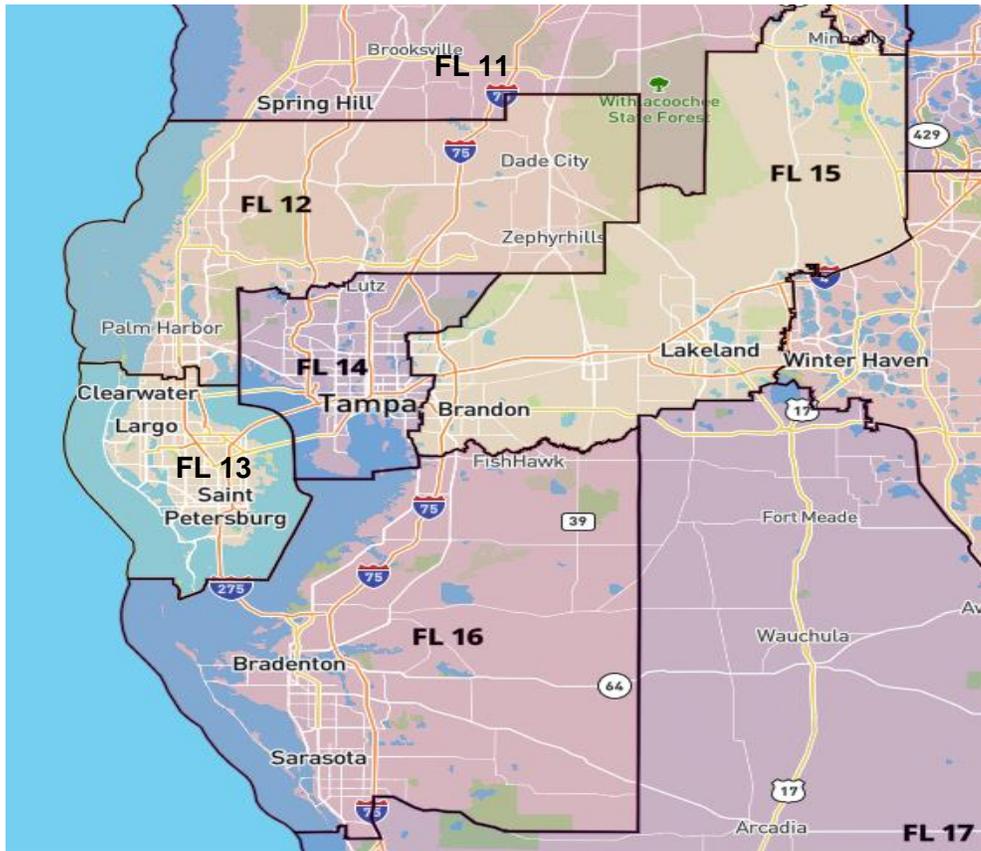
U.S. Senators’ Social Media

	Senator	Twitter Handle	Instagram Handle
Senior	Marco Rubio (R)	@marcorubio	@marcorubiofla
Junior	Rick Scott (R)	@SenRickScott	@flsenrickscott

U.S. Representatives' Social Media

District	Representative	Twitter Handle	Instagram Handle
FL-11	Daniel Webster	@RepWebster	N/A
FL-12	Gus Bilirakis (R)	@RepGusBilirakis	@gusbilirakis
FL-13	Charlie Crist (D)	@RepCharlieCrist	@repcharliecrist
FL-14	Kathy Castor (D)	@USRepKCastor	@usrepkathycastor
FL-15	Ross Spano (R)	@RepRossSpano	N/A
FL-16	Vern Buchanan (R)	@VernBuchanan	@repvern
FL-17	Greg Steube (R)	@RepGregSteube	@repgregsteube

Florida Congressional District Map





Sample Employee Posts

The following sample posts by individual employees should be used by employees on their own social media accounts. **** Note that @XX is a placeholder for your members of Congress.**

- The American maritime industry provides 650,000 jobs nationwide - including mine. Join me in support of the #JonesAct and this \$150 billion American industry! #SupportTheJonesAct
- Because of the #JonesAct, I have a job. Alongside 650,000 Americans working in the domestic maritime industry, we are proud to support our nation's economic and national security needs.
- As somebody who works in the maritime industry, I see firsthand how vital what we're doing is for economic and national security. In fact, thanks to the #JonesAct, the American maritime industry has an economic impact of over \$150 billion! #SupportTheJonesAct
- Hi @XX,
I work in the U.S. maritime industry. Did you know that due to the #JonesAct the US maritime industry contributes over \$150 billion in economic output? Our economic output is valuable and substantial and we're proud of our investment into the US economy. #JonesAct
- @USRepKCastor, thanks to the #JonesAct, I have a job, along with my (# of OSG employees) co-workers. I hope you will join us, along with the 650,000 other domestic maritime employees in supporting the #JonesAct, which contributes over \$150 billion in economic output! #SupportTheJonesAct #OSGForJonesAct #TampaForJonesAct
- Hi @XX,
I'm a constituent from _____, and also a worker in the American maritime industry. I hope you'll join me and the 650,000 domestic maritime employees supporting the #JonesAct, a law that provides national, homeland, and economic security benefits. #SupportTheJonesAct
- The Jones Act is a fundamental law of the American maritime industry - an industry that provides over \$150 billion in total economic output and pays over \$16 billion taxes. Can we count on @XX to support the #JonesAct?

Additional Facts and Graphics to Include

In addition to the information and posts above, the below key facts on the economic impact of the Jones Act in America may prove useful. The Jones Act creates:

- Over \$154 billion in total economic output
- Over \$16 billion in taxes
- \$41 billion in labor income
- \$72 billion to the value of U.S. economic output
- Nearly 650,000 jobs
- Approximately 40,000 vessels in the American domestic fleet
- 1 shipyard job creates 4 jobs elsewhere in the economy