



NAMMM[®]

Advocacy Fly-In
Washington, D.C.

MAY 10-14, 2026
20th ANNIVERSARY

Member Attendee Social Media Toolkit

Your guide to sharing the Fly-In experience,
amplifying our mission and representing NAMMM with impact.



#NAMMFLyIn • #NAMMM • #SupportMusic

WHY YOUR SOCIAL MEDIA POSTS MATTER

The NAMM Fly-in is not only about what we do in D.C., but also telling our global industry how we are representing them. Every post you share during the NAMM Fly-In extends our advocacy far beyond the halls of Congress. Your social media activity helps accomplish three critical goals:

1. **Reach.** Amplify our message.

Your personal networks—customers, colleagues, friends, family—multiply NAMM's voice exponentially. Congressional offices monitor social media; your posts are seen.

2. **Credibility.** Put real faces and stories behind the policy.

When a small business owner or music educator shares their own experience, it carries weight that no press release can match.

3. **Momentum.** Show that this matters beyond DC.

Social media activity during the Fly-In demonstrates national support for music education and signals to lawmakers that their constituents care.

🎵 REMEMBER

You are representing NAMM, the music products industry, and the 50 million students who deserve access to music education. Every post is an opportunity to advance that mission.

HASHTAGS

Required Hashtag (Use on Every Post)

#NAMMFlyIn • #NAMM

Note: The Day Of Service is a NAMM Foundation event and can use #NAMMFoundation. All other advocacy and lobbying events are from #NAMM.

Recommended Supporting Hashtags (Mix and Match)

Music Education	Industry / Policy	General / Engagement
#SupportMusic #MusicEducation #MusicMatters	#MusicIndustry #CapitolHill #MusicCareers	#NAMM #AdvocacyInAction #MusicUnites

TIP: How Many Hashtags?

Instagram: 5–10 hashtags. LinkedIn: 3–5 hashtags. X (Twitter): 1–3 hashtags. TikTok: 3–5 hashtags. Always lead with #NAMMFlyIn.

TAGGING AND ACCOUNT GUIDE

NAMM Official Accounts

Platform	Account	Notes
Instagram	@thenammshow @NAMMAssociation	Tag in photos and Stories for reshare
LinkedIn	@namm www.linkedin.com/company/namm	Tag in professional posts
Facebook	www.facebook.com/nammorg	Tag when sharing to personal or business page
YouTube	www.youtube.com/@TheNAMMShow	Mention in video descriptions if uploading recap content

Tagging Members of Congress

When posting about your Congressional meetings, tag the official accounts of the Members you met with. Here's how to find them:

- Search their name on the platform and look for the blue verification checkmark
- Use their official government account (not campaign account) when possible
- On X: Most Members have accounts formatted as @Rep[LastName] or @Sen[LastName]
- On Instagram: Search by name; most Members have official accounts
- On LinkedIn: Search by name and filter to "People"

IMPORTANT: Tagging ≠ Endorsing

Tagging a Member of Congress in a thank-you post about your meeting is appropriate and expected. It is NOT an endorsement, nor should it be framed as one. Keep captions focused on the issue (music education, tariffs), not the individual's political identity.

WHERE TO POST: PLATFORM GUIDE

Platform	Best For	Content Types	Posting Tips
Instagram	Visual storytelling; widest general audience	Stories, Reels, carousel posts, feed photos	Post Reels for reach; Stories for real-time;
LinkedIn	Policy and business audience; thought leadership	Text posts with photos, short articles, video	Professional tone; tag NAMM company page; great for tariff/workforce posts
Facebook	Community and family networks; local reach	Photos, video, personal stories	Longer personal narratives work well here; share to your business page too
TikTok	Younger audiences; high shareability	Short-form video (15–60 sec), behind-the-scenes	Authentic > polished; trending sounds OK; subtitles help
X (Twitter)	Real-time updates; journalists and Hill staff	Quick text updates, quote tweets, photos	Tag your representatives; short and punchy; great for live updates

PRO TIP: Cross-Post Strategically

You don't need to post unique content on every platform. A great Reel on Instagram can also go on TikTok. A LinkedIn post can be adapted for X. But do adjust your tone: LinkedIn is professional and data-driven, Instagram is visual and personal, TikTok is authentic and casual.

MESSAGING GUIDANCE: WHAT TO SAY

You don't need to be a communications expert. Just keep these core messages in mind and put them in your own words. Authenticity always wins.

Core Messages to Weave Into Posts

Message 1: Music Education Is Essential

"Music education isn't a nice-to-have—it's essential to preparing students for the future workforce."

- Music builds creativity, collaboration, problem-solving, and discipline
- 50 million students deserve access to music in school
- Federal funding through Title I, II, and IV-A makes this possible

Message 2: Bipartisan Support Exists

"Music is one of the few issues that unites Congress across party lines."

- Both chambers of Congress passed resolutions recognizing music education in March 2026
- The Congressional Music Caucus has members from both parties
- NAMM's 20 years of Fly-Ins have built real bipartisan relationships

Message 3: Trade Policy Is Affecting U.S. Music Businesses

"NAMM is asking Congress to exempt musical instruments and manufacturing materials from tariffs."

- U.S. manufacturers rely on a global supply chain, including tonewoods that cannot be grown domestically
- Current tariff policies are creating an unpredictable business environment for music products companies
- NAMM is sharing the real-world impact on American businesses and requesting exclusions

Message 4: We're Here Because It Matters

"NAMM members from all 50 states came to DC because this is too important to sit out."

- 100+ delegates meeting with 250+ Members of Congress
- This is our 20th year of advocacy—sustained, committed, effective
- We're asking Congress to fund music education and to support U.S. music products businesses

GOLDEN RULE OF MESSAGING

Lead with your personal story. Why do YOU care about music education? How has it impacted YOUR business, YOUR community, YOUR life? Lawmakers and followers both respond to real, human stories—not talking points.

THE DOS AND DON'TS OF SOCIAL MEDIA POSTING

✓ DO

- ✓ Use #NAMMFlyIn and #NAMM on every post—this is how we track and amplify our collective voice
- ✓ Share your personal story: why music education matters to you, your business, your community
- ✓ Post photos of your delegation, your state group, the Capitol, and the Day of Service
- ✓ Tag your Members of Congress when posting about your meetings (their official accounts)
- ✓ Thank your representatives for their time, even if the meeting was tough
- ✓ Share behind-the-scenes moments: training, prep, your walk to the Capitol
- ✓ Keep it positive and professional—you are representing your business and NAMM
- ✓ Use video whenever possible—even a quick selfie video in the hallway gets engagement
- ✓ Post in real time when you can—the energy of the moment is contagious
- ✓ Reshare and engage with NAMM's official posts to boost visibility
- ✓ Celebrate the 20th Anniversary milestone—it shows sustained commitment
- ✓ Ask permission before photographing or recording anyone

X DON'T

- X Don't post specific product prices, pricing data, or pricing strategies—NAMM is under an FTC Consent Order and cannot comment on pricing
- X Don't post about China imports, import volumes, or specific tariff rates—NAMM's trade policy message focuses on U.S. business impact and exclusion requests
- X Don't post partisan political opinions—music education is a bipartisan issue
- X Don't criticize or publicly call out specific Members of Congress, even if a meeting didn't go well
- X Don't share confidential details from private meetings (specific commitments, off-the-record comments)
- X Don't post photos or video inside Congressional offices without explicit permission
- X Don't use the Fly-In to promote your products or business—this is about advocacy, not sales
- X Don't photograph or post images of minors (Day of Service students) without a signed release on file
- X Don't engage with trolls or argumentative commenters—keep scrolling
- X Don't make claims about specific legislation outcomes or promises from lawmakers
- X Don't post anything you wouldn't want on the front page of your local newspaper
- X Don't forget to proofread—check names, titles, and spelling before hitting post

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PHOTO ETIQUETTE WITH MEMBERS OF CONGRESS

Getting a photo with your representative is a great way to show constituents back home that you're engaged—and it makes excellent social media content. But there are important protocols to follow.

Before the Meeting

- Check with NAMM staff in advance whether your specific office has indicated photos are welcome
- Designate one person in your delegation as the photographer so you're not all fumbling with phones
- Have your phone camera ready and on silent—but keep it in your pocket until the right moment
- If meeting with staff (not the Member directly), still ask for a photo—staffers appreciate being included

When to Ask

- Wait until the end of the meeting to ask—never interrupt the substance of the conversation for a photo
- After your closing remarks, say something like:
“Would you mind if we grabbed a quick group photo? We’d love to share our visit with our community back home.”
- If they say no or seem rushed, respect it gracefully and move on—do not push
- Some offices have a designated photo spot; follow their lead

During the Photo

- Stand together as a group—the Member or staffer typically stands in the center
- Look at the background of the photo- are there any partisan or political messages in the picture? Try to avoid if possible.
- Take 2–3 shots quickly; don't linger
- Smile naturally—this should look like colleagues meeting, not a fan photo
- Do NOT use flash in Congressional offices unless you are told it is acceptable

Posting the Photo

- ✓ Tag the Member's official social media accounts
- ✓ Thank them for their time and commitment to music education
- ✓ Keep the caption positive and issue-focused
- ✓ Include #NAMMFlyIn
- ✗ Don't post if they asked you not to—some prefer not to appear in outside organizations' social media

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- ✗ Don't editorialize about the Member's position or voting record in the caption
- ✗ Don't make it look like an endorsement—a meeting is not an endorsement
- ✗ Don't post photos from inside the meeting room if you were only given permission for a hallway photo

SAMPLE CAPTION FOR A CONGRESSIONAL PHOTO

"Grateful for the opportunity to meet with [Rep./Sen. Name] to discuss the importance of federal funding for music education. [State] students and music businesses deserve a voice in Washington. #NAMMFlyIn #NAMM #MusicEducation #SupportMusic"

DAILY POSTING GUIDE

You don't need to post constantly. Aim for 1–3 quality posts per day during the Fly-In. Here's a suggested rhythm:

Day	When	What to Post	Platform Suggestion
May 10 (Arrival)	Afternoon / Evening	"Just arrived in DC" selfie or travel shot; express excitement about the week ahead	Instagram Stories, X
May 11 (Day of Service)	Morning + Afternoon	Student interactions (with permission); behind-the-scenes; why you're here	Instagram Reel, TikTok, LinkedIn
May 12 (Training Day)	Midday + Evening	Training prep moments; state delegation group photo; "ready for tomorrow" post	Instagram, LinkedIn, X
May 13 (Hill Day)	All Day	Capitol photos; Congressional meeting recaps; real-time energy; group shots	ALL platforms — this is your biggest day
May 14 (Wrap-Up)	Morning	Reflection post: what you learned, what moved you, thank-yous; highlight reel	LinkedIn (reflection), Instagram (carousel), Facebook (personal story)

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CONTENT CREATION TIPS

Photos That Work

- Group shots in front of the Capitol, inside the Hyatt lobby, or with your state delegation
- Candid moments: delegates in hallways, prep sessions, and walking to meetings
- Wide shots of the full delegation together (20th anniversary group photo)
- Your meeting materials, badge, or nameplate—small details tell a story
- Before-and-after: your state group heading out vs. coming back energized

Video That Works

- Quick selfie videos (30–60 seconds) sharing one takeaway from your day
- Walking shots approaching the Capitol or entering an office building
- Short interviews with fellow delegates: “Why are you here?”
- Montages of the day set to music (great for Instagram Reels / TikTok)

Writing Captions

- Lead with the hook—the first line matters most (it’s what people see before “more”)
- Make it personal: “As a music store owner in Ohio...” is stronger than “NAMM delegates met with...”
- Include a call to action: “Contact your rep” or “Share if you believe in music education”
- Keep it readable: short sentences, line breaks between thoughts on LinkedIn

EXAMPLE POSTS: COPY, CUSTOMIZE, AND POST

Below are ready-to-use posts for each platform. Personalize them with your own details—your state, your business, your story.

Day of Service (May 11)

Instagram	<p>Today we kicked off the NAMM Fly-In with a Day of Service at a DC-area high school. Watching students light up when they hear about careers in music is why we do this. Every student deserves access to music education—and that’s exactly what we’re heading to Capitol Hill to fight for. #NAMMFlyIn #NAMMFoundation #MusicEducation #MusicCareers #SupportMusic</p> <p><i>Pair with: group photo with students (with permission), or candid shot of delegates engaging with students.</i></p>
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LinkedIn	Proud to join 100+ NAMM delegates from all 50 states in Washington, D.C., for the 20th annual NAMM Advocacy Fly-In. We started with a Day of Service—connecting with high school students about the many career paths in the music industry. Music education isn't just about playing an instrument. It builds creativity, collaboration, and problem-solving—skills every employer values. This week, we'll meet with Members of Congress to advocate for federal funding for music education and to share how current policies are affecting our \$19.5 billion industry. #NAMMFlyIn #NAMMFoundation #WorkforceDevelopment #MusicEducation
X (Twitter)	Day 1 of #NAMMFlyIn: 100+ delegates, all 50 states, 20th year of advocacy. Started with a Day of Service inspiring DC students about music careers. Tomorrow we take our message to Capitol Hill. #MusicEducation #NAMMFoundation
TikTok	[Selfie video walking into the school] "Hey! I'm at the NAMM Fly-In in DC and we just spent the morning with high school students talking about careers in music. These kids had NO idea how many jobs exist in this industry. This is why music education matters. Tomorrow we're heading to Congress." #NAMMFlyIn #NAMMFoundation #MusicEducation #MusicCareers <i>Keep it casual, authentic, under 60 seconds. Subtitles recommended.</i>

Hill Day (May 13)

Instagram	Just finished our meetings on Capitol Hill. As a [music retailer/manufacturer/educator] from [State], I had the chance to share directly with my representatives why federal funding for music education matters—and how current policies are affecting music businesses in our community. This is democracy in action. #NAMMFlyIn #NAMM #CapitolHill #MusicEducation #SupportMusic <i>Pair with: photo in front of Capitol building, group photo with delegation, or hallway shot.</i>
LinkedIn	Today, I walked the halls of Congress alongside NAMM delegates from all 50 states. Our message: music education is a workforce issue, not just an arts issue. Students who participate in music programs develop the creativity, discipline, and collaborative skills that employers across every industry are looking for. We also shared with lawmakers how current trade policies are affecting U.S. music products businesses—and asked for support in seeking exclusions for musical instruments and the materials used to manufacture them. Proud to be part of an industry that shows up for its mission. #NAMMFlyIn #NAMM #MusicEducation #WorkforceDevelopment

X (Twitter)

250+ meetings on Capitol Hill today. NAMM delegates from all 50 states asking Congress to fund music education and support U.S. music products businesses. 20 years of showing up. #NAMMFlyIn #NAMM #MusicMatters

Facebook

I just got back to the hotel after a full day on Capitol Hill and I'm still buzzing. This was my [first/second/third] NAMM Fly-In, and there's nothing quite like sitting across from your representative and telling them, face to face, why music education changed your life—and why it matters for the next generation. If you believe every kid deserves a chance to play an instrument, this is how we make it happen. #NAMMFlyIn #NAMM #MusicEducation #SupportMusic

Trade Policy Focus

LinkedIn

At the NAMM Fly-In this week, we met with Members of Congress to share how current tariff policies are affecting American music products businesses. Our industry depends on a global supply chain—including tonewoods and components that simply aren't available domestically. We're asking for exclusions that will help U.S. companies continue to manufacture the high-quality instruments our industry is known for. #NAMMFlyIn #NAM #MusicIndustry

X (Twitter)

U.S. music products companies rely on global supply chains to build world-class instruments. NAMM is on Capitol Hill this week asking Congress for tariff exclusions to support American manufacturing. #NAMMFlyIn #MusicIndustry

20th Anniversary / General

Instagram

20 years. All 50 states. 250+ meetings with Congress. The NAMM Fly-In has been showing up for music education since 2006—and we're just getting started. Honored to be part of this incredible community of advocates. #NAMMFlyIn #NAMM #MusicEducation #SupportMusic

Pair with: group photo, Capitol backdrop, or throwback comparison if available.

TikTok

[Quick montage of delegate groups, Capitol shots, hallway energy] Text overlay: "20 years of music advocates showing up on Capitol Hill. 100+ delegates. All 50 states. 250+ meetings. This is what advocacy looks like." #NAMMFlyIn #NAMM #MusicEducation #AdvocacyInAction

Use a trending sound or upbeat music. Keep under 30 seconds.

QUICK REFERENCE: TEAR-OUT CARD

Keep this page handy on your phone or print it out. Everything you need at a glance.

NAMM FLY-IN SOCIAL MEDIA QUICK REFERENCE

ALWAYS USE: #NAMMFlyIn and #NAMM

Add 2–4 of: #MusicEducation #SupportMusic #MusicMatters #CapitolHill #MusicCareers

KEY STATS TO REFERENCE:

- 100+ delegates from all 50 states
- 250+ Congressional meetings
- 20th year of NAMM advocacy
- \$19.5 billion music products industry
- 475,000+ industry jobs nationwide
- 50 million students deserve access to music education
- Fully fund ESSA Titles I, II, and IVa
- NAMM is requesting tariff exclusions for instruments and manufacturing materials

TAG NAMM:

Instagram: @nammassociation | LinkedIn: @NAMM www.linkedin.com/company/namm

BEFORE POSTING, ASK YOURSELF:

- ✓ Is this positive and professional?
- ✓ Does it include #NAMMFlyIn and #NAMM?
- ✓ Is it bipartisan and non-political?
- ✓ Do I have permission for any photos of others?
- ✓ Would I be proud of this post tomorrow?

Thank you for being an advocate for music education.

Your voice matters. Your posts matter. Your presence in Washington matters.

See you on the Hill!

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