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Social Media Training Guide

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WHY YOU SHOULD BE ON SOCIAL MEDIA

Why You Should Be On Social Media

- Social media accounts are great for:
  - Uplifting your messaging
  - Fighting back against opposition messaging
  - Advertising events and building crowds
  - Providing volunteers with a digital space to organize and share information
  - Build audiences of potentially thousands of people, and creating personal connections with them at little to no cost

If you don't have social media accounts, make them! It's easy, and it's free.

SOCIAL MEDIA
IT'S KIND OF A BIG DEAL

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BEST PRACTICES

Be Authentic!

- The best political social media accounts cultivate an **authentic voice**

- Show that you are down-to-earth and have a knack for storytelling

- Give your followers personal, behind-the-scenes access into your campaign or organizational activities

- Be authentic and communicate your values

- If you are a candidate/incumbent, make sure that you and your staff communicate on your social media channels in the first-person

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Don't Be Inauthentic

- Speak to the voice and values of your organization

- Don't "try" to be cool

- Don't be safe to the point of bland

- Don't be late to the party:

Kim Kardashian West ✔ @KimKardashian · Jan 1, 2019
Watching BirdBox. I really like it. Who has seen it?

christine teigen ✔
@chrissyteigen

kimberly like everyone in the entire world
♡ 116K   1:10 AM - Jan 2, 2019

💬 7,194 people are talking about this

HOW DO YOU DO, FELLOW KIDS?

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Facebook

- Post articles, photos, videos, graphics, and Facebook events

- Facebook is the best platform for creating events and organizing your volunteers into one digital space

- Don't over-post on Facebook: 1-2 posts a day is recommended, but quality is better than quantity

- Engagement will drive post reach – just because you post something, it doesn't mean all your followers will see. Likes, Comments, and Shares will drive your overall post reach.

- Live-stream a rally, protest, or something with energy and action! Don't be discouraged if your live video doesn't have that many viewers in the moment – the video will remain on your page after it's done, and people can still engage with it

- If posting a pre-made video, make sure to include captions (most videos are watched without sound)

Twitter

- Post articles, photos, videos and graphics

- Twitter is considered the pre-eminent platform for political junkies and journalists. If you want to push out messages to be picked up by the press, make sure to post on Twitter.

- It helps to post more frequently on Twitter—the platform is more fast-paced, and content is buried quickly

- Create Tweet threads to tell a story, or to express statements that are too long to be captured in a single Tweet. Tweet threads of 3 Tweets are most ideal—after 3 Tweets, the rest of the thread is minimized.

- Use hashtags to tap into trending topics if it makes sense to do so, but don't go crazy— the best performing Tweets are **readable**

- Tweet timely and in the moment

- Take advantage of trending hashtags

- Try to incorporate hashtags within the body of your tweet

- Do not start a Tweet with @TwitterHandle--Twitter will read this as a reply, and it will be seen by less people. Instead, put a period before the handle: .@TwitterHandle

Instagram

- Post photos, graphics and videos

- Instagram skews younger, and is a photo-based platform

- Post photos that are representative of your values or brand

- Selfies/behind the scenes photos are also good!

- Post regularly to stories—they are temporary, so these can be more hyper-topical: You can also repost other users' content through stories; and tag users in your story posts

- Don't forget link in bio

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Building Your Social Media Audience

- Cross-promote your social media accounts through existing listservs and email lists

- Include links to your social media pages in as many places as possible:
  - Your website
  - Your business card
  - The footer of your emails

- Reshare, retweet, and like other posts from allies and sister groups to expand your network!

- Seize breaking news moments to comment on trending issues and increase the relevancy of your page

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Building Your Influencer Network

- You can increase the reach and engagement on your posts by building out an influencer network to uplift your content

- Identify progressive allies, grassroots groups, sister committees, prominent supporters, and super-volunteers who want to help share your content on social media

- This relationship is a two way street – **you will uplift each other's content!**

- Example: Styrofoam ban bill passes—Green Advocates tweet out this information, then Gov. O'Malley retweets this tweet, dramatically increasing the reach and impressions of your message

- More grassroots supporters can **force-multiply** the performance of your messages
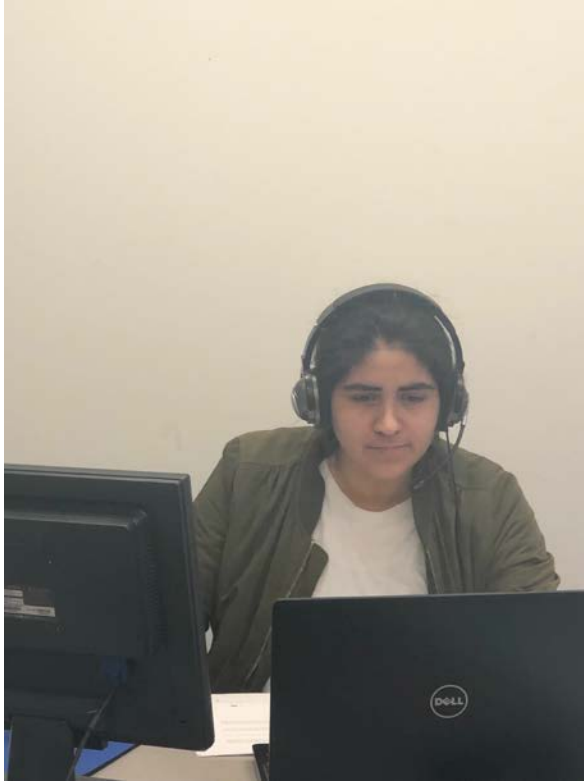

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A Few Other Things

- It helps to plan content based around upcoming events and other important benchmarks

- If working for a committee or organization, make sure you have your approvals process worked out

- Make sure your accounts are secured with two-step verification. **Better safe than sorry!**

- Use good judgement when deciding what to share

- Use social media as an opportunity to say something compelling, get people excited, and have fun

- Stay up to date on developments so you can inject yourself into a viral moment!

- Be ready to cancel scheduled posts if major events happen—like tragedies, high-profile deaths, breaking scandals, etc. **You don't want to sound tone-deaf.**

YOU'RE DOING SOCIAL MEDIA WITHOUT A STRATEGY? TELL ME HOW GREAT THAT'S GOING.

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TAKING GOOD PHOTOS

Taking Good Photos
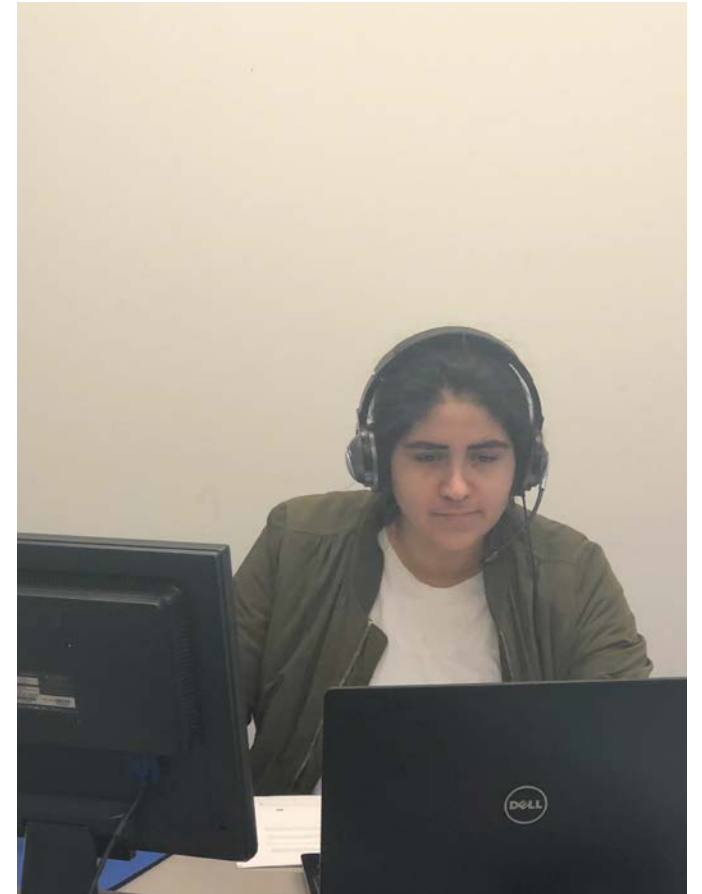

BAD

BETTER

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Why Is This Photo Bad?

- Bad lighting

- Flat angle

- No eye-catching colors or details

- Sad looking and low-energy

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What Makes This Photo Better?

- Better lighting

- More dynamic angle

- Eye-catching colors

- Subject is smiling!

- Details for eagle-eyed viewers

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Rule of Thirds

Take Group Shots!

- Group shots with signs are great for showing energy and size of campaign!

- Avoid showing empty space to emphasize your numbers

Show Action

- Show your candidate knocking doors, your leader signing a bill, your volunteers phone-banking and canvassing, etc.

Show That Your Having Fun

- Use your photos to create FOMO – the Fear of Missing Out

- Show how volunteers are having fun and building community

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Post With Purpose

- Tell a story in the description—include location and what you were doing

- Tag your featured groups and candidates

- Include a call to action

THANK YOU! QUESTIONS?

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