HOW TO BUILD YOUR ONLINE COMMUNITY

Be a helpful, reliable and consistent source of information on email and social media.

Whether you're an incumbent or a first-time candidate, people will look to you and your campaign for reliable information. Stay relevant and helpful by reposting and sharing relevant and factual information in your area or district.

E-MAIL:

- Get in the mode of sending emails 1-2 week for locally-relevant information and updates.
- If there's something timely and relevant, don't wait, send it.
- Don't mix fundraising asks with public health information.
- Do not only use email to ask for money. This is a key mode of communication for your campaign and it can't just be your asks.

SOCIAL MEDIA:

- Campaigns should be sharing any updates they might have for their community. Any new information from their local government, their governor's office, their local paper or news outlet, or public health organizations are good places to start looking.
- Here is a guideline for each platform on the frequency of posting:
  - Facebook: 5-7 posts per week
  - Twitter: 1-3 tweets/retweets/day

- o Instagram: 1-2 posts/day

- **Other content ideas:**

  - [2020 Census](#)
  - [Check Your Voter registration](#)
  - Grocery stores, farmers markets, etc., that are open for business, or that offer special services like early opening hours for senior citizens
  - Post-briefing updates (for current electeds) - consider using video for this so people are not getting text-only information from you
  - Linking back campaign issues if relevant, like the need for healthcare access or paid family leave
  - Photos and selfie videos of how your team is adapting or stories of people stepping up to help in the community
  - Lighthearted, non-virus content: some people are looking for distractions and there are still moments for this. For example, if you're doing an arts and crafts project or puzzle to pass the time, share that!
  - Coordinate a social media effort across your city, district, or state by all posting the same "Stay at Home" graphic across all platforms at the same time. If one graphic is used and everyone is consistent, it has the potential of creating a lot of buzz!
  - How followers can help! Lots of people cope with tragedy by trying to help their community. Give folks ideas of places they can volunteer, donate to, or otherwise support.