NCDEMOCRATS

VIRTUAL TOWN HALL TOOL KIT

INTRODUCTION:

Thanks for hosting a virtual town hall! These digital events will allow you to connect with voters, provide updates, and answer any questions they may have. You can replace in-person town halls with virtual events where visitors can submit questions to be answered.

Here is everything you will need leading up to and during the virtual town hall – from how to set up the camera to how to broadcast online. You don't need to have previous experience with virtual town halls, we've got you covered. If you have any questions, feel free to email us at digital@ncdp.org.

YOUR TOOL KIT INCLUDES:

CHECKLIST BEFORE YOU GO LIVE:

You must have a strong internet connection and a working camera, either on a phone or computer. Record a test video and play it back to ensure the camera and microphone are working properly.

- Set the camera up and frame the shot around you. Avoid holding it yourself.
- Facebook: shoot horizontally (phone on its side).
- Instagram: shoot vertically (camera upright).
- Face the light source or window.
- Be in a clean and quiet space so there are no distractions.
- Turn off anything that could make noise (a/c, phone).
- Write down a list of things you'd like to cover.

SOCIAL MEDIA GUIDE

Replace in-person town halls with virtual events, where visitors can submit questions to be answered by the candidates. There are multiple ways to do this:

GO LIVE

You can go live on facebook, instagram and twitter.

Going live gives you an opportunity to have a conversation with a broad section of your constituency at one time. **Remember to collect questions ahead of time!**

Let people know you're holding a virtual town hall! Create a Facebook event and use the graphic below as your event cover. Tell people to leave their questions in the comments and tune in to hear them answered!

STARTING A LIVE STREAM ON FACEBOOK:

1. While it is possible to do a livestream by yourself, it is suggested that you have one person help. This person can help make adjustments to camera angles, monitor live comments and questions, and keep track of the timing of your live stream.

2. Having campaign branding visible in the shot is a good thing.

3. **Create a post on Facebook** by clicking on the box that says "What's on your Mind".

4. In the lower right-hand corner click the three dots to bring up more options.

5. Press "go live" and you will be broadcasting across your friends list. Once you do this, wait a few seconds for your friends and followers to join in. Greet the first few folks that join.

6. Have fun! A live stream is a conversation with your constituents. Now is your chance to provide direct information as well as learn about the concerns of many in one singular conversation.

7. Encourage those that are participating to share the video throughout the live stream to build an audience. Remember, people will jump in and out of the live stream. It is good to repeat your name and the position you are running for every so often.

8. Sign off. End the live stream by encouraging everyone to comment and share.

REAL TIME, BUT NOT LIVE

Across your platforms, post that the candidate will be answering questions for one hour at a certain time; then, during that hour, the candidate and campaign team can then answer questions as they come in.

On **Instagram Stories**, the **Questions Sticker** can be used to solicit questions that can be replied to with short recorded Instagram Story videos, giving the candidate and team a chance to record multiple takes.

1. Open **Instagram**.

2. Tap the ⬜ in the top left-hand corner.

3. Tap ◯ at the bottom of the screen to take a photo, or hold to record a video announcing you'll be having a virtual town hall on Instagram! (**EXAMPLE**: "I'm excited to announce I'll be doing a virtual town hall on Instagram to connect with you! I'll be online between 3pm and 4pm answering your questions. Please, submit them here and tune in at 3pm to hear me answer them!"

4. After you record your video, click the 🖼️ at the top. A menu opens on your screen. Select **questions** in the fourth row. You can drag it to where it looks best in your video.

5. When you're done, press **send to >** and select **Share to your story.**

6. This is how you will collect questions before your stream. Viewers will view your story and type their questions in.

7. To see the questions entered by viewers, click your story and 🔳 .

8. When you're ready to go, select the question you want to answer. To answer publicly in a video, tap **Share Response** and record your response. They will be automatically notified you answered their question!

CAPTIONS & GRAPHICS TO PROMOTE YOUR VIRTUAL TOWN HALL:

INSTAGRAM:

We must find ways to come together at this time - virtually. That's why I'm hosting a virtual town hall today. Leave your questions in my story and tune in to hear them answered at [TIME]!

GRAPHIC FOR INSTAGRAM STORY.

GRAPHIC FOR INSTAGRAM POST.

FACEBOOK:

I'm hosting a virtual town hall from home today at [TIME]! I'll be reviewing what I know about the coronavirus, tips to stay healthy, and answering any questions you may have. Please join me: [YOUR FB EVENT LINK]

We must find ways to come together at this time - virtually. Ask any questions you have in the comments and tune into my virtual town hall to hear them answered today at [TIME]! [LINK]

GRAPHIC FOR FACEBOOK POST.

GRAPHIC FOR FACEBOOK POST.

GRAPHIC FOR FACEBOOK POST.

🐦 TWITTER:

📢 I'm hosting a virtual town hall from home today at [TIME]! I'll be reviewing what I know about the coronavirus, tips to stay healthy, and answering any questions you may have. Please join me: [YOUR PERSONAL EVENT LINK]

We must find ways to come together at this time - virtually. 📲 Ask any questions you have in the comments and tune into my virtual town hall to hear them answered [DAY] at [TIME]! [LINK]

GRAPHIC FOR TWITTER POST.

GRAPHIC FOR TWITTER POST.

GRAPHIC FOR TWITTER POST.

E-MAIL TEMPLATE

Below is a sample email copy you can use for recruiting your friends and family to attend your event and also for following up with all of your event attendees to thank them afterward. Be sure to customize all of the parts you see highlighted here to match your event's details.

Hi there,

I am hosting a virtual town hall on [DAY AND TIME] so we can all stay connected and informed. You don't even have to leave the house! I'd love if you would be able to join me and invite anyone you think may be interested. Also, please send any questions you have and tune in to hear them answered.

Sign up here [link] to get notified and look for me live on Facebook at [TIME].

Let me know if you have any questions, but otherwise I hope to see you there.

[EVENT LINK]

Thank you so much,

[YOUR NAME]

RESOURCES

[Tips for Using Facebook Live](#)

[How do I answer questions from my Instagram story in a live Q&A?](#)