

LEVERAGING THE POWER OF YOUR STORY ONLINE

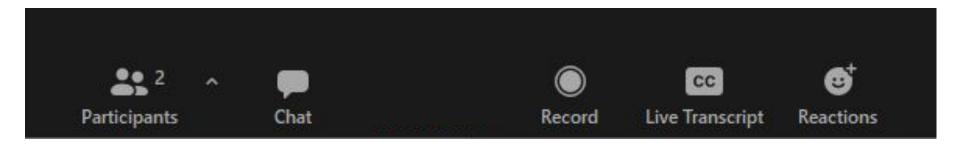
TUESDAY, APRIL 20, 2021

Moment of Silence



RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the "**Reactions**" button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click **"Raise hand"**



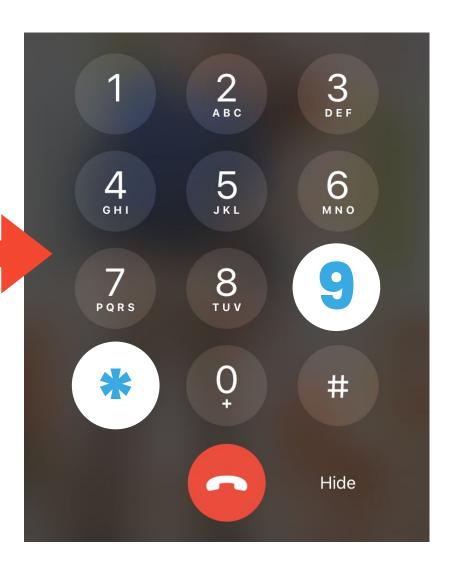


RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad

TOGGLE MUTE/UNMUTE

Press *6 on your phone's keypad







- Be Respectful
- Be Present
- Ask Questions
- Use the Chat

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MEET YOUR DEMOCRATIC FAMILY

Where are you from and how did you hear about this training?

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OUR AGENDA:

- 1. Everyone is a Digital Organizer!
- 2. Why Digital Organizing?
- 3. Where to tell your story online?
- 4. Best Practices
- 5. Relational Organizing
- 6. Now you try!
- 7. Closing Remarks & Next Steps
- 8. Thank You



EVERYONE IS A DIGITAL ORGANIZER

EVERYONE HAS A STORY -- AND EVERYONE IS A DIGITAL ORGANIZER

WHETHER YOU REALIZE IT OR NOT, YOU'RE A DIGITAL ORGANIZER.

 You've probably posted a review about a great restaurant and your friend saw it and you motivated them to take action and try it out!

YOU CAN USE THIS IN POLITICS TOO!

 Maybe you posted a picture of your "I voted" sticker and someone saw it and it motivated them to go vote.

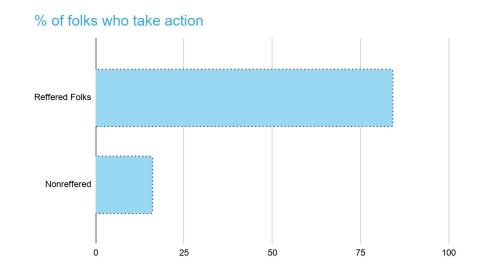




WHY IS IT IMPORTANT?

YOU HAVE MORE POWER THAN YOUR REALIZE!

- When referred by a friend, people are
 4x more likely to take an action!
- 84% of folks trust a friend's recommendation more than any other form of marketing!
- That means that you're better at persuading your community than we are.





RECAP



YOU HAVE A STORY



YOUR STORY HAS POWER.



WHERE TO TELL YOUR STORY?





MEETING PEOPLE WHERE THEY ARE:

Online!



WHEN YOU ARE TRYING TO MOTIVATE YOUR CONTO TAKE ACTION ONLINE, YOU SHOULD THINK ABOUT:

- Your Audience!
- Your Copy/Caption!
- Your Ask!



Fully vaccinated giddiness ** Feeling incredibly lucky and thankful for this moment. Hugs coming to you real soon. Have you made your vaccine appointment yet? Check out www.myspot.nc.gov to find a place near you www.myspot.nc.gov to find a place near you www.myspot.nc.gov to find a place near you www.myspot.nc.gov to find a



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HOW TO WRITE COPY

WHAT IS COPY?

 Copy is the caption that accompanies a post to engage with and inform the public. Copy allows us to develop catchy and consistent posts that maximize views and interactions with our messaging.

WHAT TO DO:

- Be clear, don't use terms that will confuse readers
- Be concise, keep it short and informative
- Be engaging, draw readers attention, consider using an emoji
- Include a call to action, encourage readers to be active on the issue



CALL TO ACTION

WHAT IS A CALL TO ACTION?

Usually included at the end of your post, a call to action suggests
ways in which the readers can be active and help you reach your
goal. It's a phrase that's used to tell the user exactly what action to
take and how to take it.

WHAT CAN IT BE?

- Calling or writing legislators
- Signing petitions
- Participating in events
- Sharing or liking your post
- Reading an article
- Most anything that will get them involved!



EXAMPLE:



NC Democratic Party @ @NCDemParty · Mar 30

NC Dems stand strong with our LGBTQ+ community. We will continue the fight for equality in the #NCGA & in our communities until we end discrimination. Check out these bills introduced today - then call your legislators & urge them to support their passage: 919-733-4111 #NCisReady

NC DEMOCRATS FILED 4 NEW BILLS TO:

- Extend nondiscrimination protections statewide
- Repeal HB2 and HB142
- 3 Prohibit so-called "conversion therapy"
- Ban the so-called "gay/trans panic" defense

#NCisReady

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WHY IT WORKS:

- Clear and concise: the point is made easily and early. "NC Dems stand with our LGBTQ+ community."
- Engaging: the graphic draws in the attention of readers and keeps them looking at the post.
- Call to action: the post ends by encouraging readers to call lawmakers in support of the bills.

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THERE ARE A LOT OF DIFFERENT PLACES ONLINE YOU CAN USE TO LEVERAGE YOUR POWER:

OUR TOP PICKS:

- Facebook
- Twitter
- Instagram
- Direct Messages
- Snapchat





BEST PRACTICES

FACEBOOK:

- More lengthy posts
- Post amount: 2-4 times a week
- Ask questions, engage with people in the comments, posts with call to actions (sign a petition, call your legislators, come to this event, etc.)



Hi friends if you haven't voted yet, now is the time! If you have any voting questions or need help making your plan to vote let me know If you are thinking about sitting out this election, DM me and let's have a conversation about it. Every vote is important and I want your voice to be heard OBJ

Here's some of my favorite graphics I've worked on this year 😃











Shawn Taylor, Jeff Badgett and 22 others 3 Comments 1 Share

BEST PRACTICES

TWITTER:

- Instant communication
- Post amount: unlimited depending on news of the day
- You have a limited amount of space (280 characters).
 - Use it intentionally.
 - Don't use texting abbreviations ("gr8" "2day" etc.)
 - o If you have more to say use a thread
- Hashtags
 - Use #ncpol, #ncga, and/or #ncgov on most things
 - Use specific hashtags for specific events or talking points when provided
- People you should be following on Twitter
 - Each other!
 - @ncdemparty, @NC_Governor





for the win! If you voted by mail this year, track your ballot and make sure your voice is heard.

TOURY 8-UU AIVI

This is a message from Wake County Board Of Elections. Your ballot for the 2020 General Election was accepted. Thank you for voting!



BEST PRACTICES

INSTAGRAM:

- Square images
- Visual, generally more positive posts
- Don't exceed 1 post per day, 2-4 times a week depending on what's going on
- Links in captions are not live Generally,
 add link to a website in your bio
- Repost other people's content
 - Tag the people in the picture and reference where the picture originally came from





Iillian_badgett_taylor Now that I have your attention: have you made your plan to vote? Potter and I need all y'all to get out there and make your voice heard ● DM me if you have any questions

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GOOD CONTENT:

Great things to include with your posts!

- Local news articles
- Photos
- Sharing other people's content
- Direct-to-camera videos

The NCDP also provides some content for you if you want to use ours!

Go to the link in the chat to get signed up



BEST VIDEO PRACTICES

- Keep it short! Max 2 mins, preferable :30 or 1:30.
- Shoot horizontally (phone on its side).
- Set the camera up and frame the shot around you. Avoid holding the camera yourself.
- Face the light source or window.
- Be in a clean and quiet space. Turn off anything that could make noise (a/c, phone).
- Record a test video and play it back to ensure the camera and microphone are working properly.



VIDEO

- NOW YOU TRY!
- Quick story
- A call to action







RELATIONAL ORGANIZING

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WHAT IS RELATIONAL ORGANIZING?

Empowering community members to reach out to their own networks in order to reach a broader base of people.





WHY IT'S IMPORTANT TO USE RELATIONAL ORGANIZING

Traditional organizing example: You walk up to a strangers door, knock on it and ask them to come to your birthday party.

Relational organizing example: You walk up to your BFF's door, knock on it and ask them to come to your birthday party. They say "yes!" Then you ask them to ask 3 of their friends to come with them!

Which one is going to get more folks to come to your bday party?



WHY IT'S IMPORTANT TO USE RELATIONAL ORGANIZING

Traditional organizing is *so* important. But it involves asking folks we don't know to dedicate a lot of time and we only have access to people who answer our calls or their doors -- what about all of those who don't?

Relational organizing is one solution to help broaden the reach whilst simultaneously creating interactions that yield much better results.

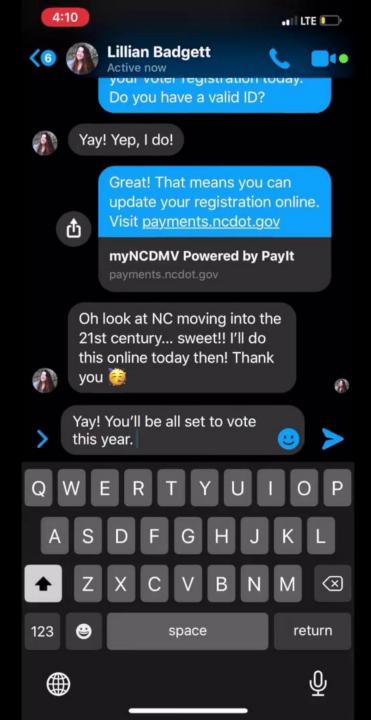


HOW TO ORGANIZE YOUR PEERS

EXAMPLES OF RELATIONAL ORGANIZING YOU CAN TRY:

- Friend banks Instead of calling strangers, you can call your own list of friends and family and register them to vote, recruit them for phone banking shifts, canvassing, etc.
- Messaging on social media Message 10 to 20 of your friends and family on social media and help them get registered to vote!
 Reach out to them on whatever platform you think they prefer.





RELATIONAL ORGANIZING

NOW YOU TRY!

- Think about 3 friends, co-workers, family members, or neighbors you want to reach out to!
- Open up your text messages or Facebook messenger or wherever you chat with your community.
- Get your message ready!
- Example: "Hey there! Is your voter registration all up-to-date?"
- Example: "Hi friend! Just checking in. Have you made your appointment to go get your vaccine? I can help find your closest vaccine center!"





QUESTIONS?

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Building Bull Expenses to the series to the

POST-SURVEY

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BUILDING BLUE TRAINING: UPCOMING DATES

- We're excited to introduce our 2021 NCDP Building Blue Training &
 Organizing Series! With tracks for Citizen Advocates, Party Leaders,
 Candidates, and Electeds, our year-round training and organizing
 initiative will build on the strengths we have and engage our volunteer
 leaders in each of our 100 counties.
- April 22: <u>MailChimp Wizardry!</u>
- April 27: My Precinct is Organized, Now What?
- April 29: Social Media & Digital Tools Training
- May 4: My Precinct is Organized, Now What?
- May 13: <u>Votebuilder 101</u>





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