LEVERAGING THE POWER OF YOUR STORY ONLINE TUESDAY, APRIL 20, 2021



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

TOGGLE **MUTE/UNMUTE**

Press *6 on your phone's keypad









Be Respectful
Be Present
Ask Questions
Use the Chat



MEET YOUR DEMOCRATIC FAMILY

What made you want to run for office?



OUR AGENDA:

- 1. What is social media good for
- 2. Developing/establishing your voice
- 3. Managing your social media
- 4. Two-way conversations
- 5. Questions





What is social media good for?



WHAT IS SOCIAL MEDIA GOOD FOR?

WE ALL KNOW SOCIAL MEDIA IS IMPORTANT TO HAVE AS A CANDIDATE --BUT LET'S TALK ABOUT WHAT IT'S GOOD FOR:

- Making an impression!
- Engaging with voters!
- Showcasing your priorities!
- Growing your base of supporters!
- Moving people up the ladder of engagement!

But at its heart, an elected official's social media is all about talking to and with voters.



WHAT IS SOCIAL MEDIA GOOD FOR?

YOU ARE THE BEST PERSON TO TELL YOUR STORY

- The newspaper isn't always going to cover the bills you file
- Not all your initiatives are going to pass -- but you should still talk about them
- This is a platform for you to use





NCDEMOCRATS

Developing your voice

DEVELOPING YOUR VOICE

WHETHER YOU ARE JUST STARTING OUT OR ARE ALREADY ESTABLISHED, IT'S ALWAYS GOOD TO THINK INTENTIONALLY ABOUT HOW YOU ARE PRESENTING YOURSELF AND YOUR VOICE:

- Think about what you want people to know about you
 - Pick 5-7 top priorities and tie it back to them as often as you can.
 - Example: Economic development
 - It's **GOOD** to be repetitive
- Be yourself, be authentic
- Have fun with it. If you say "y'all" to your friends, you can put it in your posts.
- Let people get to know you.



DEVELOPING YOUR VOICE

- All of these were posted within a few days of each other.
 - They all mention "equity" and/or "justice"
 - A quick visit to his page, at pretty much anytime will tell you that those are his top priorities
 - It's good to harp on what you care about and have consistency in your voice



Cory Booker 🤡 May 28 at 3:32 PM · 🔇

Silence in the face of injustice is a choice. To ignore hate is to empower it.

We must do more to end rising hate crimes, especially anti-Semitic and anti-Asian acts of hate.

Ů💟 2.5K

295 Comments 173 Shares



Cory Booker ⊘ May 17 at 12:24 PM · ♥

Over 60 years ago, Brown v. Board declared that separate is inherently unequal. I celebrate that decision, and draw inspiration from it as we continue the work of moving this country forward to achieve equality and justice for all Americans. We still have so much more work to do.



Speaking up for equity and justice is not enough—corporations must show us with their actions that they are serious about addressing racial inequity.



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Managing your social media



SET GOALS FOR YOUR SOCIAL MEDIA

LIKE ALL THE OTHER ASPECTS OF YOUR CAREER, YOU SHOULD HAVE GOALS FOR YOUR SOCIAL MEDIA!

- Just like you would with Fundraising, where you say "Raise _ _ money," your social media should have goals, too!
- Here's some good example:
 - Increase my followers by 10%
 - Post on social media 5 times a week

The big goal is to get people to vote for you again!



Ladder of Engagement

HOW TO ENGAGE YOUR SUPPORTERS

SET GOALS FOR YOUR SOCIAL MEDIA

MOVE PEOPLE UP THE LADDER OF ENGAGEMENT:

- What is the ladder of engagement?
 - It's steps people take to be more involved with you.
 - Example:
 - Step 1: Like a post on our social media
 - Step 2: Follow you on social media
 - Step 3: Subscribe to your newsletter
 - Step 4: Attend a town hall with you
 - Step 5: Canvass for you when it's election time
 - Step 6: Votes for you!
 - Step 7: Tells others to vote for you!

Your social media should be geared toward moving people up that ladder



MAKE PLANS TO HELP YOU HIT YOUR GOALS

USE A CONTENT CALENDAR LIKE THIS ONE!

NCDEMS	MAY						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Poli						ľ	
Drg							
Misc							AAPI Hertiage Month
	2	3	4	5	6	7	8
Digi			Repro rights are human rights	American Jobs Plan		American Jobs Plan	
Comms			Criminal Justice Reform event	Criminal Justice Reform event	Criminal Justice Reform event		
Funds							
Poli							
Org			Building Blue Training				
Misc	Teacher Appreciation Week		May the 4th be with you	Cinco de Mayo	National Nurses Day		
	9	10	11	12	13	14	15
Digi			American Jobs Plan		Promo Building Blue for 22	Launch Action Item Series	
Comms		Criminal Justice Reform event					
Funds							
Poli							
Org			Building Blue Training				
Misc	Mother's Day				Eid al-Fitr		Armed Forces Day
	16	17	18	19	20	21	22
Digi		Post about AFP	Promo District Conventions	Promo Building Blue for 22		American Jobs Plan	
Comms				Gov Copper rolls out ARP reqs	AFP Presser		
Funds		Trump's coming to NC					
Poli							District Conventions
Org			Building Blue Training				
Visc	International Day Against Homophobia, Transphobia and Biphobia						
	23	24	25	26	27	28	29

FIRST, MAKE SURE YOU HAVE YOUR FEED BUILT OUT:

- You don't want to direct people to an empty feed, so before you start sending an audience to your social media, be sure to build it out
 - Post several times
 - Have some pictures

THEN, PUT THAT ON EVERYTHING

- Your social media handles should be on your:
 - Website, newsletter, email signature, literature, etc
- Plug your social media at every event you speak at. Ask people to take out their phones and follow you. Don't be shy.
- Ask other people to share your content
- Send an email to your campaign list asking people to follow you





What should you post?

WHAT'S GOOD TO POST:

SOME GOOD THINGS TO POST INCLUDE:

- Initiatives that you are working on
- Things happening in the committees you are in
- What you care about/are fighting for
- Good things happening in your district
- Sharing articles from your local newspaper
- Op-eds you write
- Fun, happy things happening in your life

WHAT'S GOOD TO POST:

WHAT DOES A GOOD POST INCLUDE:

- Copy
- Photo/article/graphic
- Call to action

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



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?

- Participating in events
- Sharing or liking your post
- Reading an article
- Most anything that will get them involved
- Telling their friends about your bill
- Calling your colleagues and urging them to support your bill

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



WHY IT WORKS:

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- 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 FOR ELECTED OFFICIALS:

- Facebook
- Twitter
- Instagram





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.)



Lillian Badgett Taylor October 28, 2020 ·

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

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



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.)
 - 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



Lillian @lillian_mbadget

😼 🎉 💷 northcarolina.ballottrax.net

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

IOUAY 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







Two-way conversations



TWO-WAY CONVERSATIONS

YOUR SOCIAL MEDIA SHOULD BE A PLACE FOR PEOPLE TO GET TO KNOW YOU -- AND TO FEEL LIKE THEY CAN CONNECT WITH YOU! SO HAVE THOSE TWO-WAY CONVERSATIONS

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- Respond to the messages you get
- Like and respond to comments
- Ask people questions



Virtual Town hall



WHY HOLD A VIRTUAL TOWN HALL?

These digital events will allow you to:

- Connect with voters
- Provide updates
- Answer any questions they may have

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).
- Be in a clean and quiet space so there are no distractions.
- Face the light source or window.
- Turn off anything that could make noise (a/c, phone).
- Write down a list of things you'd like to cover.

PREPARING TO GO LIVE

Let people know you're holding a virtual town hall!

<u>Create a Facebook event</u> and use the <u>graphic</u> below as your event cover.

Tell people to leave their questions in the comments and tune in to hear them answered!



JOIN OUR VIRTUAL TOWNHALL





JOIN OUR VIRTUAL

PROMOTE YOUR TOWN HALL

Ask any questions you have in the comments and tune into my virtual town hall to hear them answered today at [TIME]! [FB EVENT LINK]

I'm hosting a virtual town hall from home today at [TIME]! I'll be reviewing my most recent bills and answering any questions you may have. Please join me: [YOUR FB EVENT LINK]

DURING YOUR LIVE

- Wait a few seconds for your friends and followers to join in. Greet the first few people that join.
- Introduce yourself. People will jump in and out. It is good to repeat your name and position you are running for every so often.
- Encourage those that are participating to ask questions in the comments.
- As you're signing off, ask viewers to like and share the live stream to share the information.



QUESTIONS?









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