

Covering Elections on Social Media

Trainers

Agenda

- Goal
- Review Platforms
- Visual Storytelling
- Crafting Messaging
- Content Ideas
- Resources
- Questions



Training Goal

By the end of this session, you will understand the fundamentals of taking pictures and creating messaging about elections to share with your network and ways for them to get involved.

Table Setting

Social Media Platforms

go-to social platforms



- Conversation starters
- Community advocacy reach
- 1 on 1 communication – slide into those DMs



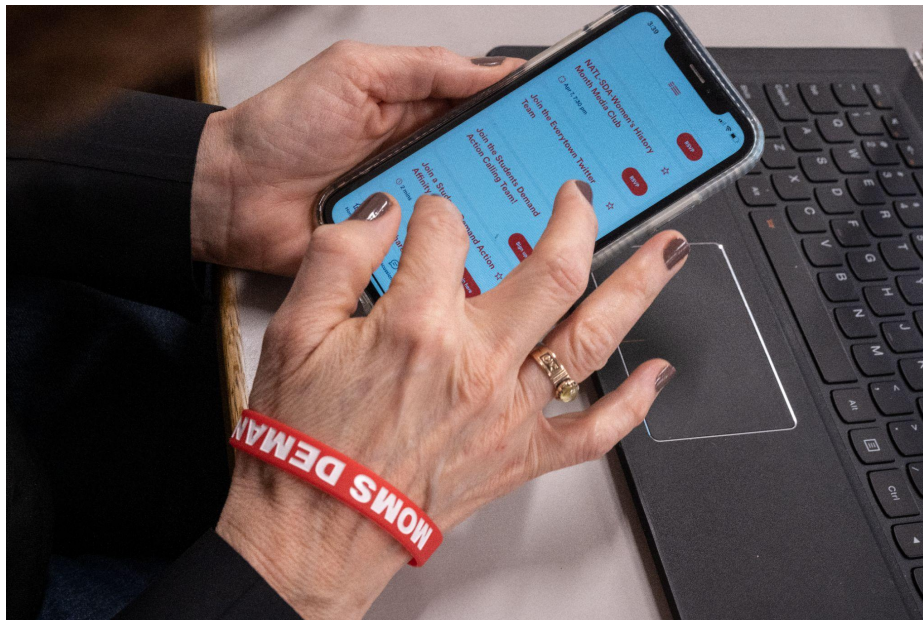
- Photos + videos are important
- Medium advocacy reach using a public profile
- Maximize your reach by using stories!



- Twitter moves fast
- Furthest reach for advocacy and new audiences
- Join the convo by using #hashtags and @mentions

What else?

the possibilities are endless



Let's Talk Storytelling

Storytelling

best practices for taking pics (and video)

- **Clean** your camera lens
- Find nice **lighting**
- Capture all things **branded**
- Consider what's in your **background**
- When possible- **show action**
- You can always **crop** your image before posting



Storytelling

best practices for messaging

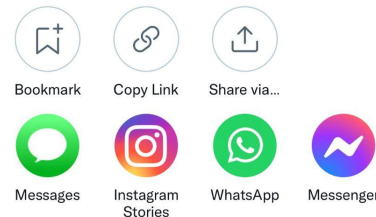
- Start with the **toolkit**
- Make sure you ***sound like you***
- Include a **call to action**
- **Tag candidates** - make sure it's their candidate account



Storytelling

twitter

- Get out your megaphone, your reach has no limit
- Personalize your tweets to sound authentically like you
- Join the larger conversation
- #MomsAreEverywhere + State legislative hashtags
- Share your strong tweets to your IG story



Storytelling

instagram

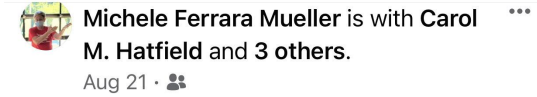
- Flex the great pics & videos you took while at an event
- Share ways to take action
- Don't be afraid to use hashtags
- Add your post to your story to get furthest reach



Storytelling

facebook

- Share information on how to get involved
- Great place to have conversations
- Include attention grabbing pics
- Use solid, fact checked information – you are a trusted messenger in your community



The highlight of the weekly , grilling with a shelter full of [#GunSenseCandidates](#) advocating for safer communities 😊 And listening to [Nan Whaley](#)'s parents talk about their daughter becoming Ohio's next Governor 🙌
[#GrillinForGunSense](#) @VoteLandsman @cingram32 @DrVEnoch @mayhau... See More



Ideas on what to post about

examples to get you started!

1

Be a resource –
you are a trusted
voice in your
community!

2

Highlight Gun
Sense
Candidates in
your area!

3

Showcase events
you're attending,
both IRL &
virtual!

4

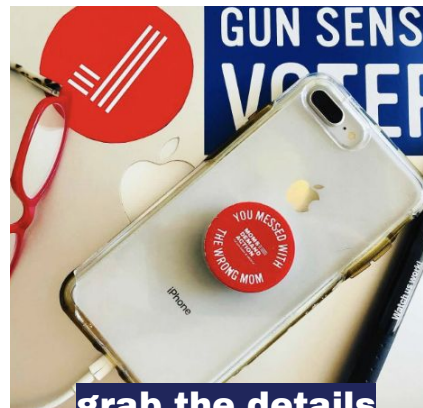
Get people from
their phones &
computers to
the ballot box!



pic w/ candidate



candidate event



grab the details



group picture



speakers



canvassing



at home



tabling

Resources

ELECTIONS TOOLKIT!

ELECTION SAMPLE TWEETS FOR VOLUNTEERS

Primary Campaign Hashtag: #MomsAreEverywhere

Secondary Campaign Hashtag: [State Hashtags](#)

Twitter Handbook: <https://bit.ly/2To6f6A>

Photo Guidance: <https://bit.ly/grassroots-photo-guidance>

Twitter Tutorial: <https://bit.ly/twitter-7taps>

State Twitter Team Registration: <http://momsdemandaction.org/state-twitter/>

BEST PRACTICES

- Do not create any graphics.
- Personalize your tweets by adding details about yourself to the sample and include a photo of you in action! Your social media is most powerful when it reflects your own, *unique* voice.
- Tag @MomsDemand in all of your tweets, @StudentsDemand (if appropriate) and @Everytown *when possible* (you can always tag @Everytown in your photo instead to save characters)
- Use #MomsAreEverywhere and your state hashtag in all your tweets!
- Mention your CITY & STATE in all of your tweets -- this helps to show the geographic diversity of the movement!

SAMPLE TWEETS

- I'm [INSERT ACTION: *canvassing, phonebanking, textbanking, postcard writing, etc*] in [STATE] for @MomsDemand Gun Sense Candidate [CANDIDATE NAME]!
I know that gun violence prevention is a top priority for voters and [CANDIDATE HANDLE OR PRONOUN] is a Gun Sense Champion!
#MomsAreEverywhere [YOUR STATE HASHTAG]

Questions



Elections Toolkit

<https://bit.ly/grassroots-elections-social-22>



Contact



Email Lisa Hendricks for any additional questions at
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