

Digitally Organize Your Personal Network to Take Action

Agenda

- Goal
- Storytelling
- Public Facing Platforms
- Private Platforms
- Practice
- Questions



Training Goal

By the end of this session, you will understand the fundamentals of creating messaging for various social media and networking platforms to reach and activate your personal network.

Let's Talk Storytelling

Storytelling

best practices for messaging

- Make sure you ***sound like you***
- Include a **call to action**
- **Personalize** your post
- If available, use a **toolkit** for inspiration



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



Public Facing Platforms

Public Facing Platforms

Remember, you are talking to **everyone** – be mindful of your tone. You want your posts to sound uniquely like you, but slightly more professional and tailored to your audience.



Twitter

- Get out your megaphone; **your reach has no limit**
- Personalize your tweets to sound authentically like you
- **Join the larger conversation** by using #MomsAreEverywhere + State legislative hashtags
- Tag @MomsDemand
- Share your tweets to other platforms



Text IOWA to 644-33
@temple_hiatt

This proud #GunSenseVoter cast a ballot for three local @MomsDemand Action #GunSenseCandidate. They have demonstrated an understanding of what gun violence is and how it impacts our community. Thank you for your commitment to #EndGunViolence! #MomsAreEverywhere



Megan Alter: Mayor Pro Tem Iowa City City Council and 2 others

5:39 PM · Oct 24, 2021 · Twitter for Android

16 Retweets 1 Quote Tweet 61 Likes



Bookmark



Copy Link



Share via...



Messages



Instagram
Stories



WhatsApp



Messenger



Instagram

- Showcase all your **great pictures & videos**
- Share ways to take action
- Don't be afraid to use hashtags
- Add your **post to your story** to get furthest reach





LinkedIn

- Some people **only use LinkedIn**- this is where you can grab them!
- Non partisan asks work best here
- This is all about professional networking
- Share posts, articles, announcements, etc



Private Platforms

Private Platforms

You are talking to your friends and family! People *want* to hear from you—be conversational and casual in these spaces. Speak from the heart and make the ask personal.



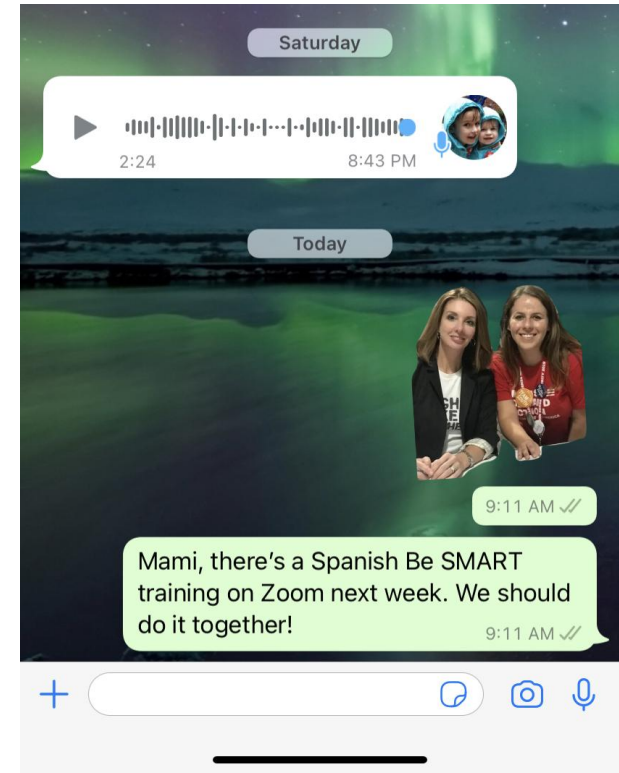
- Share information on how to get involved
- Great place to have **conversations**
- Include attention grabbing pics
- Use **solid, fact checked** information – you are a trusted messenger in your community





Whatsapp

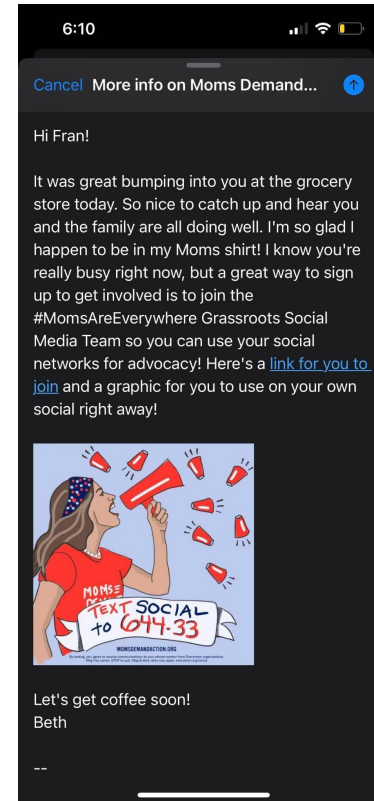
- Texting, calling, photo, and video sharing all in **one app**
- Internationally popular
- Voice notes make it **easy** to explain CTAs
- Culture of stickers, GIFs, and memes
- End-to-end encryption = security





Email + Text

- Catch people *not* on the other platforms
- **Fast + easy** ways to contact people in your community
- Curate different groups to create **unique** messaging
- Share photos, videos and links



Practice

Let's Try Together!

Call to action: Text READY to 644-33

Platform: instagram

First add picture or video

Message: school safety is so important because everyday i send my kids into that building hoping they are coming back home. Join me in the movement to end gun violence. Text READY to 644-33.

Let's Try Together!

Call to action: Text READY to 644-33

Platform: whatsapp, street safety group, photo of group biking w/kids

Message: we all work to keep them safe when they are in traffic, have you ever wondered how to keep them safe from guns?

(great opportunity to share Be SMART how and why to ask about guns in homes)

Questions



Contact



Email Lisa Hendricks for any additional questions at
lhendricks@everytown.org

Trainers