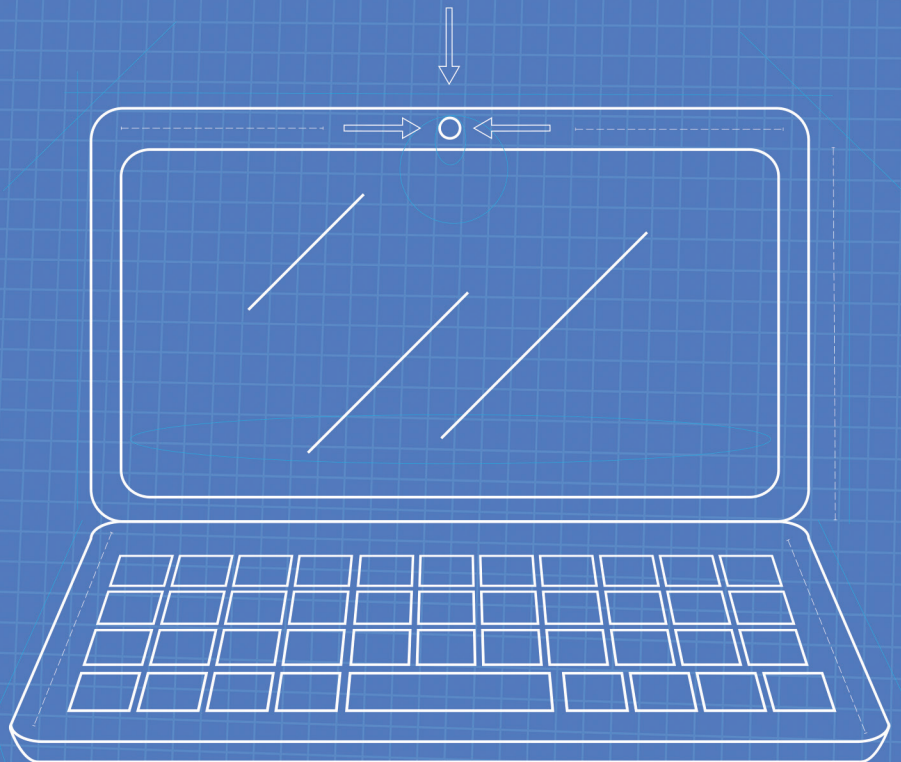
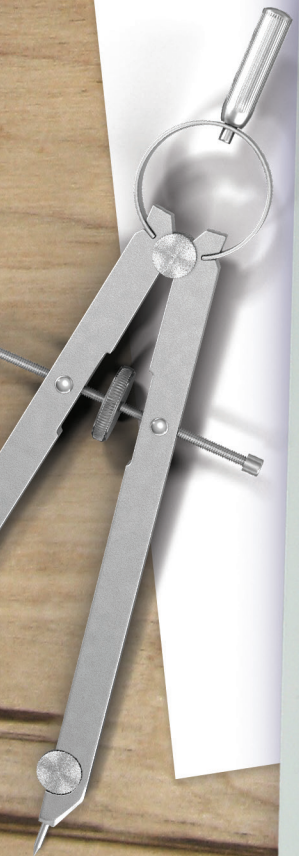


HOW TO

SET UP AND MANAGE SOCIAL MEDIA
FOR YOUR CAMPAIGN



Social media is often the first place a voter will look to learn more about you and your campaign. Treat social media as the powerful tool it is.

LET'S TALK ABOUT EACH SOCIAL MEDIA OUTLET SEPARATELY:

FACEBOOK

Start with professional-looking profile and cover photos. These will set the tone for the account so look at them on both desktop and mobile to see what voters will see. A quality headshot works well as a profile photo.

Now you need content. Keep posts short and interesting. Be sure to select good photos and graphics with each post. Video is great, too.

Be a real person, too. Talk about sports, food and hobbies to show voters you are one of them.

Share content from other conservatives.

Facebook can also be a great tool to raise money. Be sure to have a way for your supporters to donate from your page using a payment processor like Raise the Money.

Invite all of your Facebook friends to "like" your new page, and ask supporters to do the same. This is a free and easy way to kick off your social media campaign. Also, make sure you email everyone you know, asking them to "like" your page. Don't forget to add your Facebook link to your palmcards and mail pieces to continue to drive engagement.

TWITTER

Similar to Facebook, you will need to create a profile picture and cover photo for your account. With Twitter, you can also select the background for your page. Quality headshots work great as profile photos. Be sure to look at your selections on both desktop and mobile.

Now you need tweets and followers. Start by liking your friends, supporters, fellow conservatives and local leaders' accounts. Many times a follow will be returned with a follow. Ask your circle to follow you as well, and include a link to your Twitter account on any of your campaign's printed materials.

You'll need to actively monitor your account and take advantage of opportunities to engage with supporters. Watch for new followers, and direct message them with a thank you and an invitation to join the campaign. Direct them to your website or provide them with an email address to contact your campaign.

One of the easiest ways to build your profile on Twitter is to engage with people who are talking about issues and get them to talk about your candidacy. For instance, if a local activist tweets about lowering taxes encourage them to mention how you also support low taxes.

Your tweets will need to be well written and focused. Including images with your tweets helps to stop users as they look through their feed.

Use Twitter to make announcements, promote events and meetings and share behind the scenes looks at your campaign. Retweet content from fellow conservatives and local leaders, too.



A strong hashtag plan can also help get your tweets seen. You can use popular and trending hashtags during events and holidays, but don't forget to create hashtags of your own to promote your campaign's message or an upcoming event. Encourage your followers to tweet with the hashtag to help get the word out.

INSTAGRAM

With its photo-driven platform, Instagram is a great platform for showing your campaign behind the scenes.

From people you meet to places you go, a well-photographed campaign trail will draw followers in and increase engagement.

Like Twitter, hashtags can help increase views. Research those that will work well for your campaign, from cities to states to holidays, and then use them with each post.

Remember to put a premium on quality photography for this medium, and take advantage of built-in filters or free photography apps to fix brightness or contrast and stylize or crop the photo.

SNAPCHAT

Snapchat is a growing platform that focuses on short videos and images called 'snaps'. Users can build collections of snaps into stories that are publicly available.

Currently, Snapchat's user base is made up of younger people, but is expanding each day.

One of the platform's strongest features is the ability to add geo-filters over a snap in a specific location such as a campaign rally or event. This can be an effective strategy to reach a particular audience or to build earned media.

PRO TIP:

You should also include a section on your home page that updates with your latest social media posts and has links that take voters directly to those pages.

With all social media, be sure to actively monitor your account. Remember that the world is watching, and you will forever be "on the record."

TAKE THE TIME to reply to comments and messages from supporters.

The takeaway with social media: One of the biggest traps campaigns fall into is using social media like a travel journal. It's great to show that you're active and campaigning hard, but be sure to talk about issues that are important to voters, too, and encourage them to engage with the campaign and, ultimately, vote.



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