



SOCIAL MEDIA TRAINING

What's The Point

Amplifying a Message On social media, everyone has a voice. It has the power to launch grassroots movements, and also to drown out individual voices. **Crowdsourcing is critical.** To unlock the power of social media:

- **Notify:** 62% of all adults get some news from social media, so spread the word! Share good news about GOP policies and candidates.
- **Persuade:** Social media can persuade, but most of the time it doesn't. Use this power carefully. Share positive posts and messages that promote the GOP and Republican candidates.



Social Media Tactics: Do's

Understand your goal. What are you trying to do? (e.g. persuade, recruit volunteers, etc.) Let this goal guide everything that you do on social media.

Know your audience. Who are you trying to reach? Who are you actually reaching?

Find your voice. Always add your personality, style, and story. It doesn't all have to be serious. After all, social media is for real people!

Be consistent. Post often and keep at it! No one builds a following over night.

Include a call to action. Give users a way to support your goal (e.g. "Sign up to volunteer!")

Engage with other users. You can have the most impact by joining the discussion, so share, like, and retweet!

Diversify the content you post, BUT keep your message, voice, and brand consistent. This means post images from the field, share links to volunteer, share positive news articles, etc.

Social Media Tactics: Don'ts

Try to do everything. Remember your goal. How can you use social media to achieve it? Post only when it make sense, and where the content works (on the right platform).

Forget that everything is public. No matter what your privacy settings are, everything on social media can be documented!

Engage with trolls. Don't get into fights on social media. It never wins anything for anyone.

Go negative. It's a bad idea. Always stay positive!

Treat social media as a soap box. Remember, social media is a group activity. It's a tool for engagement, not a place for arguments and rants.

Fight with trolls. Did we already say that? Well, seriously **don't**.

Obsess over timing. Timing is important... but not that important. Consistency is much more important than timing.



Facebook

Overview

- ✓ Grassroots heavy platform. Engage with voters here.
- ✓ Many features: live video, groups, events, etc.
- ✓ Newsfeed is arranged by most relevant content.
 - The best way to get your posts seen is to gain engagement.
 - Post less frequently and make it count when you do!
- ✓ Focus on driving people to take action.
- ✓ Engage with positive comments!
- ✓ Video & pictures get more engagement than plain text.

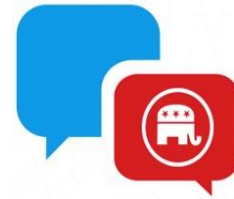


Twitter

Overview

- ✓ Mostly reporters, politicians, and influencers (not voters).
 - Twitter is more focused on news and commentary than action.
- ✓ Newsfeed is arranged by most recent content.
 - Twitter is fast paced and real time. **Tweet often.**
- ✓ Use a mix of plain text and visuals.
 - Visuals like GIFs help to get someone's attention when they're scrolling quickly, but for quick and relevant commentary, plain text also works.
- ✓ It's very public.
 - A tweet can be interpreted as an official statement. Understand the risk is higher on Twitter.
- ✓ **DO NOT** engage with trolls or engage in Twitter fights.
- ✓ It's a discussion, so develop an authentic voice!
 - Don't broadcast or copy and paste press verbiage.

Creating Content



Start With a Plan

Approach each day, event, roll out, etc. with a plan.

Why do I want to highlight this particular topic/event? What are the potential posts that might come out of it?

What will be the goal of the post? What do I want users to do? What are the best calls to action?

Will there be photo opportunities? Do you have a good camera? What's the best backdrop for photos?

Who are the most important influencers, attendees, volunteers that I should tag or follow? What are their handles?

When will I be posting? Before? During? After?

How can I prepare ahead of time to get the best content?

Example: Good Content

Pictures that are **lighted well, show the subject clearly and in a flattering light** are definitely good content. See this this example from the GOP Chairwoman calling Karen Handel after the GA-06 primary.



PRO TIP: Studies have shown that photos and video with head on shots (subject looking directly at camera), have a greater “thumb-stopping” effect on social media (translation: they get peoples’ attention and make them stop scrolling).

Example: Bad Content

Dark pictures from the back of the room featuring the backs of people's heads is definitely bad content. See this this example from Rob Quist.



 Rob Quist for Congress
Like This Page · March 24 · 

 Like  Comment  Share 

 3



Write a comment... 

Buy and Sell Groups Near You

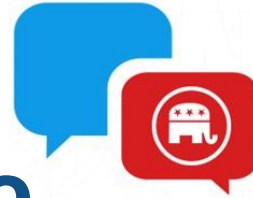

The Online Exchange



DMV Sneaker Exchange
1 friend · 6,018 members



Your Profile



Your Profile

Remember, your profile and your posts are tied to the reputation of your employer, and to the reputation of the Republican Party and the candidates you support. Here are a few ways to uphold that reputation:

- ✓ **Maintain** a profile without inappropriate images, language, or material.
- ✓ **Stay** positive in your posts.
- ✓ **Be aware** of who you engage with on social media. Check out their profiles. Who are they?
- ✓ **Promote** Republican candidates, Republican messages, and the GOP.
- ✓ **Share** engaging pictures and stories of volunteers and grassroots Republican activities.
- ✓ **Don't** engage with press or reporters, unless you are a spokesperson.
- ✓ **Seriously**... don't engage with trolls (and also don't be one).
- ✓ **Set up** two factor authentication with your phone. Anyone can get hacked, and it's not fun.

Engaging Your Community

Identify the relevant influencers, important people, and team members. Follow or like them! They may follow you back, and you can keep an eye on what they're saying on social media.

Share or retweet their posts and tweets. Add commentary, give them kudos, but stay positive and on message!

Tag friends, volunteers, and team members if they're in a photo.

Discuss positive topics and achievements with friends by tagging or using the "@" symbol in your posts and tweets.

Be cautious about who you're engaging with, and how.



Ronna RomneyMcDaniel ✓
@GOPChairwoman

Following

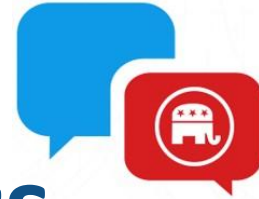


See you soon!



Brittney Robinson @BLEighRobinson
Not a phone left available at the Fulton office ahead of @GOPChairwoman visit and people are still pouring in! #GA06 #gapol

Posting Basics



Tagging & Handles

Remember: *social media is only a powerful tool when it is used to engage others in the conversation. That's where tagging and handles come in.*

- ✓ Use tagging and handles to engage with relevant people on social media and to insert yourself into the conversation.
- ✓ **Stay positive.**
- ✓ On Facebook and Instagram, you can “tag” someone in photos and videos.
- ✓ On Facebook, Twitter, and Instagram, you can “at” someone in a post or tweet by using the “@” symbol.
- ✓ Make sure you tag correctly.
 - Each platform’s tagging works a bit differently, so make sure your tag works.
 - Make sure you tag the right person. For example, if tagging a prominent official, make sure they checkmark appears next to their name so that you don’t accidentally tag a parody account.

Hashtags “#”

***Remember:** social media is only a powerful tool when it is used to engage others in the conversation. Hashtags help here to.*

- ✓ The purpose of hashtags is to gain the attention of people outside of your follower base by joining the conversation with people who are speaking about your topic. Not only your followers, but the followers of the person/page you tag will see what you post.
- ✓ They work on Facebook and Instagram, but they are much **more important on Twitter**.
- ✓ Don't use more than 1 or 2 per post/tweet.
- ✓ #DoNotUseHashtagsToSayWhatYouWantToSay #ItsTacky
 - This **defeats the purpose of a hashtag**, because no one else is talking about this hashtag because it's obscure. Instead, use popular hashtags.
- ✓ Use relevant hashtags when applicable (e.g. #SOTU for the State of the Union).
- ✓ Pick a campaign hashtag and stick to it! (e.g. #VAGOP or #MAGA)
- ✓ Use **#LeadRight** to join the GOP discussion!



Facebook

Posting

- ✓ Give your posts time to breathe. Facebook's algorithm will continue to show popular posts in newsfeeds for hours or days after they are posted, so posts have a longer shelf life (dependent on getting higher engagement).
- ✓ You can schedule posts in the Facebook platform (click the dropdown next to the post button). You can also save a post as a draft and then review it before posting (highly recommend).
- ✓ The ideal size for images is 1200px by 628px
- ✓ Posts can be very long, however text gets truncated after ~400 characters so stay brief.
 - No one will read long posts.
- ✓ Name vs. Handle: On Facebook, pages often have both a name and a handle. The name is the title of their page, the handle is the one word slug that follows the @ symbol.





Facebook

Tagging

To tag someone, type the “@” symbol and start to type the name or handle of the page/profile you want to tag. Make sure to click on the right page/profile in the dropdown menu that appears.



When the page or profile has been successfully tagged, the name of that page/profile will appear highlighted in blue in your post.





Facebook

Accounts to Follow Now



Donald J. Trump ✓

Page

New York, New York
24M like this



President Donald J. Trump ✓

Page · 2.7M like this · Government official

45th President of the United States. Working on behalf of the American people to make our country great again. Comments...



Mike Pence ✓

Page · 1.2M like this · Politician

Indiana Governor Mike Pence, Republican Vice Presidential Nominee #TrumpPence16 #MAGA



Vice President Mike Pence ✓

Page · 807K like this · Government official

Michael R. Pence is the 48th and current Vice President of the United States.



GOP ✓

Page

Washington, District of Columbia
2.1M like this



Ronna McDaniel ✓

Page · 19K like this · Public figure

6+ matching posts
...defending all 9 GOP Congressional seats, maintaining a 63 State House majority, re-electing both State...



Twitter

Accounts to Follow Now



Donald J. Trump ✓
@realDonaldTrump

45th President of the United States of America 🇺🇸

Follow



Official Team Trump ✓
@TeamTrump

Welcome to Team Trump! Together, we will MAKE AMERICA GREAT AGAIN! 🇺🇸
Be sure to text "TWITTER" to 88022!

Following



Vice President Mike Pence ✓
@VP

Vice President Mike Pence. Husband, father, & honored to serve as the 48th Vice President of the United States.
Tweets may be archived: [wh.gov/privacy](https://www.whitehouse.gov/privacy)

Follow



GOP ✓
@GOP

Join our team and get official updates from the Republican National Committee. 📥

Following



Ronna McDaniel ✓
@GOPChairwoman

@GOP Chairwoman | Wife, mother of two

Following



Wisconsin GOP ✓
@wisgop

Updates from the Republican Party of Wisconsin.
📍 Wisconsin 🌐 wisgop.org 📅 Joined June 2008

3,098 Following 18.3K Followers