

BERNADETTE HANSEN FOR SENATE DISTRICT 12

Online Community Liaison Guidelines

v.1.0

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What is an online community liaison?

As part of our social media ambassadors team, an online community liaison is someone who is committed to sharing Bernadette Hansen for Senate District 12 campaign-related content on Facebook groups and other relevant online communities. Furthermore, an online community liaison is asked to monitor these same online communities for posts that may be of interest for the Bernadette Hansen campaign team, either to re-post or respond to from the campaign's official social media accounts.

What are some expectations of online community liaisons?

- **Be Relevant** – there is a thin but obvious line between promoting and spamming. Online community liaisons are expected to repost campaign content, but only if it is relevant and timely to the community they are sharing in. It is usually helpful for liaisons to contextualize content by adding some words of their own.
- **Be Authentic** – online community liaisons are expected to join only those online communities in which they could claim to authentically belong (i.e., a resident of Dayton would not join a Monroe community Facebook group, unless they grew up in or have another significant personal connection to Monroe). Liaisons should try and interact with a wide range of content on the online community, including non-political posts if appropriate.
- **Be Civil** – each online community has its own rules and code of conduct. Liaisons are expected to follow these rules and err on the side of caution. If and when a conversation takes a nasty turn, liaisons have the responsibility to try and make the conversation at least somewhat positive. Do not demonize a possible voter; rather, try and recognize the legitimate root of their concern while still holding onto Bernadette's values and priorities.
- **Be Cooperative** – online community liaisons are expected to work together, supporting each other and interacting positively with the content they post in the online communities they mutually belong to. The collective goal is to get Bernadette's message out across as many online communities as possible, and liaisons are encouraged to contact the campaign with any blind spots.

How do I become an online community liaison?

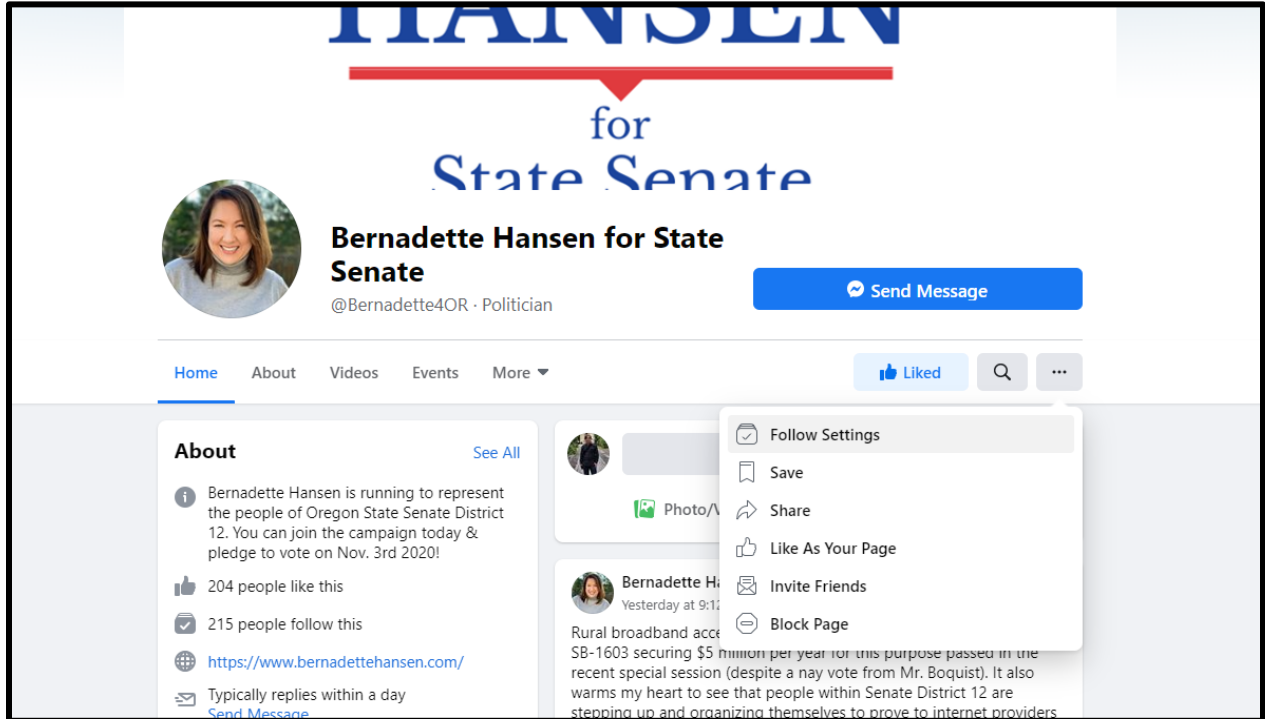
In addition to a signup form, a list of Facebook groups and other online communities is available to registered volunteers at bernadettehansen.com/liaison. At this link, users can also contact the campaign to suggest online communities to add to the list.

In Facebook, the easiest way to notify the campaign about public content worth re-posting or responding to is by clicking "Share" and then "Send in Messenger" to the Bernadette Hansen for State Senate page.

Liaisons will receive e-mail updates notifying them about important campaign content, but all social media ambassadors are also encouraged to sign up to receive notifications (see screenshot below) from the Bernadette Hansen for State Senate Facebook page facebook.com/Bernadette4OR.

How to receive Facebook notifications for new campaign content

Step 1: Go to Follow Settings



Step 2: Select “Notifications > Standard”

