

Tips on Incorporating Social Media Use For Your Campaign

Overview: Using Social Media for a Campaign

- Name your campaign: Something easy to understand at a glance and catchy. Do a Google search to make sure someone else hasn't used it before.
- Develop a hashtag (#) to help folks find and follow along with your tweets/posts. (Also good to search on Twitter to see if your desired hashtag has been used before.)
- Develop a graphic or image to go with your campaign. You can create a meme with a picture and some text or recruit a volunteer with graphics skills. (For memes: <https://memegenerator.net/>)
- Develop sample tweets and Facebook posts with images for your followers and team members to share and individualize.
- When you create ways to engage people during your campaign with contests or picture sharing, remember to share pictures online to increase the awareness and reach of your campaign. (examples Gas Leaks Scavenger hunt, rallies, petitions, discussion blogs.)
- Take/share pictures while you're planning, meeting, and running your campaign to build excitement and engagement. Showing mothers doing the work helps other mothers connect and relate, and they will be more likely to join in!
- Tag your target! If you want someone's attention that you are trying to influence, use @ and start typing their name so you tag them in your posts (both Facebook and Twitter). You can also tag friends, team members, and allies to bring their attention to your posts and remind them to share their own posts.

Using Pictures and Video

Taking Pictures with Your Phone

- For social media, please shoot with a landscape frame (horizontal), rather than portrait (vertical orientation).
- Take several pictures, perhaps from separate angles or perspectives whenever possible. Try from above, below, or the side.
- Take a few pictures with space on the left hand side, right hand side, top, or bottom around your subject to allow for text if it becomes a meme (i.e., picture and text to create a message/meaning).
- Please double check to make sure your subject/s is/are in focus.
- That trick of "everyone say cheese" or "clean and green" is a good way to make sure everyone is looking at you with open eyes and smiling.
- At events, be sure to catch a group shot but also pics of mothers working tables, talking to people, hanging signs, working in small groups, etc. Pictures with smiles are great, but serious ones are also good to have. Think about your photos as telling the story of your campaign without using words.
- Upload: Select the photo icon on Twitter (looks like a picture of a mountain) and select your photo. You can also take a photo in real-time as you are composing your tweet from your phone; just click the camera icon directly below where you write your tweet.



Taking Video with Your Phone

- Be close enough to hear. Sound is key!
- Keep it short. Try for under 2 minutes.
- Think about what's compelling at the action. A crowd? A speech? A song? What would you like to see online if you couldn't make it?
- You can either record a video live to tweet the same way you would take a photo (using the camera icon) or you can record the video first and then share to Twitter through your phone's photo app.

Targeting Influencers and Asking Others to Amplify

- Campaign targets: These are the influencers you are trying to move. It could be legislators, a business, or any general campaign target. Use the Twitter or Facebook search function to find their handles and proceed to tweet at them as though you are starting a conversation or making a phone call. Try to not use their handle [@name] as the first word of your tweet but instead work their handle into the body of your tweet in a natural way. This will allow for a larger community to see your tweet instead of just your target. If you do use it at the beginning, put a period before it. (e.g., ".@MothersOutFront, great job!")
- Media: Tag media outlets. Tag a good mix of local media likely to pick it up and larger media. There's no penalty for over-tagging but do be conscious that the substance of your post is what will garner attention and use tags strategically.
- Allies: What groups or people are likely to retweet your message? Tag them so they know what's being said. It's an easy ask to say "can you please reshare or spread the word," which people will often gladly do.
- Tag @MothersOutFront. Always and often!
- Keep a list of all of these people. You will likely need them again. Use a shared Google Sheet, a Twitter list, or another way your team can access them.

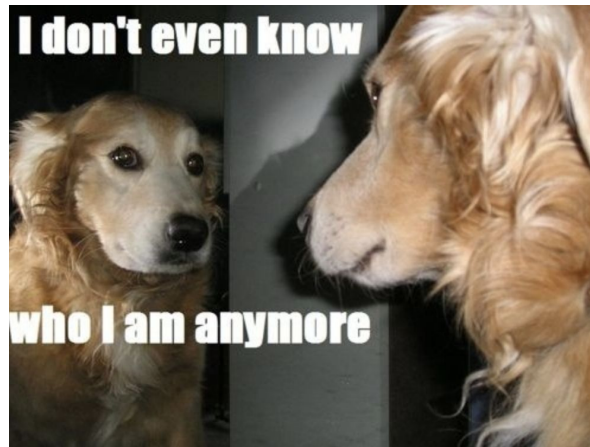
Live Tweeting an Event

- Designate 1 or 2 team members as the live tweeters. Their job will be to tweet photos and a play-by-play of significant moments at campaign events. This is a good way to recruit people who are shy of live actions but comfortable online.
- If your campaign involves team members giving public comments at a local government meeting, the live

tweeters can share photos plus key quotes from the speakers. To make it easier if you are new to social media, you can ask speakers for their prepared remarks ahead of time to pull out the quotes you want to tweet.

- Think about your role as a live tweeter as an on the scene reporter telling the story of the event to those following along from elsewhere.
- Have fun and share funny moments, too, if relevant. People are more likely to engage with content that makes them laugh.

Feeling stuck or unsure? The DET is here to help!



You can email us at digitalengagement@mothersoutfront.org for help with your social media questions, to discuss ideas, or to schedule a training for your team.