

TOP TIPS: “Hacks” for Campaigning Virtually



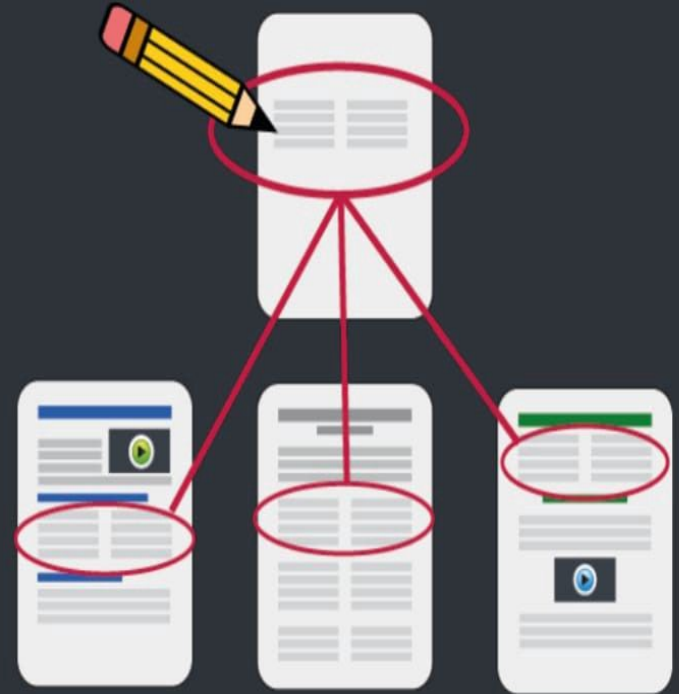
Tip One: Tell Stories

- **Keep it short.** Don't talk for more than 30 minutes.
- **Be consistent.** Make regularly scheduled "office hours."
- **Consider co-hosts.** How can you leverage other people's networks so that your interview shows up on the feeds of both your followers *and* their followers.
- **Listen, listen, listen.** People won't care about what you know until they know that you care.



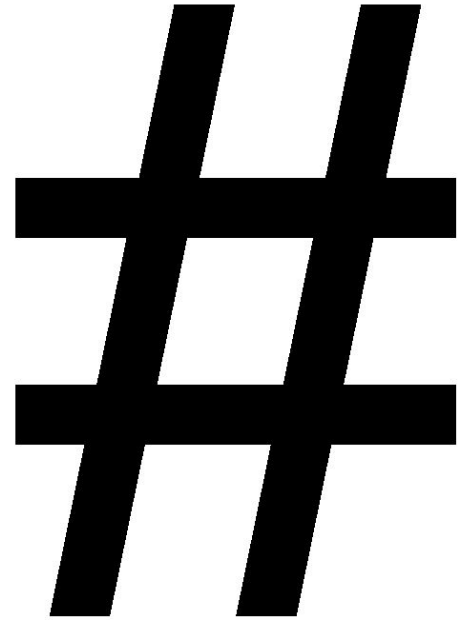
Tip Two: Make the Platforms Work for You

- **Streaming.** Find a platform that works for you (IG, Facebook, YouTube)
- **Redistribute.** Share your recordings available across all platforms. You can also pull quotes to share on Twitter.
- **Experiment/Timing.** What day or time works best for you/community?



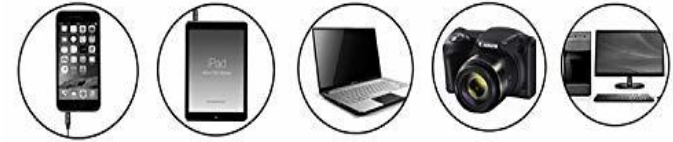
Tip Three: Use Keywords and Hashtags

- **Create a list.** Find keywords that resonate with your community (city/state, monuments, businesses etc.)
- **Instagram.** Use branded hashtags (your campaign name, slogan), popular (but relevant) hashtags
- **Twitter.** Use 1-2 hashtags (one branded and one relevant yet trending)



Tip Four: Invest in Equipment

- **A Lapel Mic.** For \$15-\$30 you can purchase a mic for better sound quality
- **Tripod.** Keep your phone or camera stable so that you don't shake things up!
- **Lighting.** Clip on lights or a light stand will work



59" Mic Cable



Tip Five: Save Time with Easy to use Apps

- **Canva.** Make any type of flyer, social media graphic in no time.
- **WordSwag.** This app allows you to quickly turn quotes into graphics (They have templates)
- **Memes**
- **iMovie**

Zoom Meeting

Audio only

With video



THANK YOU AND KEEP BEING SOCIAL!

