

## Top Tips for Campaigning Virtually

- 1. Tell Stories.** People are familiar with the architecture of stories (beginning, middle and end), and because it's familiar to them, they remember it best. So the best way to reach your community is to tell stories that your community is interested in hearing about: stories about their neighborhoods and their friends. Think about interviewing local guests and community members, and when you do, remember:
  - **Keep it short.** Don't talk for more than 30 minutes. Less is better.
  - **Be consistent.** Make the interviews part of a regularly scheduled "office hours."
  - **Consider co-hosts.** Think about how you can 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.
- 2. Make the Platforms Work for You.** If you're interviewing someone on Instagram Live, stream it on Facebook too. Then, afterwards, save it to your Youtube channel, or take snippets and cut it into live quotes for Twitter. Think about how you can create content for multiple platforms with just one event.
  - **Experiment with the day's schedule.** 6:00 to 8:00 PM is when most people are online, but with everyone fighting for attention at night, it's worth experimenting with alternative times (maybe a lunch break session at noon?).
  - **Record.** In any case, always record your livestreams and repost them on your website, Facebook, Youtube, or IG Live, so that people who aren't able to tune in can catch up on their own time.
- 3. Use Keywords and Hashtags.** Create a list of keywords that reflect your candidate, your campaign, and issues that you all care about most. Then, use those keywords in Google Alerts, Instagram, and Twitter to keep on top of what's happening. Remember:
  - Use **Google Keyword Search** to help tailor your messaging towards the issues your voters are already talking about, and turn some of those keywords into hashtags.
  - On **Instagram**, aim for a maximum of 30 hashtags inside a post (including up to 5 branded hashtags) and 10 inside a story. Be careful though: Instagram's algorithm will "shadow ban" accounts that use irrelevant hashtags in their posts.
  - **Twitter's** algorithm doesn't care how you use hashtags, but a tweet usually doesn't look right when it has too many hashtags, so stick to just 1 or 2.
  - And remember to **BE SOCIAL**. Social media platforms' algorithms will prioritize accounts that actually interact with their followers, and your followers will appreciate it if you listen and respond to what they're posting about.
- 4. Invest in Equipment.** A lapel mic is a cheap and easy way to upgrade the sound quality of your livestreams or videos. Similarly, if the room you usually record from doesn't have great lighting, look into buying an external lighting source to make your videos look extra professional! Don't wear patterns, prints, or dangling earrings.
- 5. Save Time with Easy-to-Use Apps.** Running your digital presence involves a lot of time-consuming work, but you can save a lot of time by adding a few apps to your campaign's workflow. Experiment with some of these and find out what works best for your campaign:
  - **Canva** is a design tool that comes with tons of built-in templates to get you started making beautiful graphics in just minutes. Think of it like Photoshop, but a lot cheaper and a lot more user-friendly. If you rely on templates, use **Vennage** to quickly create infographics.
  - **Word Swag** makes it easy to make beautiful quotes that can go on Facebook or Twitter.
  - **Memes** help you create — you guessed it — memes for your followers to share.
  - **iMovie** is a simple, but powerful tool for editing livestreams and other video content.
  - **Wakelet** allows you to collect your content and anything else you'd like to share — including news articles, videos, and helpful resources — into customized, shareable news feeds.
  - **Postimage** creates permanent links to everything you create so that your followers can easily share branded content from your campaign.