



Social Media

Social media will complement and assist Field Organizers at work.

- Social media will complement the work of the field program and will not interfere with the goals of the field.
- **62%** of all adults get some news from social media, so it is important that we have a positive presence online to share Trump Victory campaign's and other Republican candidate's messages.
- As organizers, social media can prove to be a successful method of recruiting volunteers and maintaining relationships with existing volunteers and neighborhood teams.
- Social media can persuade, but it is important to keep our message positive. Share positive posts and messages that promote the GOP and Republican candidates, as well as our teams' activity in the field!
- Timing and natural traffic can help campaigns and organizers grab more attention on social media.
- A good example of a sharable post is a video sharing a volunteer's story of why they are involved.
- Share your Trump Victory content on social media by using #LeadRight.
- Remember to include a Call to Action. Give users a way to support your goal (e.g. Sign Up to Volunteer!).

Twitter:

Twitter is used best to reach people that you wouldn't otherwise be able to via the use of hashtags.

- Posting on Twitter gives us the ability to view activity in the field in real time by utilizing hashtags such as #LeadRight
- Twitter is a great avenue for putting the spotlight on successful events and activities led by volunteers and fellow organizers with posts and retweets.
- Posts with photos or link previews will gain more attention than those with text only.
- Remember to include #LeadRight in your tweets. Other good hashtags to include depending on the content of your post, are; #MAGAMeetUp, #TVLI, and any state specific ones that your field team is using

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Facebook:

Facebook is best used to reach individuals who you are already connected with.

- Facebook groups can be used to stay in contact with volunteers and teams
- Searching for existing GOP Facebook groups in a turf can provide leads to new volunteers that may not appear on our current lists
- Creating Facebook Events for TVLI Trainings and Neighborhood Team activities is an easy way to share information and check on the activity and RSVPs
- Posting photos and sharing upcoming event info. on a supporting group's wall is a great way to demonstrate that we are organized and to encourage others to get involved

Tips for a successful post:

- Include the link to events or signup pages when posting about them
- Smiling faces in pictures show enthusiasm for what we are doing
- Make sure there is proper lighting in the photo
- Always make the room look as full as possible
- Ask participants to pose for group photos
- Be mindful not to include any sensitive or personal information in photos-especially when posting photos of volunteers petitioning or doing voter registration