

SOCIAL MEDIA PLANNING - JESSICA FOR D12 SENATE

Goals and objectives

- *Broad goals*
 - To positively influence voter turnout in District 12
 - To broadly increase awareness of voting rights, opportunities to engage in the political process ahead of Election Day for voters
 - Position Jessica Meyers for D12 Senate as THE candidate to vote for in 2020
 - Establish Jessica Meyers for D12 Senate social media channels as a resource for voter education and empowerment that is accessible for everyone.
 - This means translating documents where applicable. Would be a bigger commitment, but could be worth it.

Who is our audience?

- Voters in District 12 (registered or unregistered)
 - I think, with unregistered voters you have a chance to connect with them, register them if able, and build trust.
- Friends of voters in District 12
 - People are more likely to take advice from someone they know and trust. Maybe we make it a point to engage with people that are connected to folks in D12 and would be willing to urge them to vote for you.
- Any specific communities you are targeting?
 - LGBTQ+ and Two Spirit people
 - Women and families
 - Formerly incarcerated folks
 - Immigrant communities

How often will we post?

- **Facebook: 1-2 times daily to start**
 - Post copy should be no longer than 1-3 sentences accompanying a URL. Consider creating short captions that are punchy and if appropriate, humorous with photos and videos. People want to see someone who is relatable and inviting.
 - Avoid using hashtags on Facebook, or only use 1-2 when posting. Hashtags on Facebook typically lower your rate of engagement.
- **Instagram: 1-2 times daily to start**
 - When posting, follow a “color guide” when posting content to create a sort of gradient for the grid. Repost content from related organizations or candidates when applicable to create organic engagement online.
 - Images need to be high quality.
 - Graphics need to be error free and visually appealing.
 - Captions shouldn’t include too many hashtags, less than 5, and no hashtags that aren’t widely used or familiar to people. Avoid posting something like #VoteForJessicaBecauseShelsSoAwesome even though it is very true. Stick to a

hashtag that fits into your campaign like, #JessicaForD12, #MeyersForD12
#MeyersForSenate #MeyersForSD

What time will we post?

- **Facebook:** To start, post during weekday mornings and lunch hours, evening hours after 6:00 p.m., and weekend mid-mornings. Think about when YOU look at social media. Is it in the morning? Is it over your lunch break?
 - Adjust after 2-3 weeks of data.
 - We might find out that certain kinds of content perform better during certain times and post accordingly.
 - If we want to get more engagement on posts, we can plan ahead of time to get supporters to share or put advertising dollars behind a post.
- **Instagram:** To start, post during weekday lunch hours, weekday and weekend evenings.
 - Adjust after 2-3 weeks of data.
 - We might find out that certain kinds of content perform better during certain times and post accordingly.
 - If we want to get more engagement on posts, we can plan ahead of time to get supporters to share or put advertising dollars behind a post.

What kind of content should we be posting?

- Broadly, we should be posting a variety of content on all of our platforms. Different types of content perform differently on Facebook and Instagram. Whether it be video, graphics, images, or links to news articles and blogs. We should be mixing up content to entertain our followers and educate them on why someone should vote for you in District 12.
 - Let's start with plotting out what our main types of content are.
 - Links on Facebook
 - Video
 - Graphics
 - Images
 - Reshares or reposts
 - If those all sound good, let's pick which type of content on which platform we want to post the most of.
 - Maybe it's URLs on Facebook to blog articles on our site or quote graphics with your platforms on them. Whatever is, we should be posting that type of content at relatively the same time each time we post. For example, if we decide to post your platform talking points as a main driver of your online conversation, this says you are passionate about XYZ and that they are the main reasons you're running. Let's post about them on MWF at noon so people come to expect it. (this is just an idea, we can workshop a plan you like!)
 - On Instagram, we can translate those URL posts to graphics since, unless you buy 10,000 followers, you cannot link on Instagram anywhere aside from your bio. Which, I recommend keeping your home page.

- Graphics could be an image of an issue you care about with a slider to 1-3 main talking points. Maybe it's LGBTQ+ equality. First post could be a photo of you at Pride, a quote from you, then reasons why you care about this issue and why other people should too. Then how you plan to carry this issue and the people affected to the capitol and make their life better.

FYI: Here's a helpful link on political ads you might want to take a look at:

<https://www.facebook.com/gpa/advertising>