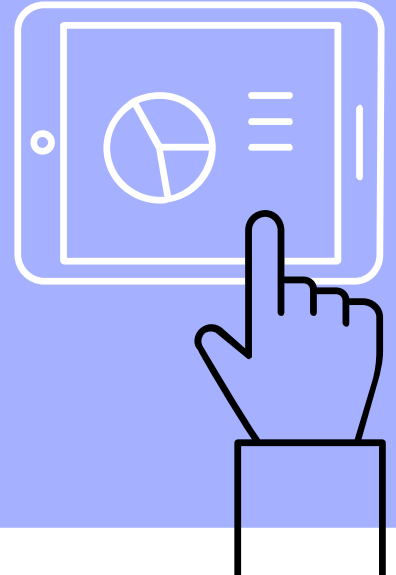
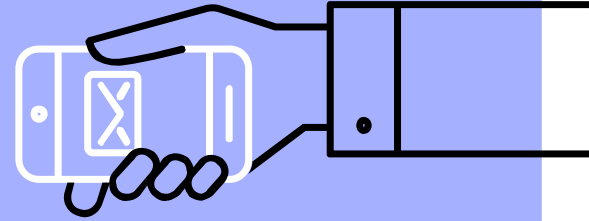
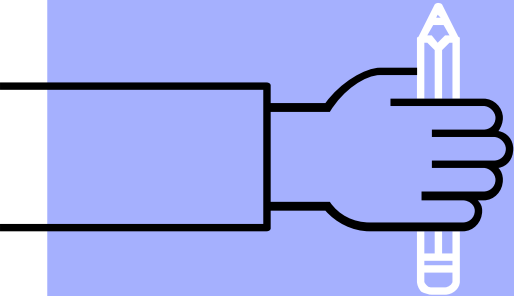
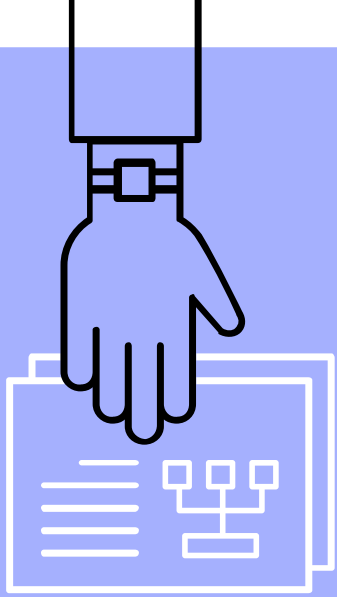


# SOCIAL MEDIA 202

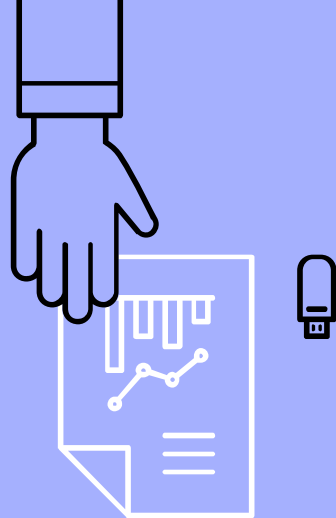


# AGENDA

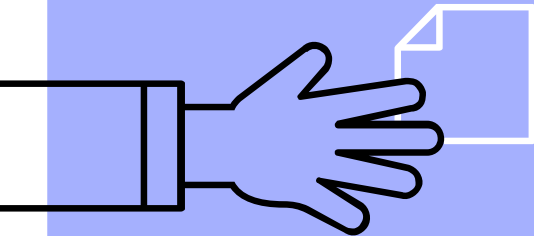
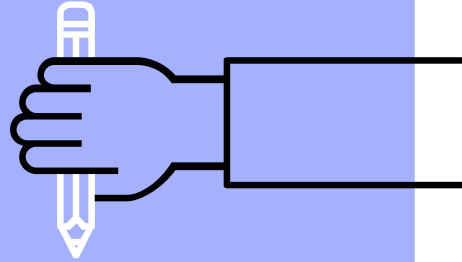
- ▶ **Welcome!**
- ▶ **Understanding platforms & audiences**
- ▶ **Building a social team**
- ▶ **Breakout room activity**
- ▶ **Social media case studies**
- ▶ **Questions & wrap up**



# HELLO! I'm Calla :)

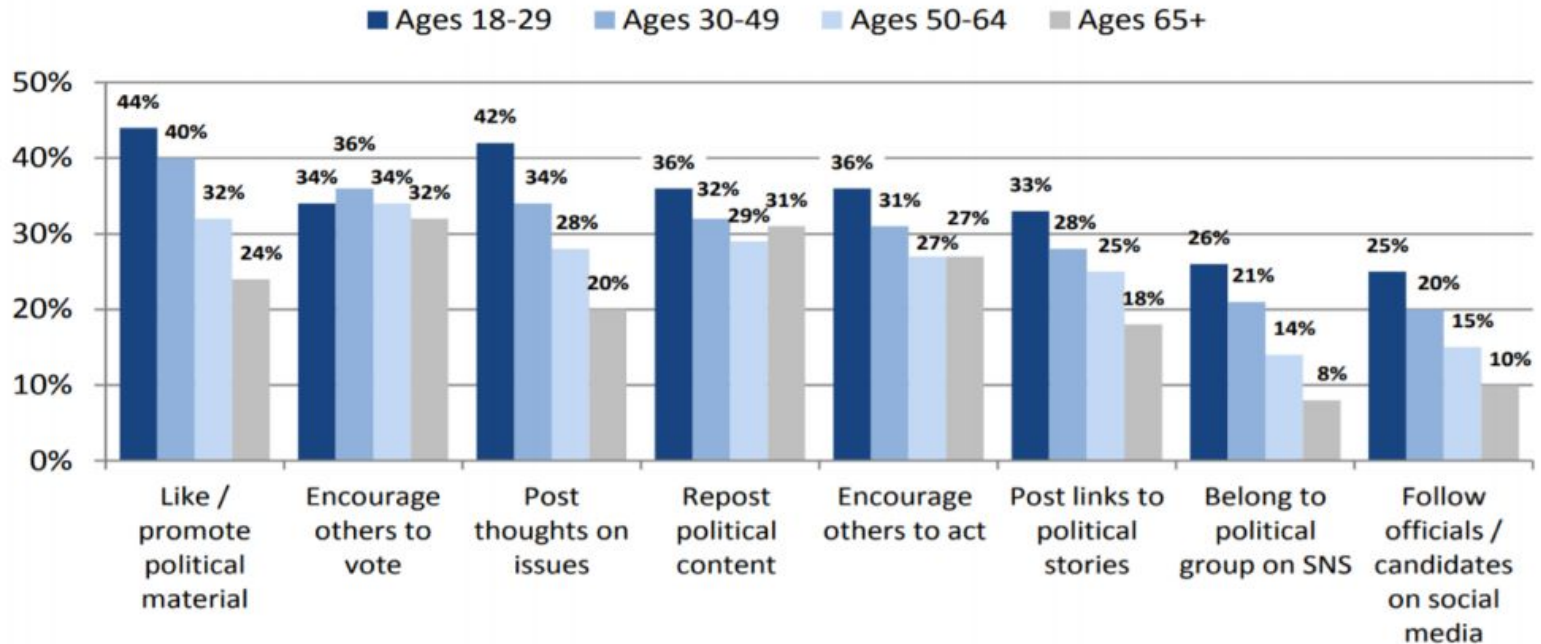


# UNDERSTANDING OUR PLATFORMS & AUDIENCES



# Younger social media users are more likely to use the tools for civic activities

*% of users of social networking sites or Twitter who use social media these ways*



**Source:** Pew Research Center's Internet & American Life Project Civic Engagement Survey, conducted July 16-August 7, 2012 on landline and cell phones and in English and Spanish. N for social media users ages 18-29=323. N for social media users ages 30-49=388. N for social media users ages 50-64=323. N for social media users ages 65+=167.



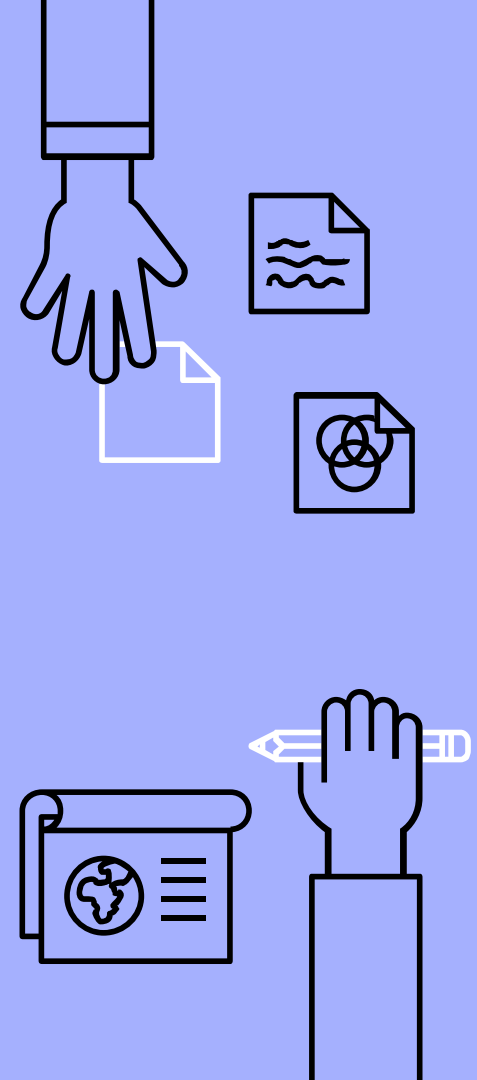
“

***“There’s a lot of blame-games directed at young people for being disinterested in politics. I really have to disagree with the idea that we’re not interested. The problem isn’t young people not wanting to volunteer with campaigns, it’s campaigns not effectively coming to them.”***

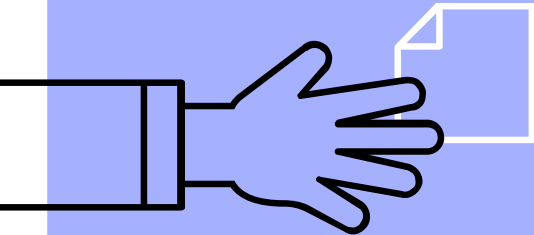
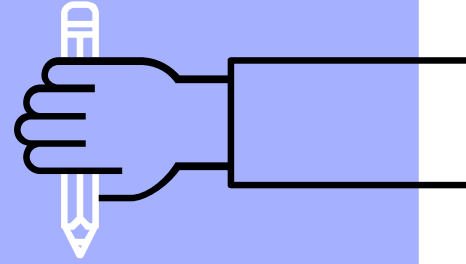
**— Caleb Brock**



- ▶ **78% of teens age 13 to 17** in the U.S. say it's important to them to follow current events.
- ▶ **54% of teens** get news from social media, and **50%** get news from YouTube
- ▶ **41% of teens** get news reported by news organizations in print or online and **only 37% of teens** get news on TV.
- ▶ **64% of teens** say that "seeing pictures and video showing what happened" gives them the best understanding of major news events



# SOCIAL MEDIA BEST PRACTICES



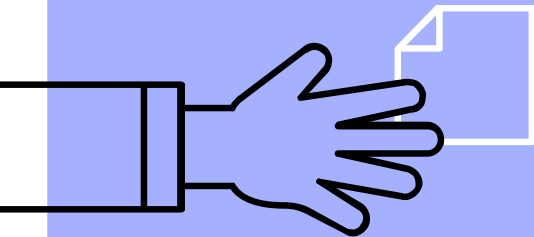
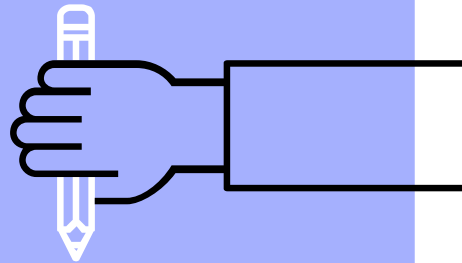


- #1 – Know your platforms & audiences**
- #2 – Always stay on top of what is trending**
- #3 – Keep a steady drumbeat of content**
- #4 – Get creative with different features**
- #5 – Give others a voice in your content**
- #6 – Joy, hope, and urgency bring people in**



#1

Know your  
platforms &  
audiences





## Instagram usage among key demographics

### Gender

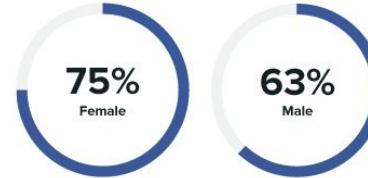


### Age

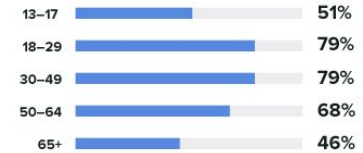


## Facebook usage among key demographics

### Gender



### Age

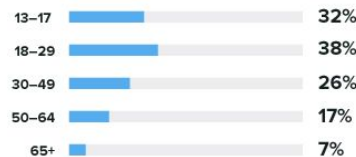


## Twitter usage among key demographics

### Gender

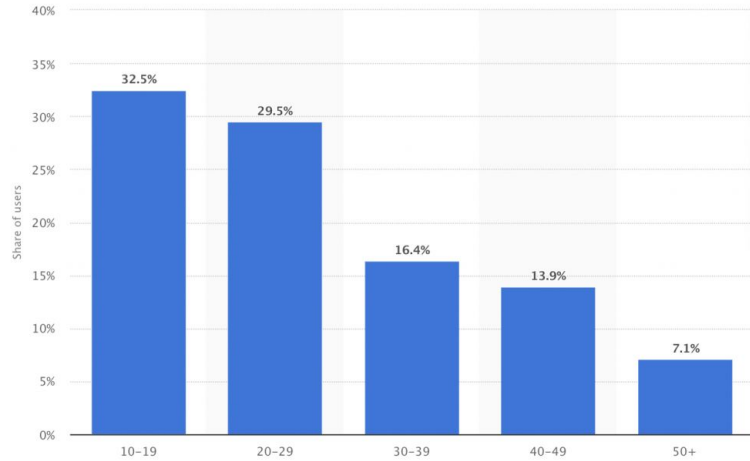


### Age



- Gen Z is not on Facebook
- Gen Z is not on LinkedIn (lol)
- Gen Z is on Twitter (a lot of already involved/active people)
- Gen Z is on Instagram

**Estimated that 60% of TikTok users are between the ages of 16-24.**



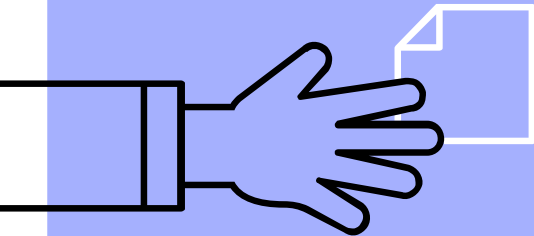
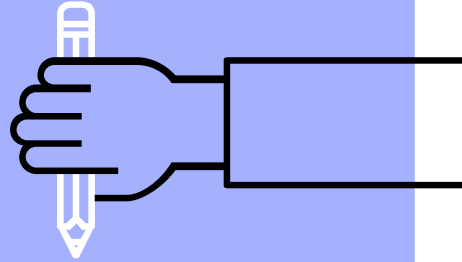
**1. Monthly Active Users –** TikTok has about 1 billion monthly active users. In November of 2018, TikTok reported that the number was 680 million monthly active users. We estimate that it's increased to over 1.1 billion as of now (February 2021).

# Content transcends different platforms



#2

Always stay on  
top of what is  
trending



- TIMING IS EVERYTHING
- Create a doc to track trends – save popular TikTok sounds/formats, trending tweet styles, etc.
- Constantly monitor social media
- Bring in the voices of young people who can tell you what content they're enjoying and what they and their peers want to see



IF YOU ARE POSTING ABOUT  
BLM AND CALLING FOR AN END  
TO THE RACIAL INJUSTICES IN  
OUR SOCIETY

BUT

YOU ARE ALSO GOING OUT  
AND/OR PARTYING IN THE  
MIDST OF COVID-19, YOU ARE  
BEING A PERFORMATIVE ALLY.

HERE'S HOW



Sunrise Movement



@sunrisemvmt

WE NEED TO  
ABOLISH  
THE  
FILIBUSTER

(\\_/) ||

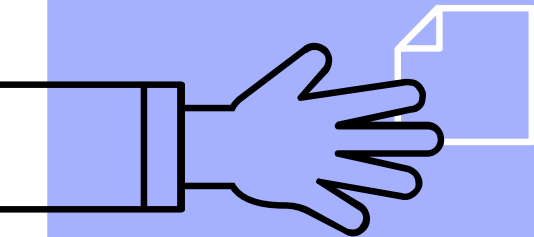
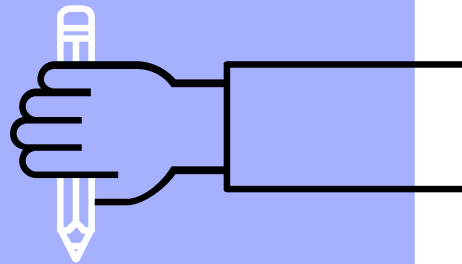
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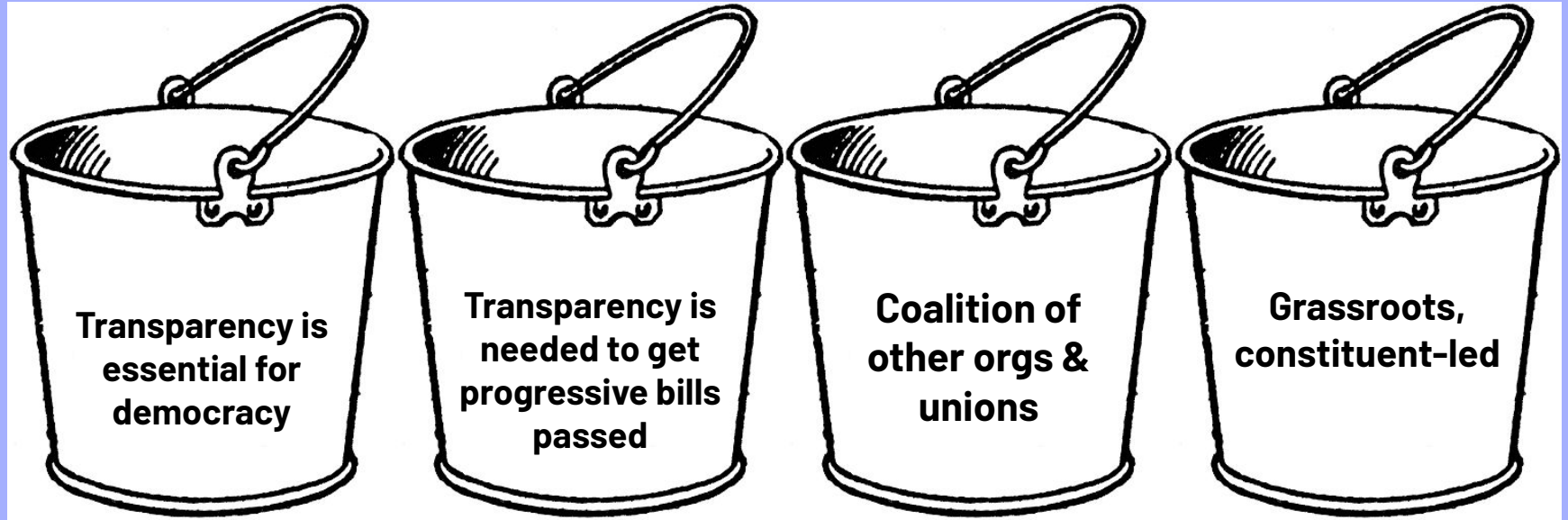
#3

Keep a steady  
drumbeat of  
content



- USE A CONTENT CALENDAR – [here's my template](#)
- Don't draft too far ahead of time – again, TIMING IS EVERYTHING
- Create content “buckets” – *categories/topics that are specific to different aspects of your organization's mission and connect to your overarching message*

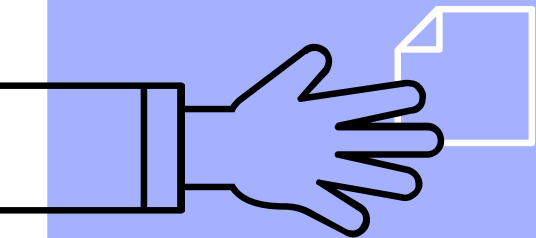
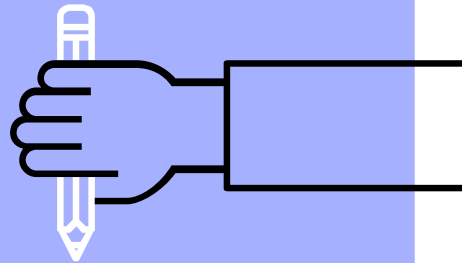






#4

Get creative  
with different  
features



- **Mix up different types of content – policy, videos, graphics, fundraising, events, news, etc.**
- **Use different formats of posting – stories/fleets, regular posts, livestreams, polls, etc.**
- **AMA on Instagram stories or Reddit (take questions)**
- **Ask (and answer questions) – do lives and Q&As**



streaming on [edmarkey.com/live](https://edmarkey.com/live)



## LIVE THURSDAY AT 8PM E.T. TEAM MARKEY TV STUDENTS FOR MARKEY

Jenny Chen,  
Calla Walsh,  
Jack Dubow, and  
Hayley Fleming



GET INVOLVED IN THE GRASSROOTS MOVEMENT TODAY AT [EDMARKEY.COM/VOLUNTEER](https://edmarkey.com/volunteer)



I am Senator Ed Markey and I'm running for re-election to pass a Green New Deal and Medicare for All. Ask me anything! [crosspost]  
[r/SandersForPresident]

Crosspost

Please join me over in [r/SandersForPresident](https://www.reddit.com/r/SandersForPresident) now and ask me anything!

[https://www.reddit.com/r/SandersForPresident/comments/gafgox/i am senator ed markey and im running for/](https://www.reddit.com/r/SandersForPresident/comments/gafgox/i_am_senator_ed_markey_and_im_running_for/)



**Bernie Sanders**

December 27, 2019 · 🌐

Have you put off buying a home or starting a family due to medical debt or student loans?

👍 🤔 ❤️ 10K

3.1K Comments 205 Shares



Like



Comment



Share



**Ed Markey** ✓

@EdMarkey

What would \$2000 a month mean to you and the people you love?

9:37 AM · May 23, 2020 · Twitter for iPhone



Q&A 48w

Testing the Questions feature to see if it's working - AMA

**Hardest aspect of being in Congress?**

**Time/Priority management.**  
The sheer amount of incoming is unreal, and at a certain point it's not about choosing between less important vs. more important, but it can often come down to choosing between equally important or urgent priorities.

**That's incredibly hard to do! With only 24 hours in a day, it can be tough. But as time goes on, I feel like I'm getting better at it.**

**(Also yay, the feature is working!)**



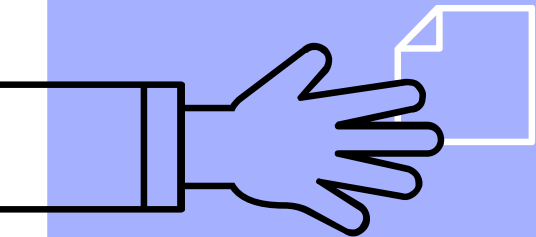
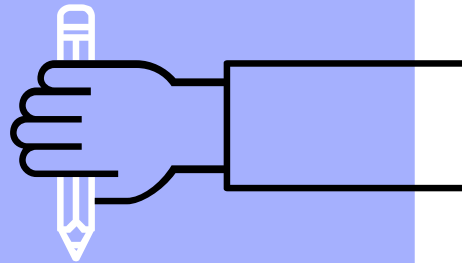
Send message





#5

Give others a  
voice in your  
content

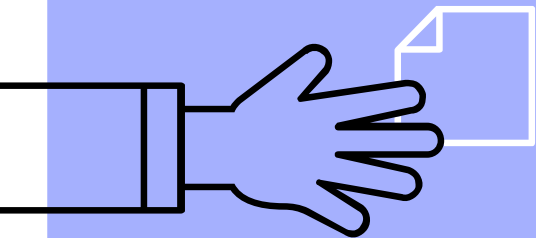
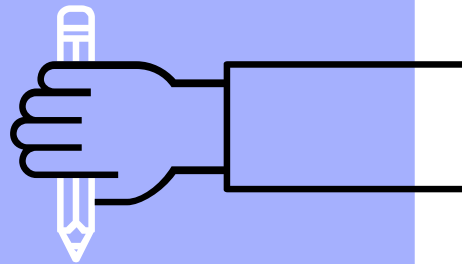


- **Host calls with young supporters who are ~extremely online~ & get their input on content**
- **Profile volunteers & supporters with graphics, video testimonials, & social media takeovers**
- **INTERACT with supporters – reply to them, engage with their content, etc.**
- **Host weekly “pitch” calls, where volunteers can come & pitch their event or content ideas**



#6

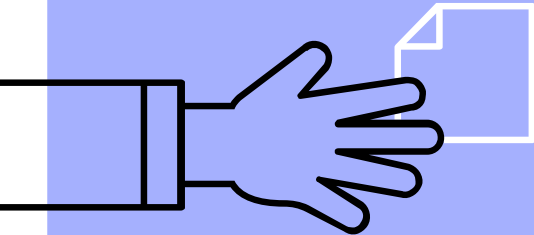
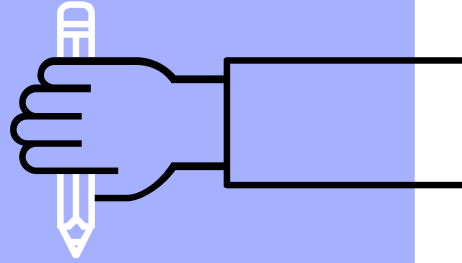
Joy, hope, and  
urgency bring  
people in



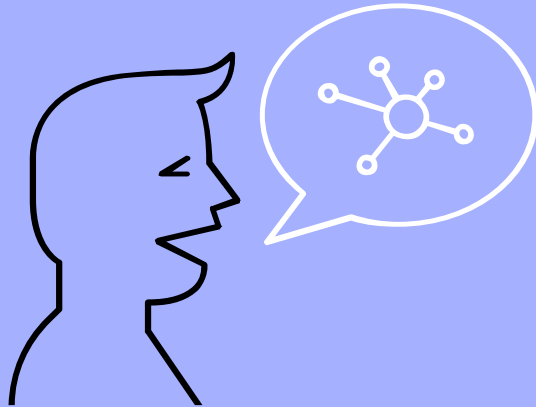


# QUESTIONS?

# BUILDING A SOCIAL TEAM



# WHAT DO WE WANT TO GET OUT OF OUR SOCIAL MEDIA ACCOUNTS BEYOND LIKES AND FOLLOWS?



# SOCIAL MEDIA ORGANIZING



# Why does social media organizing matter?

- ▶ **Meet people where they are**
- ▶ **Reach more young and digitally-savvy people**
- ▶ **Empower relational organizing**
- ▶ **Make volunteering accessible regardless of experience or ability**





# What is a **SOCIAL TEAM**?

**WHO:** Young people, extremely online people, people to whom other volunteer activities aren't accessible

**WHERE:** Dedicate a Slack channel and start DM rooms to communicate!

**WHAT:** Your team to get donations, shift volunteers, do rapid response, create content, and more on social media!



“

***Social media  
volunteering isn't about  
telling your volunteers  
what to say – it's about  
giving them the tools  
and empowerment they  
need to share their own  
stories & content.***



## BREAKOUT ROOMS ACTIVITY:

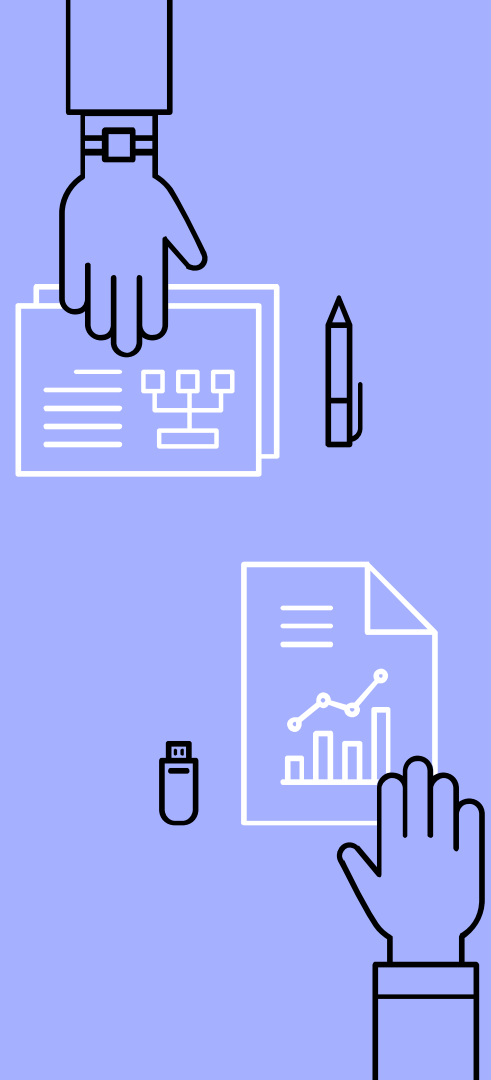
YOU'RE LAUNCHING YOUR  
CAMPAIGN'S SOCIAL TEAM.  
WHAT ARE 5 POTENTIAL  
ACTIONS OR IDEAS FOR YOUR  
VOLUNTEERS?



- ▶ Host an onboarding call
- ▶ Create Twitter lists of supporters and lists of TikTok creators to interact with
- ▶ Reply to posts that get attention about your cause (from news outlets, opponents, etc) with volunteer links or CTAs
- ▶ In Slack, have everyone drop their social handles and follow each other to create a better sense of community

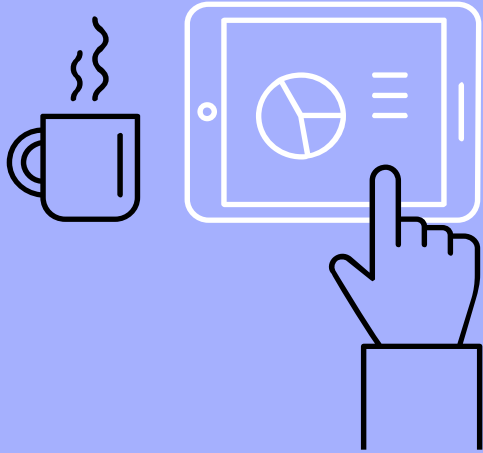


- ▶ Develop public identity for org/cause (profile pictures, emojis, etc)
- ▶ Create a signature hashtag or catchy slogan
- ▶ “DM-banking” or “DM canvassing”
- ▶ Digital / grassroots toolkits
- ▶ Power mapping – who has power on social media? How can we leverage it?



# STRATEGY SPOTLIGHT

## Digital Toolkits



## DM-banking / DM canvassing

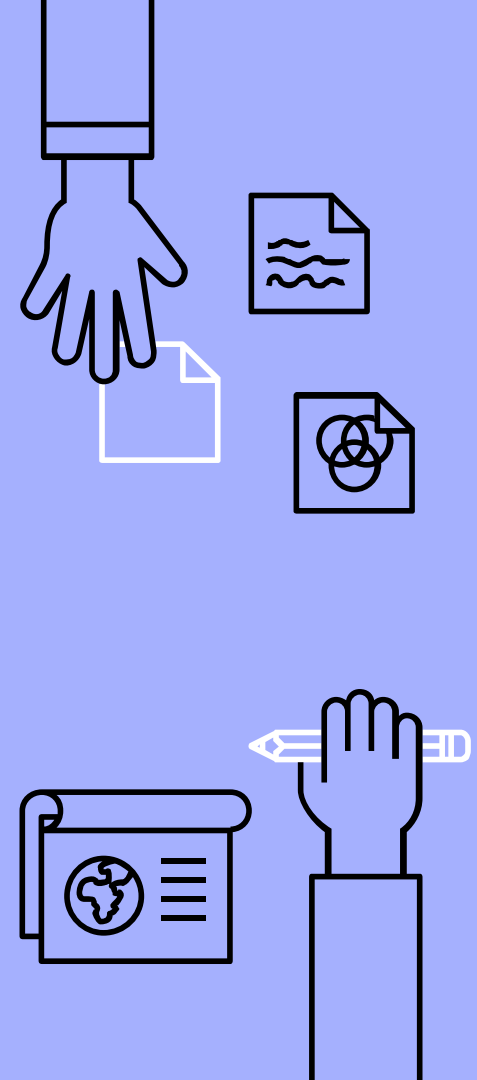


## TikTok



# Digital Toolkits

- ▶ **Simple Google Doc or embedded in your website**
- ▶ **Include: fonts, hex codes, branding, logo pngs**
- ▶ **Have messaging and talking points about your organization or campaign**
- ▶ **Slogans or hashtags associated with your organization or campaign**
- ▶ **Remind supporters to stay positive :)**



JOIN MICHELLE IN IMAGINING A BETTER BOSTON

---

# Michelle for Mayor

## Fighting for equity and opportunity

### Typography

Fellix is an optimistic geometric voice for the campaign, referencing the proportions of printed handwriting. It was designed by Displaay Type in 2017 and inspired by Futura. Purchasing a license is required to use this typeface.

We use the bold and regular weights of Fellix, most often in sentence case. Our fallback is Poppins if a free typeface is needed to substitute.



## Campaign Logos

The painted element background layer of Michelle's logo is inspired by the urgency of handmade signs at public demonstrations and marches. Our primary logo color scheme includes include a lavender and mint version in either English or Chinese. There are many other alternates including horizontal versions, supporting group logos, icons, and language variations.

[DOWNLOAD LOGO SUITE](#)



[MORE DETAILS](#)



# Our Color Palette

The color system is rooted in Michelle's signature dark purple, and to that we have added a suite of vibrant complementary tones that allow for a full range of expression. Below are some of our favorite pairings.



Key pairings pass accessibility guidelines.

## DARK PURPLE

CMYK: 45, 61, 0, 56

RGB: 62, 44, 112

HEX: #3E2C70

## LAVENDER

CMYK: 31, 43, 0, 5

RGB: 167, 139, 242

HEX: #A78BF2

## CORAL

CMYK: 0, 39, 52, 0

RGB: 255, 155, 123

HEX: #FF9B7B

## MEDIUM PURPLE

CMYK: 51, 67, 0, 14

RGB: 107, 73, 220

HEX: #6B49DC

## EMERALD

CMYK: 87, 0, 22, 41

RGB: 19, 150, 117

HEX: #139675

## MINT

CMYK: 82, 0, 6, 4

RGB: 46, 255, 240

HEX: #2EFFFF

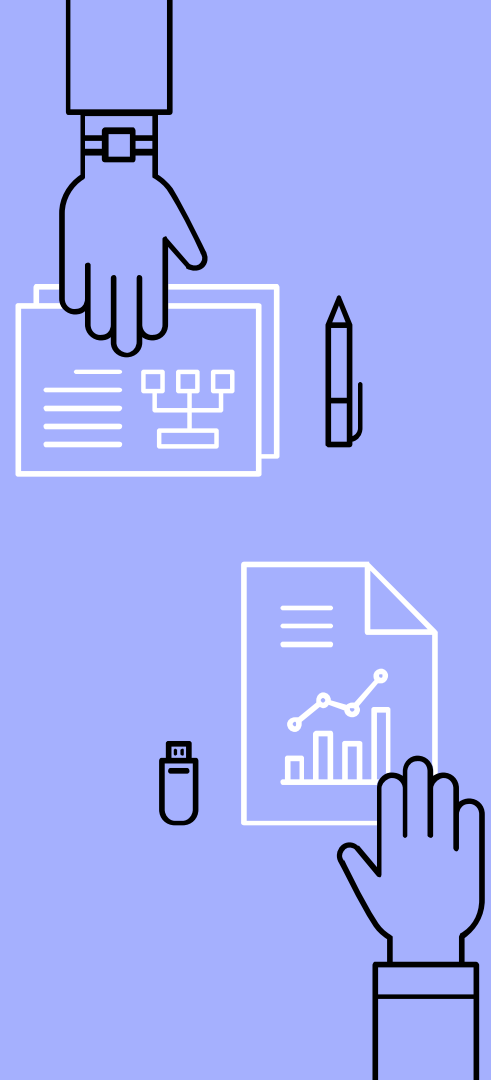
# DM Canvassing

- ▶ [In-depth guide](#) by Caleb Brock
- ▶ Use a simplified textbank script
- ▶ Your volunteers can canvass their followers or you can canvass your followers from your org's official account
- ▶ Try features like Instagram polls



# TikTok

- ▶ **Video: [TikTok tutorial for beginners](#)**
- ▶ **Distributed content creation method**
- ▶ **Identify Gen Z volunteers who are familiar with / active on TikTok and host a brainstorm session**
- ▶ **Practice makes perfect!!**







# QUESTIONS?

- [The Technology Gap Across Generations: How Social Media Affects the Youth Vote](#), Yamiemily Hernandez
- [TikTok Tutorial for Beginners](#), (video)
- ['Civic Engagement Doesn't Have to Be Corny.' How Georgia Pulled Off Unprecedented Youth Voter Turnout](#), Time Magazine
- [Meet The Politician Who Lives on TikTok](#), Politico
- [2020 Social Media Report & Best Practices](#), NextGen
- [Isra Hirsi Talks to Teen Vogue About Organizing and Social Media](#), Teen Vogue
- [Social Media Transformed Teens' Ability to Build Activist Movements Online](#), Teen Vogue
- [Caleb Brock's Social Media Master Doc](#), Caleb Brock

