

Social – Campaign

The Team

Political Marketing/Consulting firm

21 team members.

Design | Messaging | Web | Social | Copywriting | Email | Production | Advertising | Consulting

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Does Social Matter

Every voter touches social

We are influenced and can influence whether we admit it or not

It's still a game of Monopoly

It can be the difference in the election

Necessary Evil

Social Truisms

Social is forever

The only social constant is change

Success in social requires strategy - Reverse Mullet

Social is not real

Social does not look like us

Social is only one tool

Influence is built by acknowledging you are a brand

Never take it personal

The New Rules

Social is not free-speech

Harder to break-through

Less news, more drama

Deeper influence through original content

Voice in numbers – Trolling is now a virtue

Every single voice matters

Influence is real... it's still beneficial... and it's still very achievable... it just takes a lot more work

The Platforms

Facebook may not know it yet... but they have lost ownership of social media.

Still the largest by far, but changing rapidly.

Facebook / Twitter / Instagram / LinkedIn / SnapChat / TikTok / Google My Business / YouTube / WordPress

To watch: MeWe, Parler, Telegram, Rumble, Signal

Campaigning with Social

The Plan

Create a written plan

- What do I want to achieve
- Team roles/responsibilities
- What platforms to use
- Social Calendar
- Influencer Track
 - Team / Outside
- Timeline / Budget
- Tracking Results

The Set-up

- Social should be day 1 – think ahead
- Reserve and update the profiles
- Add admins / roles
 - One point for all outgoing content
- Connect to software if possible
- Set up regular team calls/meets
- Highlight success
- Hold team accountable
- Work the plan and track incremental improvements

The Voice

Social isn't easy

- Know the 'issues'
 - Top 3-5 – written bullet points
- Know the 'district'
 - The registration breakout, the 'type' of R, D, I etc... kitchen table politics
- Know the 'candidate'
 - You are speaking on behalf of the candidate... know their voice
- Know the 'tone'
 - It's not what but 'how' you communicate the message

The Context

- Create and maintain your brand (personality)
- Be Interesting
- Be aware that you are writing for others, not yourself
- Be real/ bold/ blunt/ unapologetic
- Have thick skin (nothing is personal)
- Social is immortal
- Check grammar and context
- Confirm source and level of validity
- Put yourself in the other shoe
- Be extremely selective, clear and controlling about who you allow access to co-manage your account

The Content

Content is king.

- Set search alerts: Candidate, issues, opponent, community
- Follow your 'influencers' and share like-minded content
- Watch main news feeds and ride the day
- Think ahead but act 'today' – know the trend
 - Schedule evergreen issues. Move as hotter issues change priorities
 - Add calendar of district events, holidays, causes etc...
- Candidate/Campaign information: website link preferred for evergreen, pic/vid preferred for 'on the road'

The Post

Context is king.

- It's an ongoing conversation, not one comment.
- Filter all incoming content – news, influencers, campaign info, candidate info etc...
and schedule as a 'story'
- Schedule most important at top 'eyeball' times
- Every platform has differing preferred post frequency

The Monitor

Conversation is king.

- Monitor the comments
 - Don't feel like you have to 24/7 it or be involved in all conversations
- Lead and redirect
- Invite influencer to the conversations
- Invite likes/followers etc... build audience from those that have expressed interest
- Ride the wave of viral topics and double down

The Results

It's not about saying something... it's about accomplishing something.

It's only good if it's effective.

Numbers don't lie... well some don't.

- Set up and monitor analytic reports on social activity.

The Wrap

Social is everything social

Social is a conversation

Social is personal... and
political

Social can be managed but not controlled

Social requires continual effort and diligence

Social success is measureable

Social never sleeps

Social isn't easy but it can win the election