Social – Candidate Support

Leveraging Social for candidate support from an activist perspective

The Team

Political Marketing/Consulting firm

21 team members.

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

Greg Burnett - President

greg@burnettmediagroup.com

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

Candidate Support with Social

The Know

- Know It's not about you.

- Know you are the influencer not the candidate

- Know your assets

- Know your candidate

- Know your issues

- Know the district

- Know the language of the platforms you use

The Set-up

- Message or direct contact the campaign to volunteer support

    - If no formal role, no problem

- Connect to all candidate platforms

- Sign up for newsletter and candidate notifications

- Build your own influencer list (ongoing)

    - Groups, Political Orgs, Non-profits

    - District leaders

    - Other Influencers

- Build list of events, gatherings

The Work

- Make it part of your daily activity

    - Decide on how much time/energy you want to commit and do it

- Check candidate platforms: Like, Comment, Share

- Create original posts and tag candidate platforms (hashtag if possible)

- Invite others to follow: Invite likes/follows

- Promote candidate or friendly events

- Promote candidate website content – link to issues, news, supporters etc…

- Stay up to date on candidate news

- Thanks followers, supporters and encourage boldness

- Attend official campaign events where possible

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 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 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