

---

# A Candidate's Guide to Paid Social Media Buying & Strategy

Using Social Ads to build grassroots support,  
educate constituents, and motivate voters to  
support candidates and policies

# Contents

## The Basics of Paid Social — page 3

- ❑ Why candidates and organizations should use social media ads
- ❑ Focusing your approach
- ❑ Framing your message
- ❑ Driving behavior

## Facebook — page 7

- ❑ Starting on Facebook/Instagram: setting up an account
- ❑ Defining campaigns, ad sets, ads
- ❑ How to set up a campaign - page 10
- ❑ Ad Sets: Building audiences - page 14
  - ❑ Budget and scheduling
  - ❑ Geotargeting
  - ❑ Interest / Behavioral targeting
- ❑ Creating and running ads - page 19
- ❑ Measure performance - page 22
- ❑ Strategies for outreach - page 24
  - ❑ How often should you post?
  - ❑ Best practices to keep in mind
  - ❑ How to learn from others

## Twitter — page 27

- ❑ Starting on Twitter
- ❑ Setting up a campaign
- ❑ Building audiences - page 31
  - ❑ Demographics
  - ❑ Location
  - ❑ Behavior and Interest targeting
  - ❑ Event targeting
  - ❑ Capturing followers
  - ❑ Keywords and hashtags
- ❑ Ads: creating and promoting tweets - page 34
- ❑ Measure performance - page 36
- ❑ Strategies for outreach - page 37
  - ❑ How often should you post?
  - ❑ Following other users
  - ❑ Using #hashtags
  - ❑ Best practices

# The basics of paid social

## Why candidates and organization should use social media advertising

Candidates, elected leaders, and policy advocates need exposure to the public, and an opportunity to persuade people with reason and facts. Likewise, the public needs to hear about what its leaders are proposing and accomplishing.

Social media can get attention, but it can be difficult for one tweet or Facebook post to gain traction. Due to this difficulty, some politicians use ‘flamethrower’ language or oversimplify key issues in order to make their messages go viral. This rarely persuades constituents who don’t already agree, and many candidates discover that even when it may seem massive,, their online support does not come from their own voting district.

Thoughtful, nuanced policy is unlikely to go viral. With paid social advertising, you can guarantee your messaging gets a platform that will reach key constituents.

### Visibility: Get more eyes on your message, and increase awareness

Posting organically to social media is a great tool for day to day messaging. Supporters (and friends) want to hear from you, and get your continual opinions and insights..

However, the Facebook (and Instagram) platform algorithms intentionally limit your post exposure to, on average, only 12-30% of *your own audience*. Depending on your followers’ engagement, it may only be shown to 2-5% of your followers. That’s right - Facebook withholds everyone’s posts from most of their followers, due to the sheer volume of competing posts. Content that is either deeply personal (weddings, births) or controversial (like clickbait) will crowd out other news and information.

What’s more, your Facebook fans may already be inclined to support you and share your values. It’s important to keep them engaged, but there’s little persuasion involved.

Twitter posts face similar challenges: they only appear once on a timeline and may be missed entirely by intended viewers. Some posts are highlighted by Twitter throughout the day as “You May Have Missed” content, but that requires high engagement as well. Even then, your viewers are only those who have already chosen to follow you and hear what you have to say.

### Boost your posts to expand reach

Paying to boost social media guarantees that a sizable percentage of your intended audience sees it. This includes your own followers as well as carefully selected audience groups (which this guide helps to define). Given the right amount of time and resources, you can reach everyone in your community / district that may be persuadable, actionable, and old enough to vote.

### Access voters without a big budget

Paid social should complement (not replace) traditional campaign tactics, but it can accomplish many of the same goals more cheaply. Unlike TV ads or mailers, social ads can target key behaviors and isolate ideal communities. Messages can be tweaked depending on the audience. These ads can also be purchased and run relatively simply online - with nothing more than basic know-how and a credit card.

You can also track how many people you have reached, how often, and what percentage of your online audience that encompasses. Social media spending is only one part of a political campaign, but it can be instructive on what the other elements need to accomplish, and what messaging is resonating with the public.

# The basics of paid social

## Focus your approach

Every district race is different, but many candidates discover that while a central campaign message is important, it helps to be able to frame it differently for constituents with different needs. Social media allows you to texture some of your policies to meet people where they are. Reaching seniors, college students, parents, teachers, and so forth, may be more effective if you personalize some of your language.

Social media allows you to expand your reach by adjusting your message in ways that touch on the issues most important to constituents. This actually deepens your connection with voters.

### Contextualize Message for Each Audience

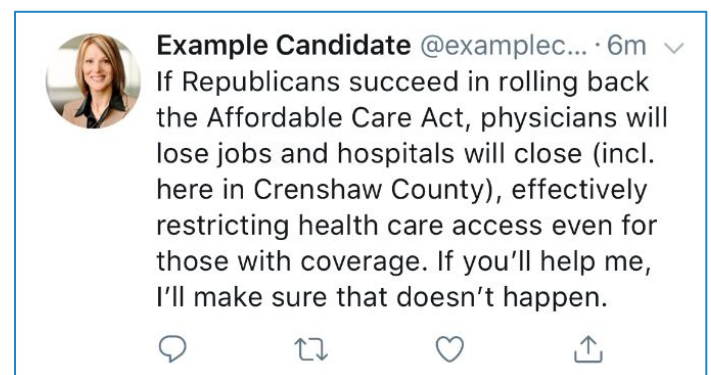
People approach issues in different ways and perceive policy benefits differently. A college grad with a stable job may see universal health care as a human rights issue; moms and dads may see it as a moral issue; a worker with tenuous job security may see it as an immediate, pressing economic issue. Every one of these community members would potentially support a candidate or policy that expanded health care access and lowered costs. But an abstract “health care is a right” message in the abstract may not connect with the low-income worker. And ads decrying steep medical bills may fail to motivate the recent college grad whose annual bills are low.

They all support your policy; they just have different reasons for doing so.

Fitting these differing viewpoints into one message would be impossible. That’s where social media comes in. A candidate can create distinct messaging - not contradictory, but complementary - and direct it at populations that otherwise may not find common ground.

Make your ads as diverse as your community is. This guide will show you how to build specific audiences, and run ads against multiple groups of people at once. You can create an audience of recent college grads for one type of messaging, or moms and dads whose kids fall within a set age range, or everyday workers in dozens of fields. You can target ads to people with distinct political philosophies and even supporters of different public figures (or other high-profile candidates).

Keep your issues and values consistent throughout your advertising, but adjust the way you communicate them. Many people have a few passion point interests; reaching them can help.



The Facebook post on the left appeals on an emotional level; the Tweet on the right is an economic pitch. Both may be effective, but to different audiences. With paid social spending and targeting, you can make the same argument (strengthening the ACA, for instance) with different language and motivations.

# Social strategy

## Framing Your Message

### Frame the Argument To Control the Argument

[George Lakoff, writing in “Don’t Think of an Elephant,” has good advice on reframing a message. It’s well worth a read. Some insights from that text informed the below.]

It’s important to frame policy and political issues as arguments you can win. You control the language that you use and the conversations you start online, so keep a few things in mind:

- ❑ Do not use the opposition’s language.

If you talk about climate change, don’t argue that it is a reality. The reality of climate change has never been in question, except by people who profit off of ignoring it. Instead, talk about how we can prepare for the green jobs that will come our way. Will your district benefit from them? Talk about rising emissions and pollution. Can your community reduce them? Odds are, your opponent doesn’t have a plan to combat these - and that’s how you stand out.

- ❑ Do not Retweet or Quote your opponent’s message - ever.

It is tempting, after a particularly inaccurate or ridiculous tweet by an opponent, to retweet / quote tweet it and point out the ignorance, or the bigotry, or how that candidate is simply wrong. This will backfire in ways that many social media users do not appreciate.

To retweet, even to a skeptical audience, even with your own fact-checking or denouncement, is still spreading your opponent’s message. (It’s why we do want to retweet people with whom we agree.)

Several studies have shown that repeating a false claim, even in the context of debunking that claim, can make it stick. (source: <http://timharford.com/2017/03/the-problem-with-facts/>)

A different version of this is the “Streisand Effect.” By calling attention to something that may not be well-known (in the example scenario, the location of her beach home) in order to protest an opinion, you actually bring more attention to the original opinion.

- ❑ Use memorable, meaningful terms.

You know your district best. What motivates them? What are their values? Reflect that in your social media messaging. Some people may be resistant to gun laws - but they support reducing violence. Some people may bridle at government overreach - but they want their values of serving the poor and the sick to be reflected in public policy.

- ❑ Repeat yourself often.

Social media moves along quickly. One day a topic is trending, and the next it’s gone. Keep reminding voters about the issues you want them to think about. Don’t move on from a winning issue - continue to discuss it. Repetition helps a message sink in.

Ultimately you will learn as you go what works with your audience and what doesn’t. Social media gives you instant feedback, so you can see which arguments take hold (with high engagement or share rates) and which are ignored.

Make sure you take comments with a grain of salt. Some will be supportive or constructive, but most people do not take the time to comment at all. Think of you own social media use: you may see posts or tweets you agree with, but you don’t always engage. So the comments that you do get, especially negative ones, are likely not at all representative of the larger public.

# Social strategy

## Driving Behavior

### Motivate People to Vote

In most cases, there will be a lot of Get Out the Vote messaging for bigger campaigns (president, et al) occurring at the same time you're running your race. But you can still insert yourself into those conversations, keep your name in voters' minds, and encourage people in your own district to turn out when they otherwise might not. (During bigger elections specifically, some voters may forget about the importance of local candidacies.)

How can you increase voter turnout in your community?

- ❑ Make it easy. Allocate budget to remind people heavily on election day and the days before, and link out to voting guides, polling locations, etc. If a link requires too many click-throughs to find what they need, some on-the-fence users will just drop off.
- ❑ Make it close. Some elections can feel overwhelming - but in local elections, one vote can have a big impact. Make sure voters know that this is a close race (it helps to imply you're slightly ahead, if true) and that their single voter can make the difference between whether or not the policies they care about come to fruition.
- ❑ Make it personal. The more that you're seen as a close member of the community, or even a friend, the stronger your pitch will be. Ask people to directly bring a friend or family member to the polls, too. Make sure they know that this is an incredibly important, civic task.
- ❑ Make it positive. Avoid language that may guilt or shame voters (such as the bad things that happen when people stay home) and focus on the positive impacts of voting. One vote can expand Medicaid or legalize marijuana. That's powerful and encouraging.
- ❑ Make it stick. Increase reminders close to election day, pursue other avenues (postcards to voters, for instance) to really drive the message home.

Pay attention to some of the GOTV efforts you see elsewhere. Maybe other candidates across the country have smart messaging or strategies that you can use. And if you win, be sure to push for greater ease and access to voting. The more people vote, the better off our democracy will be.

### Changing Minds

Motivating people to the polls is one thing; changing minds is another. It may not be possible to change a lot of minds in a short period, but you can keep these (and other) techniques in mind to continue over time.

A 'bandwagon' approach is effective in changing minds - but you need to keep statements dynamic (not static).. For instance, it's better to point out that "more Americans are shifting their views, and now support transgender troops serving our country" instead of the static statement, "more Americans support transgender troops serving our country." It's helpful for people to hear that others are evolving on an issue - that shifting left is a shared experience in the community. When testing this out, participants were never asked to change their own opinions - that simply happened in response.

(source: <https://news.stanford.edu/2017/10/06/change-behaviors-changing-perception-normal/>)

Use language that's different from the position you're arguing against, and try insert examples. Using a "for instance" or bringing a real person into an abstract policy argument can change minds. Even terms like "it could be the case that..." may be helpful in converting people, because it starts with a softer tone.

(source:

<https://www.washingtonpost.com/news/wonk/wp/2016/02/10/how-to-change-someones-mind-according-to-science/>)

# Facebook

## Starting on Facebook

Every social platform (for that matter, anything online) is intimidating and daunting the first time. But these platforms are designed to be used by anyone, and the more you get accustomed to them, the easier they will be to use.

If you're ever confused, the answer will hopefully lie here, and almost always at the end of a google search.

### Why Use Facebook (and Instagram)?

Facebook has an incredibly large pool of users, with rich, detailed targeting options, so it is an extremely valuable tool in community outreach. FB has taken some wise steps recently to limit some third party targeting applications, but the majority of those will not affect you adversely.

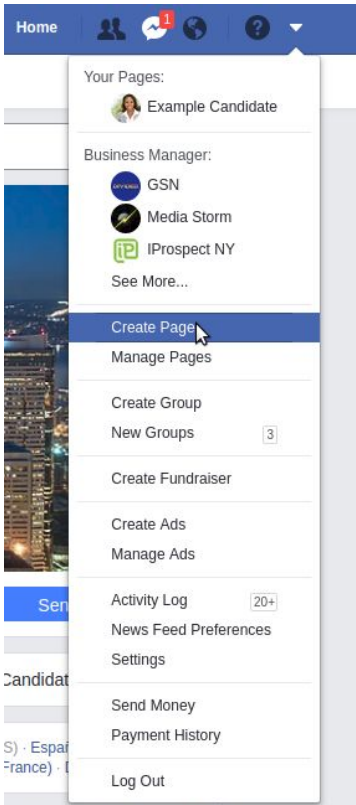
Facebook and Instagram both run off of FB's same ad platform. You will have the option (in most cases) to run ads from Facebook across FB Messenger and Instagram as well, which this guide will explain.

### Setting up your account / page

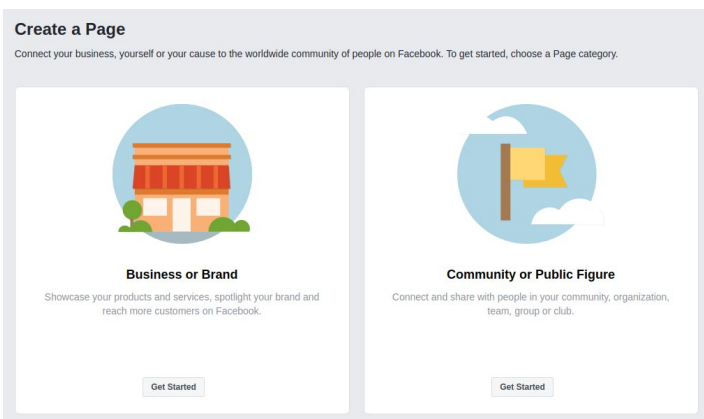
From your Facebook account (this can be anyone who will run the campaign) you will [1] create a Facebook 'page.' You can set this up through your personal profile, but it will be a separate candidate / politician page.

On the next menu, [2] choose "Community or Public Figure," and then [3] "Politician." This will govern how Facebook treats your ads.

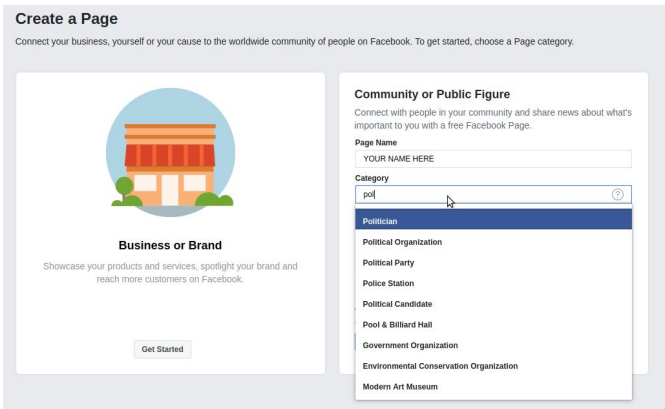
1



2



3



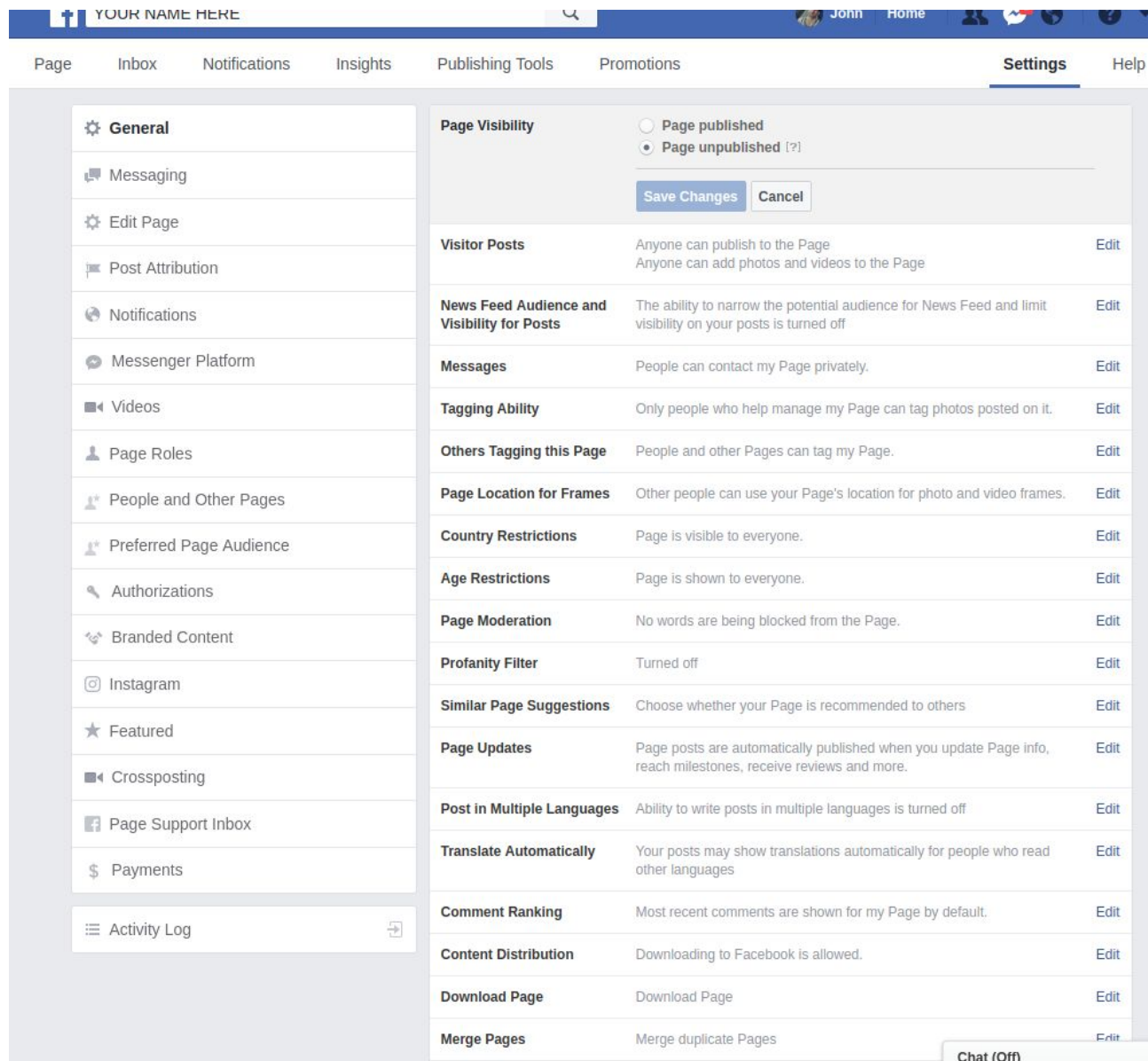
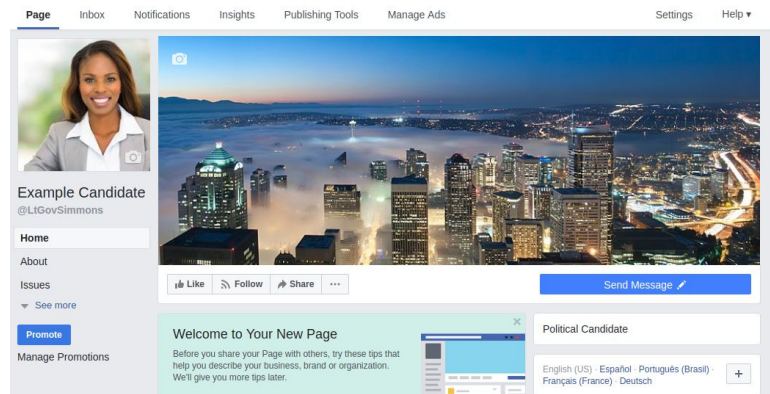


# Facebook

## Starting on Facebook

Check settings [below] to make sure you publish your page only when you're ready, and adjust other options as you choose. Typically the default settings are best, but you may want to adjust a few options. For instance, the "Profanity Filter" filters wall posts & comments by users into the Page wall's spam tab.

Add photos [right], issues, etc., to your profile for users who visit your page. You want this completely filled out, to answer any potential questions a site visitor may have.





# Facebook

## Starting on Facebook

### Verifying your account

Facebook has recently taken steps to ensure that only verified candidates are running political ads on its platform. This is a welcome response to the countless misleading ads/advertisers in 2016, but it can be inconvenient and it's good to handle immediately.

To get authorized, advertisers will need to complete these steps:

- ▷ Page admins and ad account admins will submit their government-issued ID and provide a residential mailing address for verification.
- ▷ Facebook will confirm each address by mailing a letter with a unique access code that only the admin's Facebook account can use.
- ▷ Advertisers will have to disclose who is paying for the ads.

More information here:

<https://www.facebook.com/business/news/the-authorization-process-for-us-advertisers-to-run-political-ads-on-facebook-is-now-open>

Be sure to check your mail (or have your campaign do so) and verify the account ASAP.

### Defining Campaigns, Ad Sets, Ads

A “campaign” in social media refers to the group of ads you’re running, rather than the political campaign you (or your ballot initiatives) are engaged in. This can be confusing, but it’s common language in social media marketing.

Campaigns contain one or more ad sets and ads, each with different audiences, targeting, flight dates, spends. The defining characteristic of a campaign is the objective, or goal - described on the next page. Each campaign has only one main objective (so using multiple campaigns may be necessary for each advertiser - that’s you). Ad Sets exist within a single campaign and contain one or more ads. Their defining characteristics are the audience, spend, flight dates (or timeline), and other demographic settings - they basically decide who sees your ad, when, and on what device. Finally, the ads are the creative content - what the audience sees. At the ad level, you’ll create or choose the content that these campaigns will promote.

### Naming Conventions

A quick note about naming conventions. Name campaigns as descriptively as possible, and carry those names through to the ad set and ad level. It’s helpful when you want to interact later (change ads, etc) and measure post-campaign performance, for the names themselves to be as clear and descriptive as they can be. Externally, no one will see what you have named your campaigns, ad sets, or ads - they are only visible to you. Names can also be changed anytime, even after a campaign has completed.

# Facebook

## How to set up a campaign

### Creating a Campaign

When you first start a campaign, you will select a Buying Type and a Campaign Objective. The Buying Type defines how Facebook will spend your money. This is either Auction, which serves ads at an efficient (but fluctuating) cost to users that it finds (you'll use Auction almost exclusively) or Reach & Frequency (aka R&F), which decides on a cost and books a set group of users ahead of time, and then serves them ads at a set frequency. The R&F runs at a higher cost, and is more rigid, but it's effective when you need to guarantee a set reach and frequency for unique users in a given period of time. The days leading up to Election Day may be a good use of the R&F to make sure everyone gets served an ad with polling details and a reminder to support you, for instance. But most of the time, Auction provides the best value and the most versatility for your campaign.

Below is the Campaign creation pop-up you will see when creating a new campaign. "Auction" is recommended for "Buying Type" [1] in virtually all circumstances.

Below that, you'll choose an Objective [2], which this guide will explain on the next page.

The screenshot shows the 'Quick Creation' pop-up window for creating a new Facebook campaign. The window has a title bar with 'Quick Creation' and a 'Switch to Guided Creation' button. The main content area is divided into sections for 'Campaign Name', 'Buying Type', 'Campaign Objective', 'Ad Set Name', and 'Ad Name'. The 'Buying Type' dropdown is set to 'Auction' (marked with a blue '1' and an arrow). The 'Campaign Objective' dropdown is set to 'Traffic' (marked with a blue '2'). A dropdown menu for 'Campaign Objective' is open, showing options under 'Awareness' (Brand awareness, Reach), 'Consideration' (Traffic, App installs, Video views, Lead generation, Post engagement, Page likes, Event responses, Messages), and 'Conversion' (Conversions, Catalog sales, Store visits). The 'Traffic' option is selected. At the bottom, there is a 'Cancel' button and a 'Save to Draft' button. The status bar at the bottom indicates 'Creating 1 campaign, 1 ad set and 1 ad'.

# Facebook

## How to set up a campaign

### Choosing a Campaign Objective

The Campaign Objective tells Facebook how to serve and optimize your ads. Determining how to best position ads with users requires knowing what your goals are. Depending on your objective, FB may gear ads towards those who exhibit a preferred behavior.

These cannot be changed later. You can always pause / end a campaign and recreate one, but try to be sure you're using the best campaign objective before you get started, so you don't waste time deleting and starting over.

#### Brand Awareness

Reach people more likely to recall your ads and increase awareness for your brand. This is a commonly used goal; it aims for wide reach, but optimizes towards people who 'respond' well (whether that's click on a link, like a post, or just spend more time with it than with other FB content).

#### Reach

Show your ad to the maximum number of people in your audience. With this goal, FB just serves the ad to as many people as possible in your audience. Smart for when you need to get out messaging to everyone, quickly and efficiently, but it may serve to people who aren't as receptive to your message.

#### Traffic

Increase the number of visits to your website. This is helpful when you need users to accomplish something on your website (or any website you link to - whether you run it or not). That may include registering to vote, reading about policy ideas or about your campaign, or making donations.

#### App Installs and Video Views

These ads either send people to an app store where they can download your app (a goal you will likely have no use for), or promote videos of events, speeches, or policy explanations. Video ads are used in entertainment a lot, when viewing a trailer may be a proxy for buying a movie ticket, but except in rare cases (with excellent video content that persuades or motivates viewers), you will not need to optimize towards viewers.

#### Lead Generation

Collect lead information, such as email addresses, from people interested in a person or business. This may be handy in setting up volunteer or donor lists, but it's not always effective as a standalone ad. It may be better to encourage sign-ups on a website.

[continued on next page]

#### Awareness

✓  **Brand awareness**


 Reach


#### Consideration


 Traffic


 App installs

 Video views

 Lead generation

 Post engagement

 Page likes

 Event responses

 Messages

#### Conversion

 Conversions

 Catalog sales

 Store visits

# Facebook

## How to set up a campaign

### Choosing a Campaign Objective (con't)

#### Engagement (Post Engagement, Page Likes)

Get more people to see and engage with your post or Page. With engagement as your objective, you can: boost your posts (post engagement), promote your page (**Page Likes**), get people to claim an offer on your Page (**Offer claims**), or raise attendance for an event on your Page (**Event responses**).

While it may seem tempting, do not buy “Page Likes” (or “Followers”). Facebook representatives advise against this as well; it’s just not an effective way of building a community. Your ads may encourage followers on their own, but buying them directly tends to not help performance or outreach.

This can be valuable, in that it uses engagement as a proxy for delivering ads towards people who may be receptive to your message.

However, this isn’t always the most effective option. You do want positive engagement, but someone eager to click / like / comment / share isn’t necessarily a more valuable or persuadable person than a social media user who reads passively. Both may vote, yet this strategy will veer harder towards one of them. Shares are helpful ways to spread your messaging organically, as you won’t pay for the people reached when someone shares your message, but again - the people who see that share may not be in your district or state. They may want to donate, but it’s not as likely.

#### Messages

Get more people to have conversations with your business to generate leads, drive transactions, answer questions or offer support.

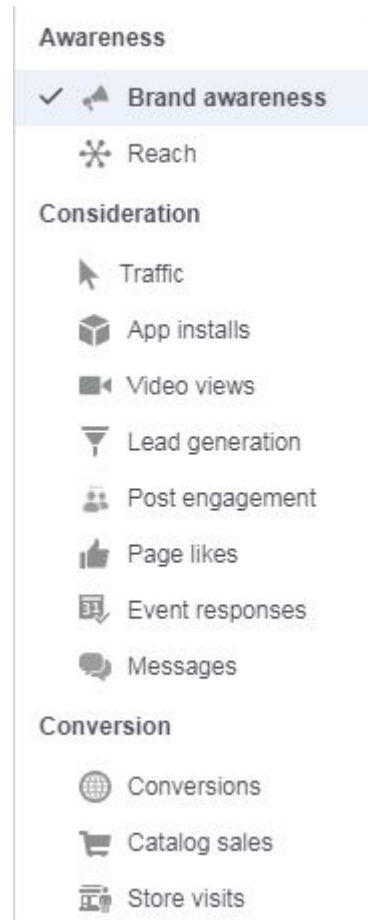
These are distinct from “Messenger” ads, which are ads that appear in the Facebook Messenger app, and will be described in detail later in this guide.

#### Conversions

Get more people to use your website. To track and measure conversions, use the Facebook pixel or app events. Of the Conversion goals (including **Catalog Sales** and **Store Visits**, which are self-explanatory), this is the one you may find a use for. It can track any action on your site, and optimize towards users who take that action. That may be signing up for something, donating money, promising to vote, etc. This must be used in conjunction with your website.

### Which Objective Should You Choose?

The best objectives for political purposes will likely be **Brand Awareness** (though Reach is similar and acceptable) to get your message out effectively; **Traffic** for ads that are designed to get users to either volunteer, see more information on your website or register to vote; and **Conversions** \*if\* you can measure how people behave on your site and the cost (which can be high) makes it worthwhile. You can limit the cost per conversion, if you’re concerned about high spend here.



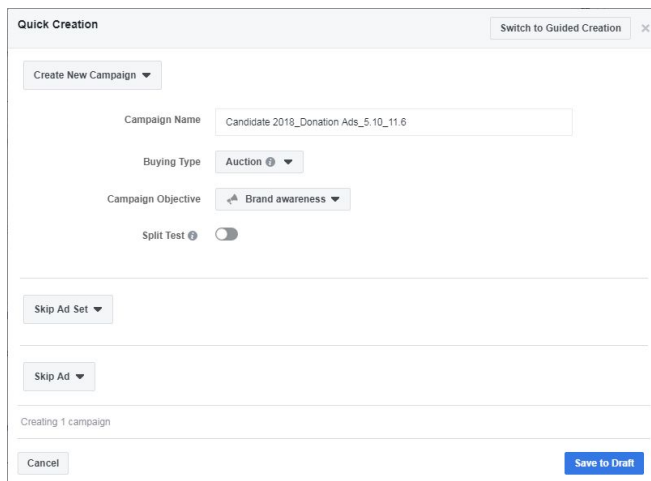
# Facebook

## How to set up a campaign

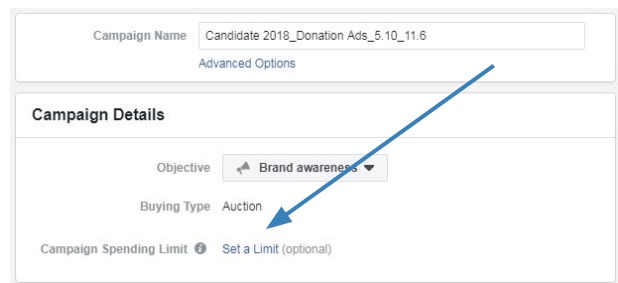
### Spending Limit

**Set limit:** You can also set a spending limit here that will apply to every ad set within is campaign. If you know you can't spend more than a certain amount (whether \$100 or \$10,000), enter that here. This can be changed and adjusted later, but it helps to cap your spend - otherwise, you could accidentally go far over budget.

Once the campaign is created you will see an option to enter a spending limit, or after it is created you can go back and set this.

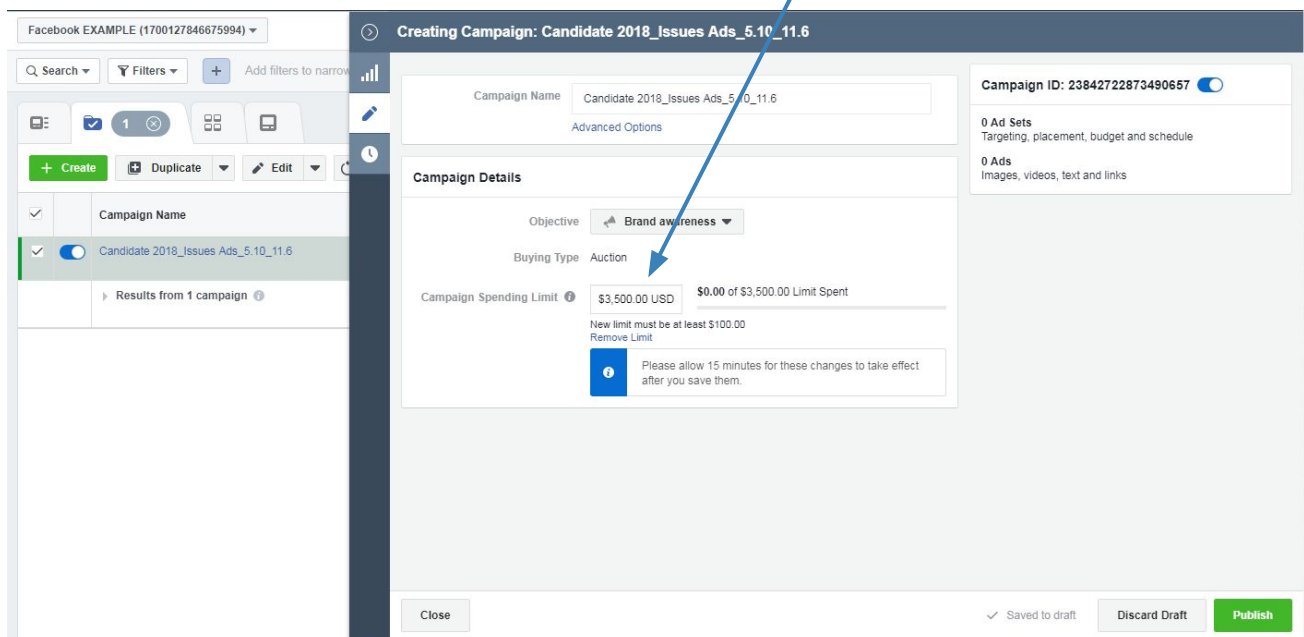


The 'Quick Creation' window shows the initial setup for a campaign. The 'Campaign Name' field is filled with 'Candidate 2018\_Donation Ads\_5.10.11.6'. The 'Buying Type' is set to 'Auction' and the 'Campaign Objective' is 'Brand awareness'. There are buttons for 'Skip Ad Set', 'Skip Ad', and 'Save to Draft'.



The 'Campaign Details' section shows the 'Campaign Spending Limit' field with the text 'Set a Limit (optional)'. A blue arrow points from this field to the 'Campaign Spending Limit' field in the 'Creating Campaign' window below.

Name your campaign [left], then when it is created, a tab will open and you can set a limit [above and below]. This can be changed at any time, but Facebook cannot spend over this limit.



The 'Creating Campaign' window shows the 'Campaign Spending Limit' field set to '\$3,500.00 USD'. A blue arrow points from the 'Campaign Spending Limit' field in the 'Campaign Details' section above to this field. The window also shows the 'Campaign ID' as '23842722873490657' and a 'Publish' button.

### Next Steps

After the campaign is set up, you should go directly into setting up an ad set. You can have multiple ad sets in each campaign [MORE HERE?]

# Facebook

## Ad Sets: Building audiences

### Budget and Schedule

Set your flight dates and total spend (for this audience) in the Ad Set; you can always return and add money or subtract unspent money, but be careful to set these correctly as once money is spent, it can't be unspent. Additionally, once 'Daily Budget' or 'Lifetime Budget' is selected and the Ad Set is saved, that can't be changed. Facebook is good at pacing appropriately, so setting a Lifetime Spend limit will enable FB to distribute the spend evenly across every day of your campaign..

You can always adjust the time frame later. So if you run a campaign that completes, you can simply start it again at a higher spend (or any daily spend) and continue serving ads while saving the audience metrics.

You can \*always\* pause a campaign, an ad set, or an individual ad. If any problems arise, pause and then address the issue - you can unpause and go back to spending immediately.

### Custom Audiences

Email lists can be uploaded into Facebook as Custom Audiences, and allow you to target, or exclude, people based on connecting email addresses to FB/IG accounts.

You can also target people based on past engagement (such as video views), or who visited your website (provided you used the FB pixel).

**Budget & Schedule**

Budget

Lifetime Budget + \$350.00

\$350.00 USD

Start Date

May 10, 2018

9:00 AM

Pacific Time

End Date

Jun 10, 2018

9:00 AM

Pacific Time

Ad Scheduling ?

☒ Run ads all the time

☐ Run ads on a schedule

Budget

✓ Daily Budget

Lifetime Budget

\$20.00

\$20.00 USD

Actual amount spent daily may vary. ?

Create a Custom Audience

Customer file

Add customers from your own file or copy and paste data

Use your customers' information to match them with people on Facebook.

Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)

Include LTV for better performing lookalikes

NEW

Use a file with LTV to create a lookalike more similar to your most valuable customers.

Back

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

**Customer File**

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

**Website Traffic**

Create a list of people who visited your website or took specific actions using Facebook Pixel.

**App Activity**

Create a list of people who launched your app or game, or took specific actions.

**Offline Activity** NEW

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.

**Engagement** UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

This process is secure and the details about your customers will be kept private.

Cancel



# Facebook

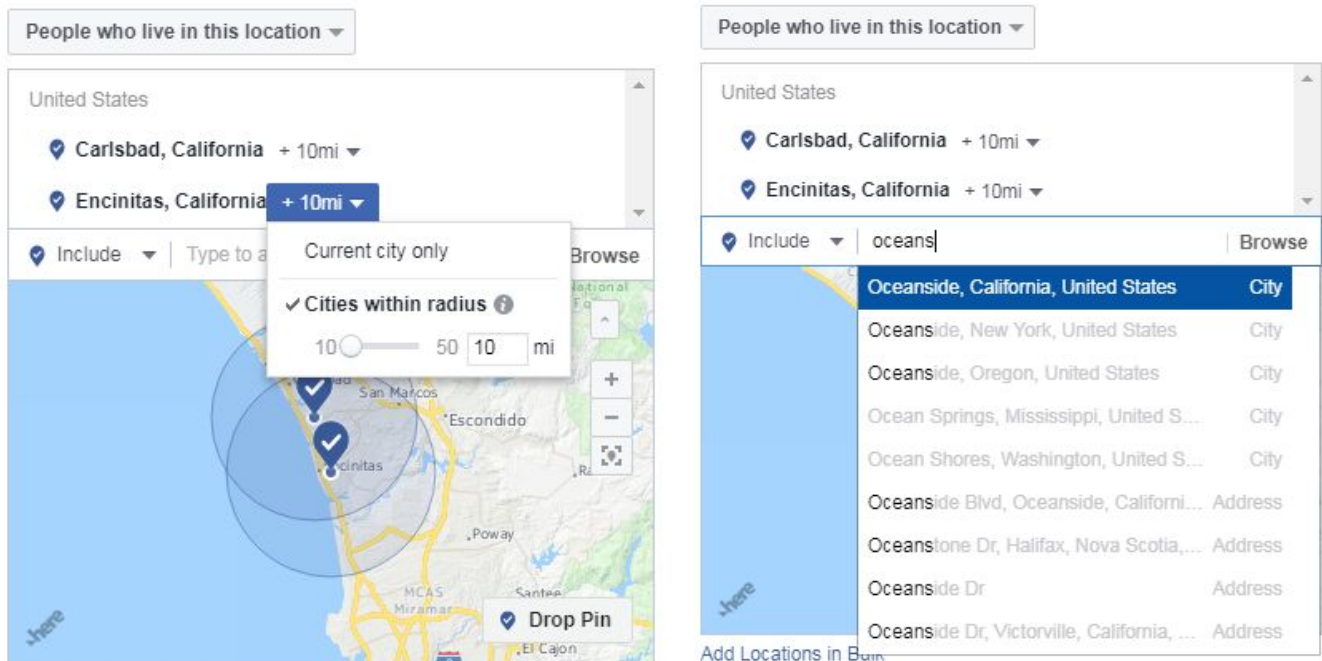
## Ad Sets: Building audiences

### Geographic Targeting

Whether you're targeting ads at your district to persuade the public on the issues or get out the vote, or targeting broadly to encourage donations / volunteers, you will need some degree of geographical targeting.

Facebook begins assuming you will target the United States. You can type in states, cities, counties, etc. with a mile perimeter to create your boundary. The Audience Definition sidebar will tell you your Potential Reach.

The Location targeting also begins assuming you'll target "Everyone in this location," which includes people traveling through. This may be relevant if you're in an area where a lot of people work but don't live (and therefore don't vote). It's always safe to choose "People who live in this location."



### Age and Gender, Languages

Facebook can market to as young as 13, but you can run towards 17 or 18 up to get voters. You can also create several ad sets, and divide them up by age and gender to test different ads against each group. This isn't necessary, but [etc etc]. Languages are set at all, but you can limit to Spanish or any other language if you want to reach voters in a more textured, personal way.

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

# Facebook

## Ad Sets: Building audiences

### Interest & Behavior Targeting

Facebook uses user data (what pages people follow, what they post and say, what they interact with) to create dozens of interest targeting options. Take some time to peruse them, but almost every type of interest, belief system, activity, or demographic detail exists here. They also appear with approximations of their size - though that number exists independently of location, so scaling to your district and your age group will lower that audience size considerably. You also may find some interests overlap heavily. Adding a “universal healthcare” interest to a “U.S. politics (liberal)” audience may not raise the size by much.

You can either browse interests, or start typing and see what options appear. Some of the interests / behaviors to take note of:

- ▷ Parents / Family status / Relationship
  - Can target moms and dads, even filter parents by the age of their children
- ▷ Activities
  - Find people who participate or support specific charities
  - Focus on behaviors relevant to your community (fishing, hunting, sports, and support of sports teams)
- ▷ Political party affiliation & involvement
  - Use liberal / Democratic status, or related social issues
- ▷ Causes, passion points
  - Target people more interested in health care, medical jobs, environment, etc
- ▷ Ethnic targeting (based on behavior, this is not a precise audience, but helpful for cultural relevance)
- ▷ Education
  - Reach current college students, people with bachelors or masters degrees, and more

After adding one or more items, FB will offer “Suggestions” as well; these may help expand your audience. For instance, suggestions for a “universal health care” target include “social change,” “Barack Obama,” “Healthcare.gov” and “Bernie Sanders.” Some interests, like “Medicare for all” may not exist as options - just find reasonable proximities for targeting purposes.

The screenshot displays the Facebook Ad Set creation interface. The title bar reads "Creating Ad Set: Issues Ads\_Brand Awareness\_Young Democrats\_5.10\_6.10". The "Detailed Targeting" section is active, showing a list of interests under the "Demographics > Politics (US)" category. The selected interests are "Likely to engage with political content (liberal)", "US politics (liberal)", and "US politics (very liberal)". Below this, a list of suggestions is shown, including "Charity and causes", "Community issues", "Environmentalism" (which is selected), "Law", "Military", and "Politics". To the right, the "Audience Definition" section shows a gauge indicating the audience's specificity, with a needle pointing towards the "Broad" end. Below the gauge, it states "Potential Reach: 130,000 people". At the bottom right, a summary box shows "39,128,850 people" and lists the interests: "Interests > Hobbies and activities > Politics and social issues > Environmentalism". A description follows: "Description: People who have expressed an interest in or like pages related to Environmentalism".

# Facebook

## Ad Sets: Building audiences

### Narrowing and Excluding Audiences

There are two ways to create audiences with several interests or behaviors. Logic experts often think of them as 'AND' and 'OR' audiences. If you are willing to accept audiences who follow liberal politics OR are environmentalists (meaning they can fall into one category or the other, or both), you would enter these audiences into the same Interest list. However, if you want audiences who follow liberal politics AND are environmentalists, (meaning they must fall into both groupings) you would "narrow" the audience.

*In the below 'OR' audience, users can fall into any single one of the below targeting groups, but not necessarily all four, and still be reached by your ad.*

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Politics (US)

Likely to engage with political content (liberal)

US politics (liberal)

US politics (very liberal)

Interests > Hobbies and activities > Politics and social issues

Environmentalism

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

*By contrast, the below 'AND' audience requires that a user be in at least one of the first three Politics groups, and must also appear in 'Environmentalism' targeting*

INCLUDE people who match at least ONE of the following ⓘ

Demographics > Politics (US)

Likely to engage with political content (liberal)

US politics (liberal)

US politics (very liberal)

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Interests > Hobbies and activities > Politics and social issues

Environmentalism

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Further

### Page Connections

You can target -or exclude- followers of your page. This is helpful when either making sure you reach all of your own followers with specific messaging, or conversely, trying to reach new people (and not paying to hit fans who are already supporters).

Adding in Page Followers will act as an 'AND' statement. So including it will decrease your reach. Either create a targeting group for only your followers, or leave that blank and your followers may be included naturally in the campaign.

Add or Exclude

Facebook Pages >

Apps >

Events >

Advanced Combinations

Add a connection type ▾

People who like your Page

Friends of people who like your Page

Exclude people who like your Page

Connections ⓘ

# Facebook

## Ad Sets: Building audiences

### Potential Reach (Audience Definition / Size)

As you build your audience, pay attention to the Potential Reach block on the right sidebar. It is not perfect (the Estimated Daily Results aren't always reliable) but it helps gauge the number of people within your parameters. Reaching all of them will be impossible, but depending on your flight, you may reach a large share. This estimate should be a factor when deciding how much you need to spend on this particular ad set.



### Placement

Facebook offers two placement options - Automatic and Manual / Edit Placements. Automatic is simple, and is recommended by Facebook, but it may not be ideal. No matter what, Facebook will try to serve your ads to your audience as efficiently as possible. But you can provide it with the parameters of where ads can appear.

By clicking Edit Placements, you can select and de-select options to limit where the ad appears..

"Device Types" gives you the option to limit your ads to mobile-only or desktop-only. (It's unlikely you will need to take advantage of this.)  
"Platforms" lets you choose where your ads appear, explained below:

**Placement**

- ☒ **Automatic Placements (Recommended)**  
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more.](#)
- ☐ **Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

### Facebook

**Feeds** refer to the News Feed, where users spend most of their time, and where you'll target most of your ads. **Instant Articles** are a new tool that allow users to read more of your content without leaving the FB app (which therefore leads to more use and longer read times). This is advisable for messaging and informational ads. The **In-Stream Video**, **Right Column**, and **Suggested Videos** options can be less effective, though with video ads, running them In-Stream (like a commercial) can improve view rates - though poor content can be counter-productive.

### Instagram

The **Feed** is the most common ad placement for Instagram as well; **Stories** ads interrupt user stories, but require adherence to very strict specifications [[learn about them here](#)].

### Audience Network

The Audience Network exists outside of Facebook and Instagram. It is a collection of external sites and apps that partner with FB to show its ads amidst other articles. This means your ad could appear on a site or an app with unvetted, potentially obscene / offensive content. While it delivers very inexpensive reach and clicks, it is not recommended.

### Messenger

Ads on **Messenger** are also a new feature, and therefore haven't built up a lot of benchmarks or best practices yet. Messenger ads will get a lot of traffic (FB Messenger is one of the most used in the app store) so it may be worth testing with short & sweet content.

### Platforms

Facebook	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Instagram	<input type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input type="checkbox"/>
Audience Network	<input type="checkbox"/>
Native, Banner and Interstitial	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Rewarded Videos	<input type="checkbox"/>
Messenger	<input type="checkbox"/>
Home	<input type="checkbox"/>
Sponsored Messages	<input type="checkbox"/>

# Facebook

## Ads

### Setting up Ads

To create an ad in the FB Business Manager, click on the green “+ Create” button [1] on the left side of the screen, and you’ll be taken to the “Quick Creation” pop-up [2]. Use an existing campaign and existing ad set (this setting may default to ‘create new ad set’), and name your ad. When you save it to draft, it will open a tab [3] where you can set it up.

### Type of ad: Create Ad vs. Existing Post

This is the choice between “dark posts” and “organic” posts - where you have an excellent opportunity to test out messaging and language on audiences, to see which are more effective.

Organic posts are selected in the “Existing Post” tab; these are images/links/videos that you have already posted (or scheduled to post) on your Facebook page for your followers to see. By using it as an ad, you can boost it to a larger audience. Anyone who visits your page can find an organic post.

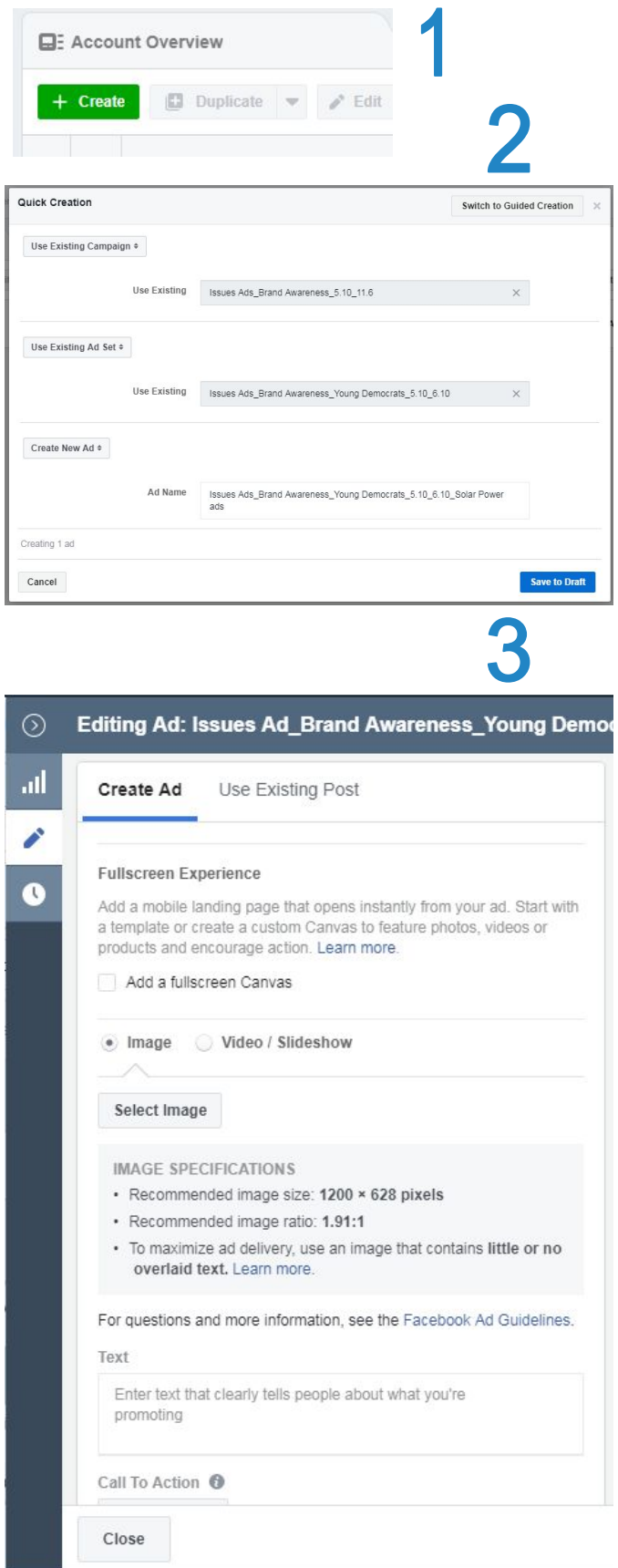
Dark posts are ones you create in the “Create Ad” tab. The audience you target them to will still see them, and can interact with them the same way they would an organic post, but your followers will not see your dark posts appear naturally in their timeline. Visitors to your FB page will not see the posts either, but they can uncover all ads you’re running if they want to.

The term “dark post” is just a nickname that audiences won’t see. So while they may seem ‘hidden,’ they are visible to anyone in your advertising audience \*and\* to anyone that your audience may share it with (either as a share or as a screenshot).

So why use them?

If you want to test out different versions of an ad (maybe with different images, different language, a different call to action), you don’t want to clutter your followers’ feeds with multiple versions of the same basic message. By creating multiple dark posts, users will only be served the ads equally, and the FB platform can determine which one is performing best (and optimize towards it).

[NOTE: Organically posted Instagram posts cannot be boosted as an ad. You will have to create an identical post in the Business Manager to promote on IG, and you can choose to only promote it on IG (and not FB) if you wish.





# Facebook

## Ads

### Running an Existing Post

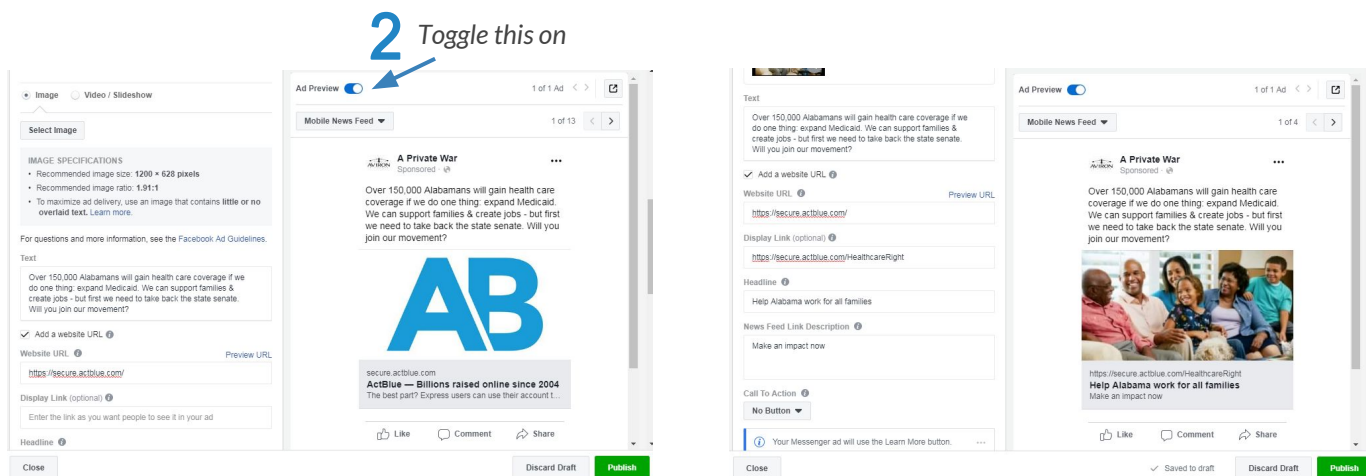
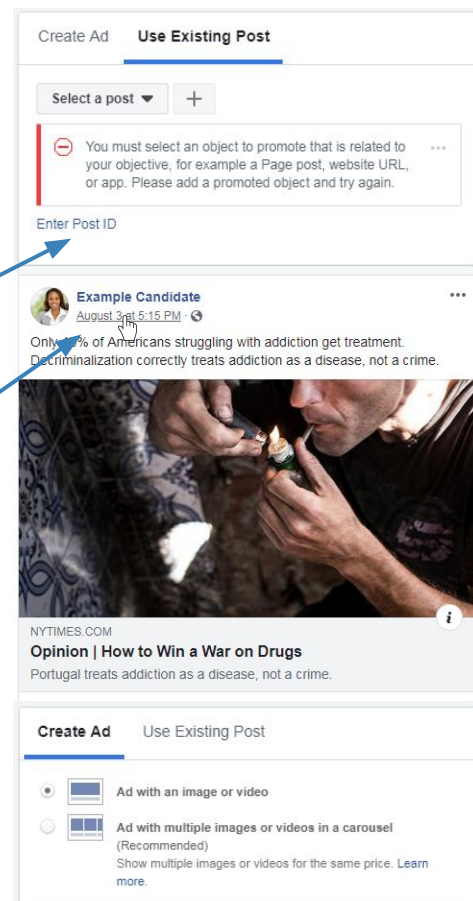
To promote a post that is already on your Facebook page (an “organic” post), select “Use an Existing Post” [1] and then choose the post you want from the drop-down menu immediately below that. On the right side of the screen, you can view an “Ad Preview” [2] of this post (make sure to toggle this feature on). From there, your ad is set and ready to run.

If you don’t see the option you want under the drop-down, you can click “Enter Post ID” [3] and then copy and paste the numbers from the end of the URL that goes to your Facebook post. To find this, click on the date of the post [4] and open a new page to show just that post. The URL will end with a long number - that’s the number you want.

If this still doesn’t work, check the post. Is it not live or scheduled? (If it is a draft, it can’t be promoted, if it is scheduled, it can.) Is it a static post in a video campaign? These small differences can cause headaches. Just check each step and see what’s causing the issue.

### Creating a New Ad

“Create Ad” [5] lets you make a dark post from scratch. Depending on the campaign, you’ll need either an image or a video, potentially a link, and text to run with the post. It will ultimately appear as a typical Facebook post.



Adding a URL will bring in the image from the website you link to (your ActBlue page, a new site, your campaign website, etc.). That may not be the photo you want to use - add a photo that will draw users in. This image will be clickable (taking users to your site), and cannot have text covering more than 20% of the image. Facebook is very strict about this, and it’s good practice to include little to no text anyway.

Fill in the headline for your link, and you can append how the URL appears extra language, as long as the main URL is the same. So, [www.actblue.com/397654](http://www.actblue.com/397654) could become [www.actblue.com/397654](http://www.actblue.com/397654). It won’t affect where users go - just how clear the user-friendly the link appears.



# Facebook

## Ads

### Test and Learn

Try to run multiple ads at the same time, to test which ones perform better. They can be similar, or nearly identical, but you always want to take the opportunity to learn something.

Use different language to get across the same message, and run them against the same audience in the same ad set. See which one users respond to. Try the same ad with different images. Images can be pictures of you or of some of the people your policies will help. Be creative. Small decisions here can have unexpectedly big impacts on an audience.

#### *Negative ad: focuses on opposition*



#### *Positive ad: focuses on better ideas*



One ad focused on the negatives: the administration trying to gut the health care law in order to pay for tax cuts for billionaires; another is more positive: that the health law has helped, but doesn't go far enough. It's optimistic about the future. Neither is "better" until you see how they perform.

Facebook will 'optimize' the best performing creative on its own. It measures how one ad is viewed, interacted with, and how well it drives your primary objective and will end up serving one primarily over others. (Ones with few impressions served may have high-seeming results that wouldn't bear out when scaled.)

### Test Outside Facebook

Facebook does a good job measuring link clicks out to your website or donation page, but do you own work to see how many people who click out are actually donating, signing up to volunteer, etc. You may get a lot of clicks but how much time do people spend on your site when they click out?

And many donation sites will tell you where users are sourced from - do a lot of donations come via social, or more from email and search campaigns? Facebook may be a great donor outreach platform for you, or it may be better suited driving awareness and eventually turning voters out to the polls.

# Facebook

## Measure Performance

Check the performance periodically throughout the campaign to see how audiences are responding and what ads are driving engagement and enthusiasm. Ultimately, reporting can give you insight into how to improve your outreach going forward, not just on Facebook/Instagram but perhaps across your entire campaign - as long as you know what to look for.

### Reporting Insights

What should you pay attention to? Depending on the ads that you ran, you'll want to focus on:

1. How each ad performed. If you ran more than one version at a time, you'll see which one Facebook optimized towards (evidenced by much higher impression numbers) or you may see that they were served equally. If one version outperformed the others, try to determine why. Was the post copy more engaging? Did it touch on an issue that people may be more interested in? Try variations of what worked on other ads going forward.
2. How your campaign performed in impressions, engagements, clicks. Compare how it performed relative to past campaigns, or broader benchmarks. If about 1-3% of users clicked through on an ad, that's roughly average. (It seems small, but that makes an impact.) And anything below a \$4 CPM (this is cost per 1,000 people reached) is an efficient spend, if bought on a CPM basis.
3. What audiences performed well? Look at the different audiences you may have targeted, and look at age and gender breakdowns (see next page), to see who responded the best or the worst.

The most important things to note are how the campaign performed against your original goals, which may mean ignoring some of the side noise. When assessing two ads, one may have gotten a higher engagement rate (likes, comments, etc.) than another, but if your campaign is about maximizing click-throughs, focus on clicks.

FB may also optimize one ad over the other, and when looking at reporting, the ad that was seen less will seem to have performed better. It may have a higher CTR, higher rate of engagement - but this can be misleading. Ads with fewer overall impressions often show 'inflated' performance; this is because it's easy to get good responses from a small, carefully cultivated group of people. FB may have served the other ad more often because it showed better traction scaled out - though it may appear that certain performance metrics suffered.

What content seems to drive energy - that's something you can take as a lesson learned as well. Do marijuana policy posts resonate and get people motivated more than health care? If so, that may instruct you to use marijuana policy posts on this audience in order to **drive voters to the polls** in November.

If your audiences are small, try to avoid hasty judgments on their behavior. It's hard to draw a lot of insight from a limited data set. Use what learnings you can glean, but know that they can have limitations when applied broadly.

### Viewing Comments

You will see negative comments, especially on hot button issues. If these reinforce existing concerns you have about your community's receptiveness to your campaign's ideas, it may be worth addressing - but remember that these are still just a few outspoken individuals. Some people may have concerns that can be responded to constructively, but there will always be negativity, anger, rudeness, and worse. It helps to view these as small but vocal segments of the population and move on.

You may also see a loss in followers (usually 1 or 2 at a time) with each post, but again, this is common when people may realize they just don't want to follow you. Don't worry about chasing one person here and there - a lot of people will be supportive of you and your candidacy. Get the message out consistently, clearly, and respectfully.

# Facebook

## Measure Performance

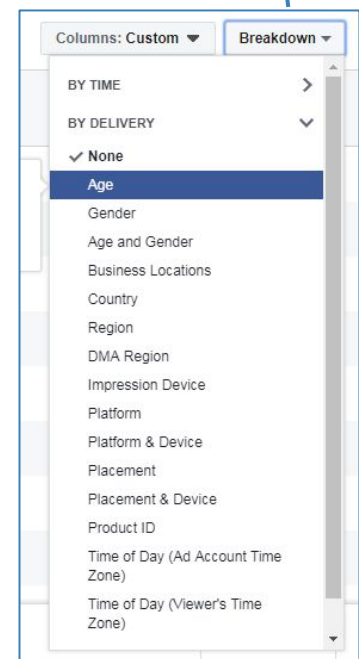
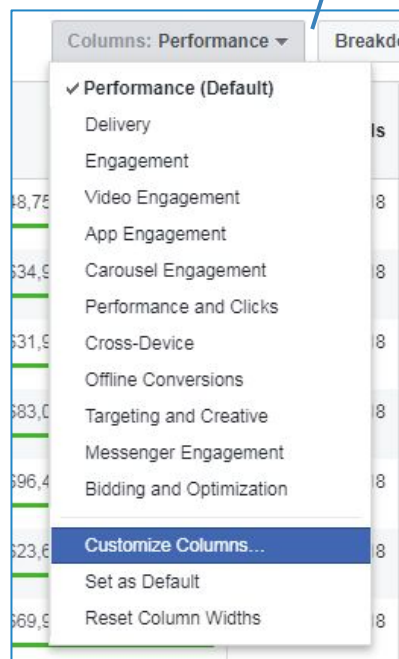
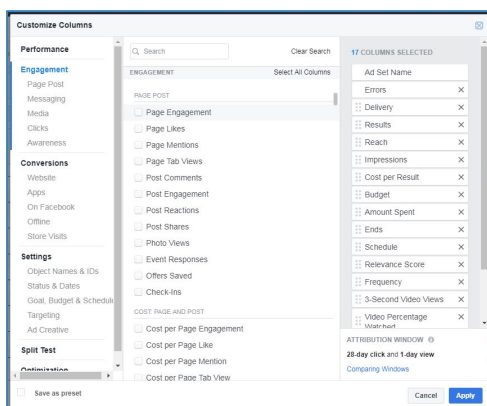
### In the Platform

Below is how the Ads Manager will look during or after a campaign's flight. The "Columns" dropdown menu gives you options of viewing preset performance metrics that focus on basic delivery, post engagement, clicks, and other various data. You can also customize columns yourself, to create the exact dashboard of metrics you want to view. The data doesn't change depending on the Column; it just changes which metrics you're seeing.

The "Breakdown" tab provides options of how you'd like to compare, or 'break down,' the data, in greater detail. So for instance, by breaking down the data by age & gender, you can see how people 18-24 reacted, as compared to people 25-34, as well as female and male responses. You can see users by the platform they used (Facebook, Instagram, FB Messenger) or even their device (iPhone, laptop, etc.). A few key details can help as you strategize next steps.

	Ad Set Name	Delivery	People Taking Action	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link)	Impression	CPC (All)
<input type="checkbox"/>	Donation Ads_Site Clicks_College Grads_8.20.9.19	Completed	6,040	328	47	46	1,497	2	\$0.09	15,829	\$0.09
	18-24		608	30	10	2	179	—	\$0.12	2,207	\$0.07
	25-34		2,006	90	18	11	518	1	\$0.09	5,945	\$0.05
	35-44		1,926	115	13	14	467	—	\$0.08	4,561	\$0.04
	45-54		848	57	5	11	240	—	\$0.07	1,913	\$0.04
	55-64		426	25	—	4	89	1	\$0.10	782	\$0.05
	65+		226	11	1	4	44	—	\$0.10	421	\$0.06
<input type="checkbox"/>	Donation Ads_Website Clicks_Liberal Moms_8.20.9.19	Completed	6,036	249	49	36	1,443	2	\$0.11	11,463	\$0.07
	18-24		558	16	5	7	118	—	\$0.18	2,453	\$0.12
	25-34		1,924	70	21	10	450	1	\$0.12	6,126	\$0.07
	Results from 15 ad sets		161,792 People	10,862 Total	1,051 Total	1,050 Total	29,379 Total	1,583 Total	\$1.50 Per Action	6,163,453 Total	\$0.55 Per Click

The dropdowns to the right show how you can choose from several performance presets. Delivery will be your usual best bet, but customizing gives you more options to add in to your dashboard. The default breakdown is "none," as it is not always necessary to use.



# Facebook

## Strategies for Outreach

### How Often Should You Post?

Research (from social agency Ahalogy) suggests that 1-2 posts a day is the general range, with 1 post being ideal. The best time to post is from 1-4 pm, but don't feel tied to that.

Keep in mind that even among one's own FB followers, a local politician should use the platform as if she is constantly trying to win over a neutral observer. This means that you shouldn't take it for granted that they know who you are - they may not always place your name immediately in the context of the office you're seeking. Keep reminding them who you are and what you stand for, but not in an annoying way.

FB will insert a lot of ads in users' feeds. This can be annoying, and it's entirely Facebook's responsibility to pick and choose how often to do this, but users may blame the advertiser if they get annoyed at repetition.

Facebook's algorithm is an asset and a liability here. It may prevent your posts from overwhelming followers by limiting how many make it to their feed; but people may also be hesitant to like / comment on your posts if it means that they end up seeing too many of them.

Don't read too deeply into responses, and don't assume people are paying attention. Make quick, succinct points to establish yourself and build awareness one step at a time.

### Messaging Guidelines

Stay positive, upbeat, and thoughtful. Avoid making every post an ask for money (or even making every post too repetitive). Try to empower the reader. Reminding them of problems can be effective, but provide hope.

Never use the opposition's messaging to describe an issue, even to refute it. (Refuting a bad idea helps to cement the bad idea in readers' minds.) Use the language that helps you with the argument. Climate change isn't up for debate - but you can debate the best way to create high wage green jobs, the best way to clean up our communities, or the best way to encourage companies to use renewable energy.

Some voters, especially in progressive districts, want to see a candidate take on polluters with tough language and promises to make them pay what they owe to the public. This is a fair position. But others are moved more by optimism in what renewable energy can achieve for them in the near term: lower electric bills, more jobs, higher pay, cleaner parks and cleaner air. But see how none of this touched on whether climate change is a reality. We know that it is. If the debate centers around \*how\* we combat it, then your ideas will win. And you'll be able to enter office with a mandate for change.

Broad advice: <https://www.facebook.com/business/learn/facebook-page-create-posts>

### Keep It Simple

Remember the most important messaging to use: your name, the office you're seeking, and the choice voters must make. Ultimately, you want people to go into a voting booth with that in mind.

No matter what happens on Election Day, keep in mind the conversation you've started with constituents. Politics is a long game: short-term setbacks may still pave the way for long-term policy achievements. If you pushed for a bold, progressive vision and came up short as a candidate, pay attention to how sentiment changes around your issues. You may have changed a lot of minds - and people may grow more willing to embrace you and your ideas sooner than you expect.

# Facebook

## Best Practices

### Best Practices

Facebook offers several best practices on how to improve a post's performance. These are applied broadly (to services, products, films, etc.) so they are not strict, but may be helpful.

- ❑ To increase the likelihood of clicks by 66%, keep Facebook posts between 40 and 80 characters.
- ❑ If you must go longer, try not to exceed 120 characters, especially when posing a question.
- ❑ Questions actually perform well on Facebook; they prompt discussion among your followers. Make sure the questions lead to productive answers, and don't open the door to trolling.
- ❑ Though #hashtags are fun, they don't do anything for engagement or metrics on Facebook, so keep them to a minimum and use them for visual emphasis only. Aligning with a key date or event (#EqualPayDay) is a good opportunity, while broad topics (#healthcare) aren't helpful.
- ❑ Add an image or video to your post to see up to 2.3 times more engagement.
- ❑ Clickbait or engagement-bait language, like "Share this post," "Tag 5 friends," or "Comment with your favorite," will be penalized in the News Feed.
- ❑ The ideal video length for Facebook is two minutes or less.
- ❑ Include captions / subtitles on video for people who watch with the sound off (which is true for almost 75% of viewers). If you can't produce sharp captions, you can type them into Facebook's business manager and they will appear in the video.
- ❑ The ideal image size for Facebook posts is 1200 x 900 pixels. If there's text on the image, it should only take up 20% or less of the image itself to qualify for advertising - and that's a good rule of thumb for all organic posts as well. No text in an image at all is a best practice.

For paid campaigns, these are some broad-strokes bits of advice to keep in mind:

- ❑ Don't buy followers. These are always expensive, and a follower is not necessarily a desired voter. You may see increases in followers from other posts anyway.
- ❑ Do buy CPM or Brand Awareness. This is an efficient way to reach a lot of people quickly.
- ❑ Focus on the right objectives. If you need site visitors, buy based on clicks - then measure your performance by that metric.
- ❑ Test multiple creatives. Treat each campaign as an opportunity to learn what messaging is most impactful on this platform.



# Facebook

## Improving Your Game

### Learn from Others

Facebook is always changing, and people often look for ways to improve their game. Take a look at your opponents, and also look at people you admire in this space (other candidates running in races across the country). You can see what they're posting on their page - and you can see what ads they're running.

Starting on their page [1] you can click on "Info and Ads" on the left bar [2], and be directed to their current / active ads [3].

If they aren't running any right now (or even if they are), you can view past ads in their archive, by clicking "Show Me" on the right bar of this screen [4]. You can also access this via a direct link, where you can search for any candidate, any topic, or any keywords: <https://www.facebook.com/ads/archive/>

Take a look and get inspired. If someone has a good idea, take it and run with it.

1. Profile picture of Mike Levin

2. "Info and Ads" button in the left navigation bar

3. "Create a Page" button at the bottom of the left navigation bar

3. "Active ads from Mike Levin" section header

4. "Show Me" button in the "Ads with political content" section

Facebook Ads Archive for Mike Levin. Shows a list of active ads with details like start date, ad type, and a "See Ad Performance" link.

Facebook Ads Archive results for Mike Levin. Shows a grid of ad images and their corresponding text descriptions.

Facebook Ads Archive results for Mike Levin. Shows a grid of ad images and their corresponding text descriptions.



# Twitter

## How to set up a campaign

### Why Use Twitter?

Twitter is seen as a place for immediate news, analysis, interaction, and intelligent talk - as much as for humor and, unfortunately, harassment. It's where many users expect to see political talk, and where they may display their own values - so it's an ideal place to target users and present your own case.

Given that Twitter audiences tend to lean left, there will be a lot of progressive activists and community members who may eagerly help spread the word about your issues and help raise money. However, there is always competition for attention, and paid media can help you stand out and reach the people you need to.

### Defining Campaigns, Ad Sets, Ads

On Twitter, Campaigns are roughly the same as Ad Groups (although they may appear separately on the platform). Unlike Facebook, you will set up the goal / objectives and the audience together. The interface is simpler than Facebook's, because there are fewer options.

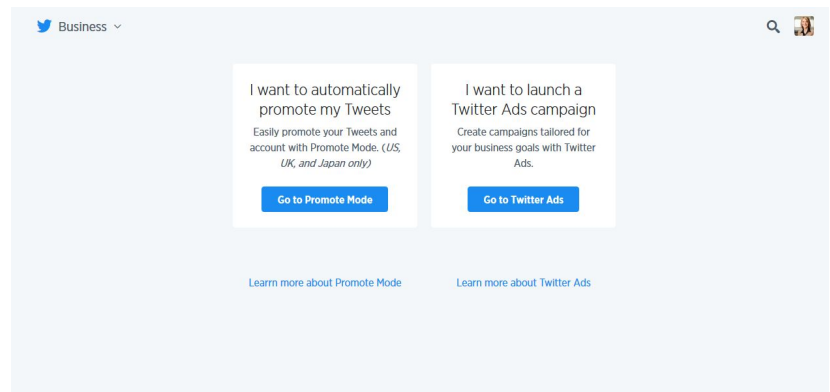
Ads are the tweets you will promote - organically or as "dark posts" (tweets that do not appear in your timeline, only as ads).

### The Look of the Platform

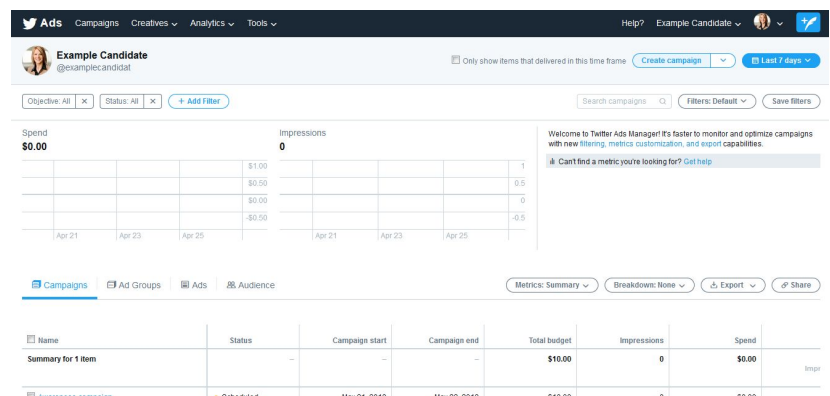
When you go to [ads.twitter.com](https://ads.twitter.com), there are two different ways the site may present itself. Before you've entered payment information (often done when creating your first campaign), it will look simple and streamlined. After it has your payment information, you will have a lot more options when creating your next campaign and the site will look more complex (though still hopefully intuitive).

Also missing is the option to create promoted posts (or "dark posts") but that becomes an option after you've set up billing, and you can always go back and add promoted tweets.

Basically, the platform needs payment information before it begins to look like the expansive platform that you will eventually get used to.



*The intro screen above, after payment, will look like the broader platform below.*



# Twitter

## How to set up a campaign

### Choosing a Campaign Objective

When you begin, you will need to choose an objective for this campaign. What's your main goal - and what would be a 'success' on this platform? Set the objective around that.

#### Website Clicks

Drive people to visit and take an action on your (or any) website — like reading an article, registering to vote, or making a donation.

Website clicks or conversions campaigns are optimized to drive traffic and generate conversions on your website from Tweets targeted to specific audiences. These campaigns allow you to feature your website content with Website Cards — a powerful ad format that allows users to preview an image, related context, and a clear call-to-action in their timeline.

What you pay for: The number of link clicks on your ads. You are not charged for organic traffic from logged-in Twitter users.

#### Followers

Like the Facebook 'Page Likes' objective, buying followers is not recommended. Many marketers and influencers have high follower counts on Twitter but weak public affinity. It's better to just promote the message itself and allow people to follow when they choose to.

If you choose to do so, hopefully you encourage followers who are interested in your issues and campaign. Follower campaigns are displayed in multiple locations across the Twitter platform — including Home Timelines, Who to Follow, and search results — and this suggestion is labeled as Promoted to distinguish it from other recommended accounts.

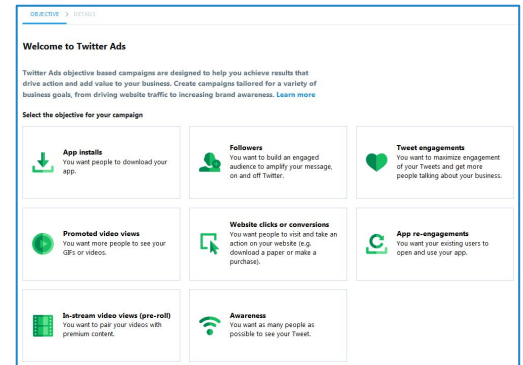
What you pay for: New followers who converted through your ads. You are not charged for clients who found and followed your account organically.

#### Awareness

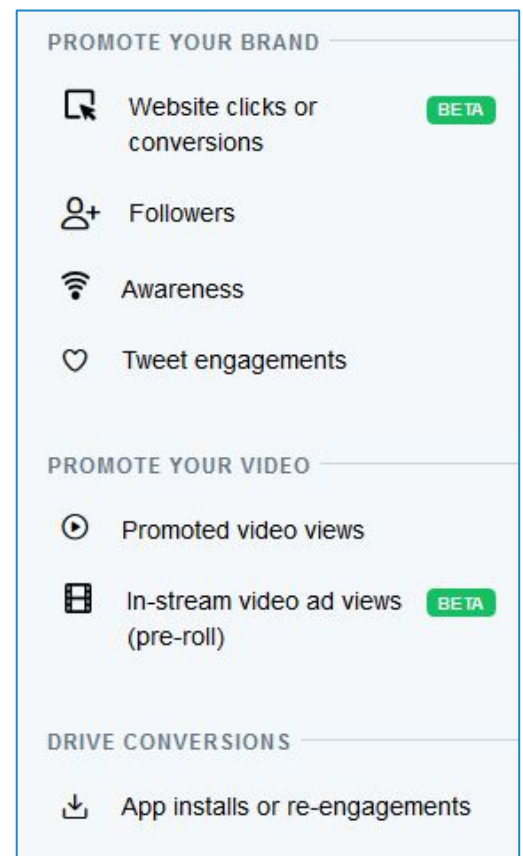
Increase brand awareness by getting as many people to see your Tweet as possible. Tweet impressions are the only thing you pay for, but people are also likely to follow, Retweet you, or visit your website after discovering your Tweets.

You set a bid amount per 1,000 impressions (an "impression" is when a Tweet fully loads on someone's timeline and they see it). The campaign will optimize for unique reach, which should deliver more reach for your campaigns at the same budget, with the same targeting and creative.

What you pay for: Every thousand impressions (CPM). If 9,999 people see the Promoted Tweet then you would be charged nine times, not 10. You are not charged for any interactions with the Tweet (likes, Retweets, detail expands, etc.).



*When creating a new campaign, you will choose an objective in a screen resembling either the above or the below.*



# Twitter

## How to set up a campaign

### Choosing a Campaign Objective (con't)

#### Tweet Engagements

Put your content in front of the right audience at the right time to start conversations, connect with your customers, and spread the word. This is not strongly recommended, as it serves a limited purpose. It also tends to favor users who are generally more likely to engage - but may not be more likely to be swayed by an argument or to take an offline action.

What you pay for: Initial engagements (replies, likes, Quote Tweets, and Retweets) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You are not charged for engagement on your non-Promoted Tweets.

#### Promoted Video Views

If you have very sharp, persuasive, and professional video content, the Video objective is a fit. Top tier video content is 6x as likely to be retweeted as images. Not recommended unless your content is strong - but feel free to test it out and see how it performs. Subtitles on video content is a must.

What you pay for: The number of video views on your Promoted Videos. You are not charged for organic video views or any click-throughs.

### So, Which Objective Should You Use?

The best objectives for your purposes will likely be:

- ☐ **Awareness** to get your message out effectively;
- ☐ **Website Clicks / Conversions** for ads that are designed to get users to either donate, volunteer, see more information on your website or register to vote.

Test them out and see what results you get - but judge each but its own objectives. You won't see a high click rate on an Awareness campaign, but you should see efficient spends against a very large audience.

## How to set up a campaign

### Create your campaign

After you select a campaign objective, you will move into choosing the main campaign creation details. Here you'll set a funding source, a budget, and campaign begin and end dates.

#### Budget

Twitter accepts IOs, which means you can block off a total spending limit, but it's easier to use a credit card for smaller campaigns. Just be careful (as always) to double-check your spending limits.

Daily spending limits are required, but total budget limits are not. It's smart to fill out both. Without a total budget limit, if you make changes or get your math wrong, you could wind up spending more than you planned.

Both budgets are hard ceilings. So if you set a \$100 total budget, but a daily budget of \$50, for a five day flight, it may spend out in the first two days and never spend again. This can be useful when you want to aggressively spend up front, but aren't sure how long it may take to spend out. You can also set pacing to "accelerated" (in the "Advanced" options drop-down) to make your ads serve faster.

#### Flight Dates

Setting a state date is mandatory, and the default is to start immediately. Dates can be changed after you set them, unless you have passed it by. If you set it to start too early by mistake, you can pause the entire campaign and simply unpaue it when you want spending to begin..

The screenshot shows the Twitter Ads 'Create your campaign' interface. The top navigation bar includes 'Ads', 'Analytics', 'Help?', 'Example Candidate', and a user profile icon. The sidebar on the left shows the campaign hierarchy: 'CAMPAIGN' (Donation ads\_Healthcare Interest s\_5.10.6.10), 'AD GROUPS' (Website clicks or conversions ad group 1), and 'Creatives'. The main form is titled 'Create your campaign' and has tabs for 'OBJECTIVE' and 'DETAILS'. The 'DETAILS' tab is active. The form includes sections for: 'Name your campaign' (Donation ads\_Healthcare Interests\_5.10.6.10), 'Choose your funding source' (Credit/debit card), 'REMAINING BUDGET' (Not available), 'RUNS' (3/22/18 - Present), 'Set a daily budget' (USD 40.00), 'Set a total budget (optional)' (USD 500.00), 'When do you want your campaign to run?' (Set start and end dates), 'Start time' (2018-05-10 8:00am), and 'End time (optional)' (2018-06-10 11:59pm). A 'Next' button is in the top right. The right-hand panel shows a green icon for 'Website clicks or conversions', 'How it works' (Promote your Tweets to people who will visit and take actions on your website), 'What you pay for' (Pay for the number of website link clicks), and 'When to use it' (You want people to visit and take an action on your website).

You will then implement the same setting options for the Ad Group, but these are optional - they will always default to the Campaign, unless you make them more restrictive. So for instance, if a campaign budget is set at \$50, and you set the Ad Group limit at \$25, it will not spend more than \$25. If you set the Ad Group limit to \$75, it will still stop spending at \$50, because of the campaign limit.

## Building Audiences

### Find Your Audience

#### Your Audiences

You likely won't use this feature, but it can allow you to upload created / tailored audiences based on email lists, website visitors, and the like. For your purposes this may be unnecessary and not the best way to reach new users.

#### Demographics

You can narrow down your audiences by both Gender and Age. Select 18+ to focus on voters, and get more specific from there as you choose. Limiting to females may not be necessary, but if they're a higher value target for a particular set of ads, it may help you save money by dividing down your potential audience.

Location, Language, and Technology bundles a series of options (that may be better broken out in other versions of Twitter's ad platform - but will be the same options) for targeting.

Location targeting is vital for engagement with your community, though this can be relaxed for donations and activism if you can find committed neighbors who may want to help.

In the drop-down, select location and choose your own zip code or city. If your district lies in a few zip codes, choose them all - but know that you may be casting a wider net. Some users may live outside your area.

It's unlikely you would need or want to limit your reach by what platform (mobile vs. desktop) or device model someone uses. Language might not be necessary either, but you can use this to target non-English speaking audiences.

**Select locations, platforms, languages, devices, OS versions**  
Target people by location, platform, language, device, or OS version.

All > Locations

LOCATIONS	ADD
Metro — Seattle-Tacoma WA, United States	Add
Postal code — 98433, Tacoma, United States	Add
Postal code — 98402, Tacoma, United States	Add
Postal code — 98408, Tacoma, United States	Add
Postal code — 98424, Tacoma, United States	Add
Postal code — 98465, Tacoma, United States	Add
Postal code — 98443, Tacoma, United States	Add
Postal code — 98406, Tacoma, United States	Add

**Locations**  
Target people by country, state, region, metro area, or postal code. [Learn more](#)

### Find your audience

#### Your audiences

Apply targeting criteria from one or more saved audiences. ?

All Search

No custom audience targeting selected

☐ Expand your reach by targeting similar users.

#### Demographics

Define your audience by selecting a combination of characteristics.

##### Select gender

Any gender Male Female

##### Select age

☐ All ages  
☒ Age range

18 and up

#### Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Search

##### Locations ?

United States X

#### Select location, language, technology

Target people by location, language, platform, device, carrier, or OS version.

All Search

OS version · Browse

Platforms · Browse

Languages · Browse

Device model · Browse

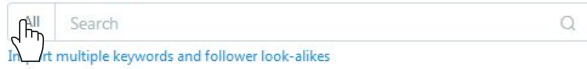
Carriers · Browse

Locations

## Building Audiences

### ▼ Audience features

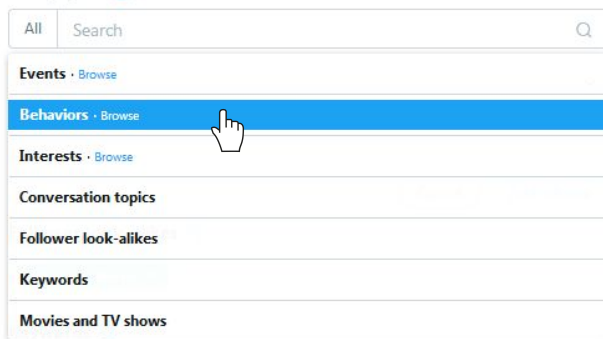
Further refine your audience by selecting features to include or exclude in addition to demographics. ?



Clicking “All” under Audience Features [above] opens a drop-down menu of options [below].

### ▼ Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics. ?

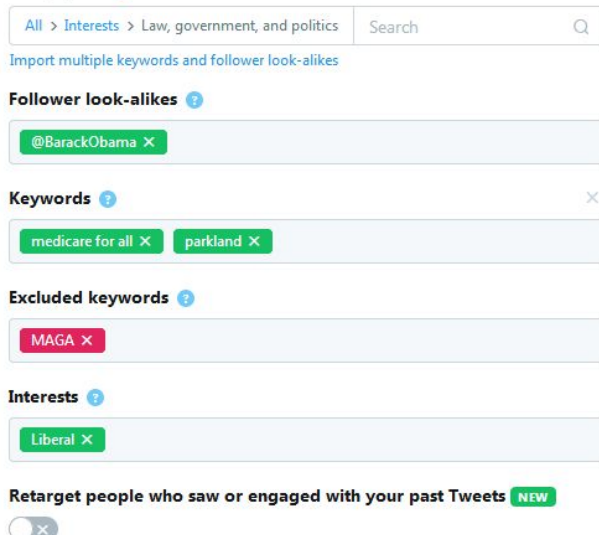


In the example below, I’ve selected progressive keywords and a popular account’s followers.

In practice, separate Follower look-alikes from other targeting methods.

### ▼ Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics. ?



### Find Your Audience (con't)

#### Audience Features

Here you can expand your audience targeting through Events, Behaviors, Interests, Conversation Topics, Follower look-alikes, Keywords, and Movies & TV shows.

**Event** targeting allows advertisers to quickly and easily discover, plan for, and activate events on Twitter. The Event calendar, found in your ads account, surfaces hundreds of events around the world showing the people who are interested or participating.

Events are focused heavily in music and sports, but can be useful with the right approach. Most event options resemble the CMT Music Awards or the Women’s World Cup. There are rare events in politics (Federal Reserve meetings, White House Correspondents Dinner) you can access here, but those are rare.

**Behavior** audiences are supplied by Twitter partners and are based on actual online and offline behaviors and characteristics, such as purchase habits. They tend to include Wal-Mart shoppers or buyers of certain brands of cleaning products. It's unlikely that Behavior targeting will be helpful for your purposes.

**Interest** targeting connects you to a large group of users by prompting you to choose from 25 interest categories that expand into 350 sub-topics, ranging from "Education" to "Sports". For example, you could choose to target the sub-interest "Liberal" under the “Law, government, and politics” category, or "College life" under “Education.”

Select no more than two interest categories per campaign. When you enter an interest category, related sub-interests will automatically populate. As your campaign runs, check back frequently to see which sub-interests perform best and worst so you can refine as needed. Each campaign should aim to have no more than 10 sub-interests.

Target related interests. Think of other interests your target audience is likely to have – they don’t have to align directly with politics but they should be connected somehow (e.g. people interested in education likely support teachers).

**Conversation topics** - there are 10,000 conversation topics, across 25 categories, that let you target an audience participating in that conversation - based on whether they've Tweeted or engaged with a Tweet mentioning the topic or have dwelled on a Tweet about the conversation topic.



# Twitter

## Building Audiences

### Find Your Audience (con't)

**Follower look-alikes** targeting allows you to target users based on who they follow, and users who behave similarly to those who follow certain accounts. For example, if you target @BarackObama, you'll be targeting the followers of @BarackObama as well as users with similar interests to those followers.

You may aim for about 30 usernames, depending on the size of their look-alike audience. Also target names that will hew closely to the audience you want. @BarackObama is not a great choice here - he has tens of millions of followers, and there may not even be consensus among those followers. Less famous and more accessible progressive leaders (in politics, advocacy groups, etc.) may be better options.

When targeting usernames, Twitter recommends that you do not add interest targeting into the same campaigns. Instead, you can run a separate campaign with broad interest targeting.

**Keyword** targeting allows you to reach Twitter users based on keywords (and #hashtags) in their search queries, recent Tweets, and Tweets they recently engaged with. Because you can reach people for whom your message will be most relevant and top of mind, this targeting option puts you in a better position to drive engagements. Twitter uses signals such as link clicks, expands, likes, replies, etc to consider a user having interacted with a tweet containing the keyword, as well as searches containing the keyword.

Add: If a user has either tweeted or interacted with a tweet containing the keyword, they are eligible to be targeted by this campaign if they meet your Geo, Language, Device, and Gender targeting.

Exclude: If a user has either tweeted or interacted with a tweet containing the excluded keyword, they are not eligible to be targeted by this campaign even if they meet your Geo, Language, Device, and Gender targeting

**Movies and TV shows** targeting allows advertisers to promote Tweets to people engaged with specific TV shows, before, during and after a telecast. It also includes options to target certain films,, as well as sets of shows by network or by genre. This is more valuable to entertainment industry marketing teams, but this may include political conventions and debates.

Twitter targeting, unlike Facebook, is generally cumulative and not focused. These are all “OR” statements, in other words. While FB allows you to use multiple interests to narrow down an audience, Twitter only expands it. So adding more targeting options makes your audience bigger. The age, gender, and location specifications, however, act as “AND” statements - these selections will narrow down the audience to be smaller.

### Best Practices

Focus on segmentation. Segmenting campaigns helps you to identify what's working best. Get better results by monitoring your campaign dashboard closely.

Use search.twitter.com. Twitter search will help you find usernames of relevant influencers and industry leaders to target. Once you've added a few usernames, use the Expand your reach link to find more.

### Launch the Campaign

Launching ads (or setting it 'live') activates the campaign, but it won't start running ads until the date you've specified. If you set it to start now, it will, but otherwise it will wait until the time and date you specified. It may also take some time to actually go live, but Twitter is speedier than most other platforms in that regard.

# Twitter

## Ads / Creatives

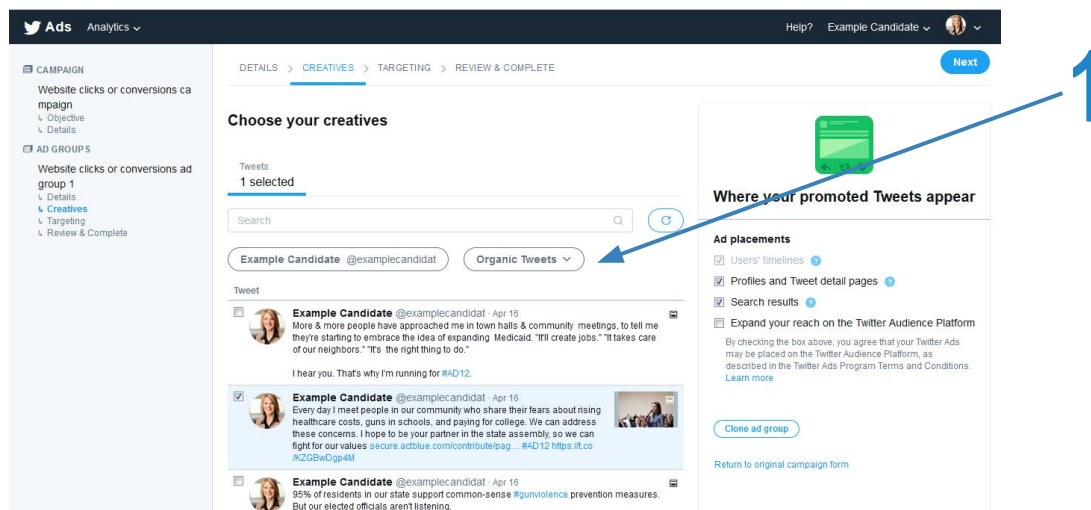
### Choose Your Creatives

You can choose to promote one or several organic tweets, schedule tweets (these are organic but haven't run yet), or promoted-only tweets (akin to the FB "Dark post").

\* NOTE: When you set up a campaign on Twitter for the first time, it may not offer the full suite of options (including dark posts) until you have entered a payment mechanism. So if you can only promote organic posts, just use those and enter your payment information. Once that processes, you can go back (seconds later) and create dark posts that you can immediately include in this and any future campaigns.

### Promoting an Organic Tweet

The drop-down menu should default to "Organic Tweets," but if not, select that [1]. Scroll down to find the tweet/s you want to run, or use the search bar to find the tweets you want to promote. If ones you are looking for don't appear, make sure that they (a) are either posted or scheduled to post - draft tweets cannot be promoted; (b) align with your objective. For instance, if you are running a video view objective campaign, you will not be able to run any static images or link tweets without video in them.

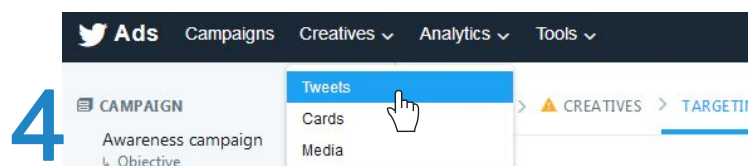
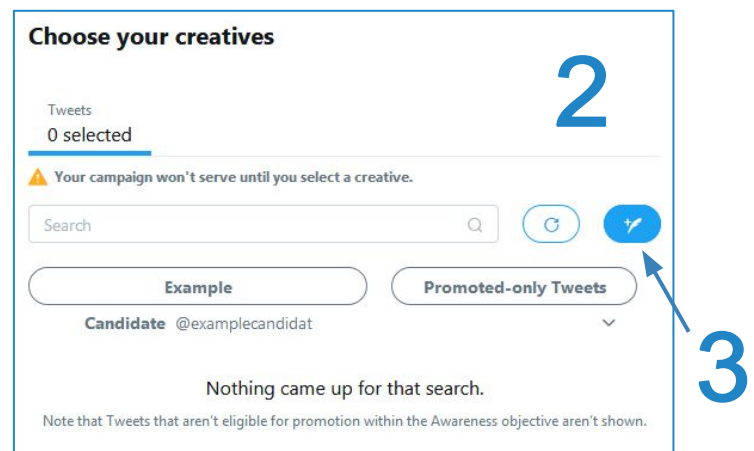


### Creating "Promoted Only" Tweets

Using the drop-down menu [1], select "promoted-only" tweets, and you will likely be greeted with no options [2]. This is where you will utilize the promoted tweets once you have created them; until you create them, it will be blank.

To start creating a new promoted-only tweet, just hit the feather pen image on the far right [3] and it will take you to a new screen.

Alternately, you can select the "Creatives" drop-down menu [4] from the top of the screen, and go to "Tweets," then select "New Tweet."



# Twitter

## Ads / Creatives

### Creating “Promoted Only” Tweets (con’t)

After clicking through to create a new tweet, you will wind up in “Compose mode,” with the setting for “Promoted-only” ticked yes [1].

This acts identically to creating an organic tweet. You can add images or video, create a poll, or select a website card (explained below).

After you create the tweet, click “Tweet” to add it to your promoted-only ad options. (It still has to be selected by you in the ads platform [2] in order to be included in a campaign.)

And don’t worry if you see “tweet sent! [3]” As long as the “promoted-only” box is checked, nothing has been set live on your profile.

### Website Cards

A website card gives you control over how a link appears, and makes images & videos clickable. You can also create the link description (aim for <50 characters, absolutely no more than 70).

### Placement: Where Your Ads Appear

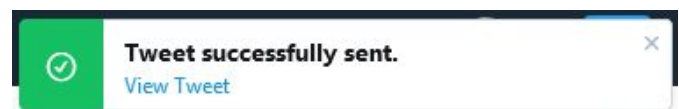
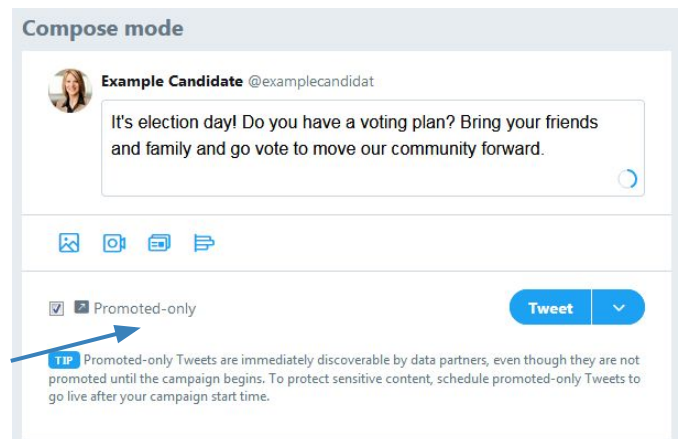
After you’ve selected your ads, you can choose where they appear [4]. Users’ timelines is the most common choice (and a must), as are profiles. Appearing in search results is less necessary - but there’s no strong argument for or against.

### Test and Learn

Twitter recommended that you run 4-6 tweets (ads) in any campaign. That’s not necessary, but it is better to have more options and test which tweets perform best. This gives you insight into social behavior, but it may also tell you what messaging is the most effective in reaching constituents.

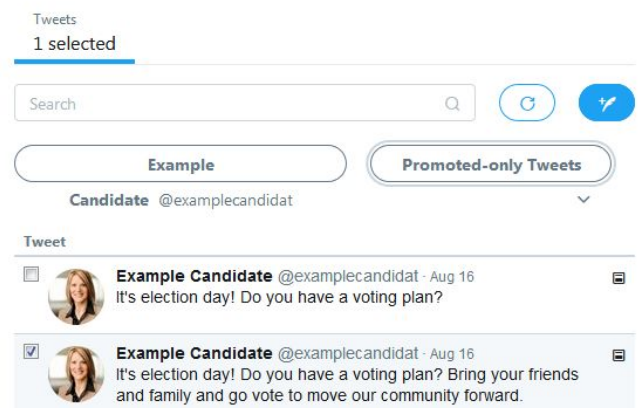
Even running two ads that are similar, but with one distinction you wish to test, can provide insight.

As you get closer to an election, you may even divide audiences by how they respond to certain ads, and then direct the right message to the right people.



*Saving a promoted-only tweet to your platform brings up this message. Don't panic! It wasn't actually sent live to your organic Twitter feed.*

### Choose your creatives



### Where your promoted Tweets appear

#### Ad placements

- ☒ Users' timelines ?
- ☒ Profiles and Tweet detail pages ?
- ☐ Search results ?

# Twitter

## Measure Performance

### Reporting Insights

What should you pay attention to? If you ran multiple ads, see (a) how they performed, and (b) which ads the platform optimized towards (these will have served the most impressions). If you ran against multiple audiences (in different ad sets or campaigns), see which of them better delivered the results you sought. Which spent more efficiently (lower costs for CPM, for instance). You can examine results by age and gender as well. This data can all help to inform you of what kind of messaging resonates with your audience, and what drives more action.

Check this throughout the flight, as well as after, to monitor your performance and make changes.

Funding sources

Campaigns

Ad Groups

Ads

Audience

Metrics: Custom

Breakdown: None

Name	Status	Campaign start	Campaign end	Impressions	Spend	Clicks	Tweet engagements
Summary for 34 items				4,090,920	\$24,306.43	25,952	47,690
Donation ads_Healthcare interests_Oct Awareness	Expired	Feb 15, 2018 2:58 PM	Feb 19, 2018 8:59 PM	419,876	\$4,608.29	12,110	18,031
Donation ads_College debt_Oct Awareness	Expired	Feb 15, 2018 1:00 PM	Feb 15, 2018 3:01 PM	0	\$0.00	0	0
Get Out the Vote_Liberal Moms Promoted video views	Expired	Jan 9, 2018 12:00 AM	Jan 14, 2018 11:59 PM	298,147	\$1,700.00	1,317	3,413
Get Out the Vote_Environmental Activism_Oct Promoted video views	Expired	Jan 9, 2018 12:00 AM	Jan 14, 2018 11:59 PM	1,189,279	\$6,000.00	3,662	12,107

### In the Platform

Above is how Twitter's Ads Manager looks during or after a campaign's flight (this is just an example - the costs and dates are different than what you would ideally run). The "Metrics" tab gives you options of preset columns that focus on basic delivery, tweet engagement, website conversions, and other data. You can customize columns yourself, to create the exact dashboard of metrics you want.

The "Breakdown" tab is focused on details like time of day and platform (iOS, Android, et al), and not particularly helpful in parsing audience behavioral data.

However, the Audience tab helps break down Gender, Age, Location (divided by the areas you selected) and broader interests. You can click on the Audience Tab to see overall performance, or click directly on a campaign name, and then on the following screen click on the Audience tab to see performance for that campaign specifically.

Metrics: Tweet engage...
Summary
In-stream video ad views (pre-roll)
Mobile app conversions
Promoted video views
Tweet engagements
Website conversions
Customize metrics...

Ad Groups	Ads	Audience	History
All Targeted Also Reached			
Locations	1 targeted		
Ages	1 targeted		
Genders			
Languages			
Platforms			
Interests			
Tweet engagers			
Gender			
Total for campaign			
	964,391	\$4,993.79	261,844
			27.15%
			Cost per video view
	8,216	\$41.25	2,228
			27.12%
			Cost per video view
	517,547	\$2,708.50	140,402
			27.13%
			Cost per video view
	438,618	\$2,241.93	119,214
			27.18%
			Cost per video view

## Strategies for Outreach

### Maintain a Clear Profile

Fill every field of your profile

Add your location. In the website field, put the exact page you want to funnel people to. This can be your website, if it's strong and has a lot of information about you and your policies. It can be a voter registration page ([vote.org](http://vote.org)) or your ActBlue campaign donation page.

Keep your bio simple and clear. It should answer the question, "Why would I follow this account?"

People may scroll over your handle to see your bio for a quick snippet about who you are. For many people, this could be one of few opportunities to brand yourself. A brief rundown on who you are, what you're doing, and what office you're seeking is best. ("City councilwoman and Packers fan, running for #AD14 so I can lower health care costs and expand coverage for working Minnesotans.")

Create visual consistency

Make sure all images are clear and high-quality. Think of your header image as the visual representation of what you want people to focus on this quarter (your current new campaign, an upcoming release, a recent picture, etc.). Keep it fresh and interesting.

Pin your pitch

Think of your Pinned Tweet as what you want your audience to focus on this month. It's ok if you have the same focus for several months in a row (i.e. if you're raising money over a six month period then the same Tweet will do) but you should check in each month and ask yourself if there's a more pressing message. Think of your Pinned Tweet as the answer to someone asking your account "what's new?"

### Geolocate Others to Follow

For people with more time available (or volunteers with time available): you can find people in your district and follow them, and see if they follow you back. This is completely free, but labor intensive. Clicking to [[twitter.com/search](https://twitter.com/search)] you can search by area, and try to find people who are (a) active, (b) potentially politically aligned - though this is by no means necessary, and (c) interested in news and current events.

Some profiles may be clearly bots or just not likely to be interested, but nothing is lost if you follow neighbors (and you can un-follow later if they never follow back). This is a good way to connect with genuinely interested followers without paying for a follower campaign.

### Use #Hashtags Sparingly

Avoid overuse of anything blue: hashtags (at most, use 2 per tweet, but 1 or 0 are often preferable), user handles, and links. Basically, use these when helpful or necessary.

If you write about an event or piece of messaging (like #GOPTaxScam) it can be helpful to tie your tweet to a larger movement. It can also draw attention to key points (like #greenenergy or #minimumwage). But by and large, people searching for topics will still find your tweets without hashtags. And since you're largely targeting your community and paying to reach them, hashtags are less necessary.

Similarly, unless you want to direct attention towards a specific account (like "follow @DLCC for more information"), it's rarely necessary to link to someone on Twitter. However, if there's a chance that person will respond, it can be worth it. Thanking a well-known figure (like @KamalaHarris or @CoryBooker) on Twitter for an endorsement is smart, because they may respond or retweet - giving you free media. But when criticizing the president, better to say POTUS than @POTUS, because there's no reason to link users to his account.



# Twitter

## Best Practices

### Best Practices

#### Video

Videos are still successfully attracting huge amounts of engagement. Remember to add subtitles (a lot of people scroll Twitter without headphones in) and show your branding/logo within the first few seconds so that even brief viewers get the message.

#### Images

The single simplest thing you can do to get more attention to your Tweets is to add a picture or GIF. Grab a GIF from the in-Tweet GIF Search and remember to keep your images high quality.

#### Tweet length

Tweets can now contain 280 characters. But being concise is in Twitter's DNA. And being concise is good for marketing. Can you condense your idea to 140 characters? How about 70? 35?

Making your message or pitch fit into a Tweet is an effective exercise to find the true hook of your campaign. Once you've discovered your hook, writing longer descriptions for other platforms will be even easier.

#### Hashtags

Only add a hashtag if you are linking your Tweet to a broader conversation, event, or movement. Think of it as if you're having a conversation and a third person walks up. The hashtag is you saying, "Oh, hello, we're just talking about \_\_\_\_". Remember that, once Tweeted, hashtags become clickable links.

So don't use more than two and if you want viewers to click somewhere else (a button, an image, or on your own link) it's often best to not include them at all.

Pro tip: Create easy-to-adjust templates for content that you're going to be promoting a lot of, such as a speaker series.

### How Often Should You Post?

Research from QuickSprout suggests that on a scale of 1 tweet a day (low) to 51 per day (high), the recommended ideal is 15 tweets per day, spread out across the entire day (with a dip in the early morning).

Keep it fresh. And as you develop a base, you can post the same thing (changing the language and images) a few times throughout the week or month. Especially because Twitter is such an 'instant' platform, repeating an idea or policy won't wear down followers who may miss an earlier post in the timeline.

### Don't try to go Viral

Your tweets may catch on, but it's hard to engineer that outcome (especially without funding). Viral tweets also tend to appeal to people who are already convinced. Reps Adam Schiff and Ted Lieu, and Senators Elizabeth Warren and Kirsten Gillibrand have a strong following in electorally safe areas. They want to advocate for progressive policies and raise money for down-ballot candidates.

In contrast, you are trying to reach out to undecided and potentially unmotivated people across your community. You don't need massive retweets; you just need to make a case at home. Focus on how you can impact neighbors and constituents, not public discourse. And some tweets may go viral - but it can't be engineered. It will happen when you make a meaningful connection with the public.



# Contact

**Need further help? Don't be shy.**

Contact John Saveland for any help setting up and running your campaigns. Let's get more progressives elected.

[john.saveland@gmail.com](mailto:john.saveland@gmail.com)

<https://johnsaveland.com/>