

SUSSEX SERIES

How to Lobby Effectively on Social Media

ACLU
Delaware



Social media is allowing more voices than ever to exercise their First Amendment right to impact their government at all levels.

SOCIAL MEDIA BASICS



The Platforms



Website

“The Hub.” All social media platforms should direct users back to your website.



Facebook

The story-telling platform. Largest age group: 18 – 50.



Twitter

The connection platform. Largest age group: 18 – 29.



Instagram

The visual platform. Largest age group: under 35.



LinkedIn

The business platform. Largest age group: 30 – 50.

Common Social Media Terms



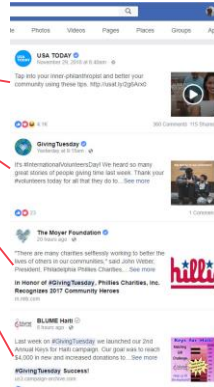
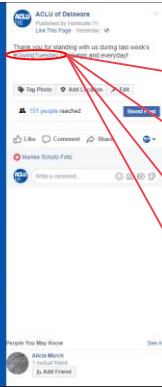
Post

A photo, text, or video update on a social media platform.



Follow

A term used on social media when opting to receive another user's post in your feed.



#

Hashtag

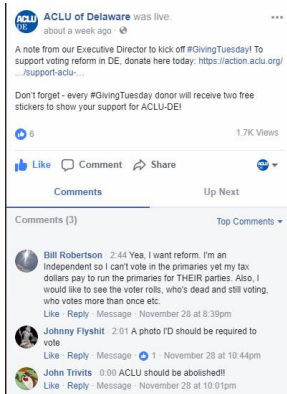
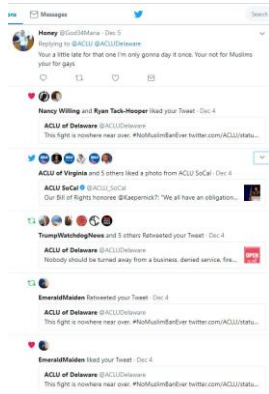
Symbol combined with words or numbers without spaces. Creates an “album” on the platform where all posts with that hashtag are stored.



@

Handle

An account’s username, preceded by “@”.



Engagement

When users like, comment, and share your content on social media.



Tagging

Mentioning a user in a post using the @ sign. Includes that user in the post and alerts the person or business associated with that username.



General Rules for Effective Lobbying

- *Promote Others' Posts!*
- *Be Genuine*
- *Be Reliable*
- *Make It Visual*
- *Promote Action Events*

NEW VOTING MACHINES CAMPAIGN EXAMPLE



Blog Post

The ACLU of Delaware urges you to take action and let Governor Carney know that we need new voting machines now!

Voting is the cornerstone of our democracy and the fundamental right that underpins all of our civil liberties. To make sure that voting is efficient, accessible to everyone and safe from hackers, most states have gone to machines that have a paper trail and are easy to audit.

Unfortunately, here in Delaware, our voting machines are essentially computers that are over 20 years old. They do not produce any sort of paper trail, their software is no longer updated or supported, and they can be hacked. If any of the machines break down during an election, there is no guarantee that the votes recorded by that machine will be counted.

It is time for Delaware to invest in new voting machines that will protect our democracy and the integrity of our vote. We also need new voting machines so that we can implement reforms such as 10 days of early voting and same-day voter registration.

The ACLU of Delaware, the League of Women Voters DE, Sierra Club DE and Common Cause, among others, have been closely monitoring the issue of new voting machines and we urge you to speak out about voting reform in Delaware by sharing this information with your friends and family, communicating with your elected officials, and writing, emailing, calling, and tweeting Governor Carney with the following message:

“Voting safeguards our democracy. We deserve efficient, accessible, & secure voting machines. Our current equipment is too outdated to push this off any longer - bring DE into the modern age! Include new voting machines in FY19's budget.”



We Need Confidence in Our Democracy...

DELAWARE'S VOTING MACHINES ARE
OVER 20 YEARS OLD

*The average lifespan of an electronic
voting machine is 10-15 years.*

**OUTDATED MACHINES
POSE SERIOUS RISKS**

- ✓ ELECTION HACKING
- ✓ SYSTEM FAILURE
- ✓ LONG LINES
- ✓ LACK OF
CONFIDENCE IN
VOTING SYSTEM

**IT'S TIME TO UPDATE OUR
VOTING MACHINES!**

Access to Easy, Secure, Accessible Voting is a

**FUNDAMENTAL
RIGHT**

**Secure Funding for New Machines
in the FY 2019 Budget**

Voting safeguards our democracy. We deserve efficient, accessible, & secure voting machines. Our current equipment is too outdated to push this off any longer - bring DE into the modern age, [@JohnCarneyDE!](#) Include new voting machines in FY19's budget. [#DENeedsNewVotingMachines](#)

What Do We Want?
NEW VOTING MACHINES!
When Do We Want Them?
NOW! ACLU
Delaware

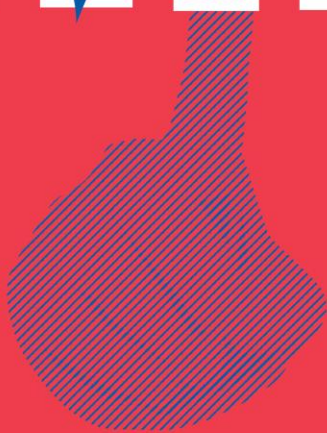


Easy, secure, accessible voting is a fundamental right. Tell
@JohnCarneyDE that #DENeedsNewVotingMachines!

More info: <https://aclu-de.org/news/de-needs-new-voting-machines-now/2017/11/14/>

Don't forget to show up at Leg. Hall in Dover TODAY @ 2:30 pm to let
[@JohnCarneyDE](#) know that [#DENeedsNewVotingMachines!](#)

you deserve a secure vote.



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LOBBYING EFFECTIVELY



Put Pressure on Elected Officials

- ***Tag them!***

Tag relevant elected officials in as many posts across social media platforms as you can, and encourage your followers to share those posts. This will help make sure that the elected officials see the message.

- ***Twitterstorms***

Urge your followers to post on twitter using messaging that includes tagging an elected official and using a specific hashtag. The idea is to flood the elected officials' notifications so they can't miss the message.

Use the Media

Follow social media accounts for local journalist and bloggers and tag them in posts that you want them to notice. Encourage your followers to do the same – just like with elected officials, if enough notifications about an issue come through their account, they'll take a look at what it's about.

Collaborate

Be sure to follow like-minded groups and organizations and share their lobbying content.

Social media can be effective, but it is most effective when combined with traditional lobbying methods.

Examples of Lobbying Social Media Posts

- *Ernesto Lopez: Vote Against HB 125*



The death penalty doesn't make us safer, won't prevent murder & unfairly targets marginalized groups. @LopezForDE: please vote against HB 125 and continue to be an ally in the fight against the death penalty in Delaware.
#DontBringBackDEDeathPenalty

- *Sussex County Council: Don't Pass "Right-to-Work" Ordinance*



Right-to-work laws limit workers' and employers' freedom of contract, prevent mutually beneficial agreements & don't belong in a free society.
@SussexCountyDE: we do not support your proposed right-to-work ordinance for Sussex County. We need to #ProtectDEUnions!



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Delaware

WE THE PEOPLE