

Digital Activism Options: 2018 Campaign

Personalized messaging:

- ▶ Send a text message.
- ▶ Send a Facebook message from your personal account.
- ▶ Send an email to a colleague.
- ▶ Tweet a message at a colleague .

Early vote in-person activities:

- ▶ Create event on Facebook for voting activity and invite everyone at your worksite.
- ▶ #IVoted selfies posted to social media.
- ▶ Video/photos of colleagues voting early in person to show people how easy it is.
- ▶ Digital expression of early voting plans (when, where, how, etc.).

Early vote by mail activities:

- ▶ Sharing photos/video of absentee ballot party.
- ▶ Post a "how-to" for requesting an absentee ballot and voting by mail.

Information sharing activities:

- ▶ Use your local's social media accounts (or make new accounts) and invite all members.
- ▶ Create a closed/private Facebook group for your worksite and post political updates there.
- ▶ Video/animation of how to vote early.
- ▶ Video/animation of how to register to vote.
- ▶ Social media graphic of candidates side-by-side on important issues.
- ▶ Ask candidates in your district for personal video messages urging members to vote.
- ▶ Schedule Google Hangout for all members to talk about candidates, issues, questions, etc.
- ▶ Posts/graphics about issues members in your school care about and candidates' stances on them.
- ▶ Video testimonials from members on why they're voting.
- ▶ Weekly email or "update" about the campaign voting activities happening that week.
- ▶ Weekly video update of campaign/voting activities going on.
- ▶ Send list of social media accounts related to the campaign; encourage coworkers to comment, like, share election-related content.
- ▶ Share posts from candidates in your district about education issues.

Competitions, giveaways and drawings

- ▶ Selfie competition with "I Voted" sticker.
- ▶ Best how-to voting video.
- ▶ 30-second issue-themed video contest.
- ▶ Election trivia and contest.

10-minute meetings themes:

- ▶ How to create a Facebook frame.
- ▶ How to "boost" a Facebook post.
- ▶ How to send texts using Hustle.
- ▶ How to post Snapchat/Instagram stories.
- ▶ How to make memes and hashtags.
- ▶ Input from colleagues on what is/isn't working on social media.
- ▶ Meeting dedicated to sharing election content on social media.
- ▶ Send social media accounts and have attendees follow/like the pages.

Do it yourself! (DIY)

- ▶ Make your own memes and gifs (<https://imgflip.com/memegenerator>).
- ▶ Treats in mailboxes with local's social media information.
- ▶ Selfie station and frame for voting in break room, share pictures.
- ▶ Use the free app Canva (www.canva.com) to design graphics for sharing.
- ▶ Create a list of online/social media news outlets for colleagues to follow/engage with on education issues.
- ▶ Write a script about voting and civic engagement, record it, share it.
- ▶ Make your own Facebook frame.

Social activities (during or after work):

- ▶ Plan a party to write emails or social media communication to legislators/candidates.
- ▶ Organize voting activity on Oct. 19 (United Educator Day of Action) and post on social media.
- ▶ Invite candidates to Skype/FaceTime into a meeting or party and talk to members over pizza.

Visible activities:

- ▶ Post "thermometer" on social media each week with number of members who already voted.
- ▶ Create "word cloud" with issues that matter to members via a survey.
- ▶ Post photos of worksite members voting posted on social media.

Digital and social media actions

- ▶ Create Facebook frame or Twibbon for your local.
- ▶ Share the reasons you're voting/the issues most important to you, tag colleagues to do the same.
- ▶ Facebook Live event (a group of colleagues voting together, candidate conversations, Q&A about issues).
- ▶ Send out calendar invites/e-vites, Facebook event invites for early voting parties/activities.
- ▶ Use Hustle for peer-to-peer texting.
- ▶ Start a group text for voting together.
- ▶ Snapchat or Instagram stories of members voting.
- ▶ Create gifs and memes about voting, issues.
- ▶ Share/post about how issues in this election will affect you and your family.
- ▶ Create and share video content.
- ▶ Send reminders to vote via text or through an app (Remind app).
- ▶ Snap the Vote campaign.
- ▶ Snapchat and/or Instagram campaign.
- ▶ How-to videos on voting, civic engagement.
- ▶ Carpool karaoke.
- ▶ Send out calendar invites.
- ▶ Text chain, text-group at work.
- ▶ Create GOTV social media events.
- ▶ Have more educators post to the selfie campaign.
- ▶ How much is your student debt.
- ▶ Develop a hashtag for your worksite.
- ▶ Tag people on social media.
- ▶ Create a survey on voting, political issues, share result.

