



## Digital Action Plan

<b>Primary</b>	Early voting begins 6/29/18	Election Day 8/14/18
<b>General Election</b>	Early voting begins 9/21/18	Election Day 11/6/18

### My personal digital action plan:

Name(s): \_\_\_\_\_

Local union/chapter: \_\_\_\_\_

Worksite/campus: \_\_\_\_\_

Phone(s): \_\_\_\_\_

Personal email(s): \_\_\_\_\_

Total colleagues to motivate to vote (2018 voter targets): \_\_\_\_\_

Total colleagues to motivate for political action (2018 activist targets): \_\_\_\_\_

Three issues/values that motivate me:

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_

What social media platforms does your local use: \_\_\_\_\_

Who has access to the social media accounts: \_\_\_\_\_

Who are colleagues who might help you:

1: \_\_\_\_\_

2: \_\_\_\_\_

3: \_\_\_\_\_



## Weekly actions I will take on social media to communicate with my colleagues:

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- Record issue-based stories and post them.
- Ask colleagues join or follow actions.
- Share how-to media on GOTV/early voting/absentee voting.
- Organize 10-min. meetings for using social media.
- Remind/invite members to vote together.
- Ask for colleagues to share content.
- Invite members to happy hours/get-togethers.
- Create photos/memes to use in your local.
- Use Hustle to send reminders.
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_
- Other: \_\_\_\_\_

## Roadblocks I anticipate running into:

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## My planning steps:

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## Assistance from campaign staff that I will need to carry out my plan:

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## How I will use my local's social media *after* the election:

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