



Digital Action Plan

Primary	Early voting begins 6/29/18	Election Day 8/14/18
General Election	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:

- 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:

My planning steps:

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

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