
Increasing Your Engagement on Social Media

Taking it to the Next Level

Housekeeping

- This meeting will be recorded to keep accurate notes and to share with attendees after the call
- Staff will be monitoring the chat box
- If you are not speaking, please mute yourself to minimize distractions
- Slides and additional resources will be available on the League Management Site: <https://www.lwv.org/league-management/recruitment-engagement/organizing-resources-build-league-power>

Community Norms

- What is learned here leaves here!
- Use the chat box to add thoughts, experiences, and/or questions to the conversation!
- Bring your full self!
- It's ok to slow down in this new normal of COVID-19
- Trust people's intentions
- Exercise patience
- Have fun!

*Any additions to our Community Norms?
Share them in the chat box!*

Increasing Your Engagement on Social Media



Caitlin Rulien

COMMUNICATIONS MANAGER

Increasing Your Engagement on Social Media

Principles and best practices

Outreach and turnout

- Promoting events online
- Building your email list

Facebook advertising

- Goals
- Disclaimers & Authorizations
- Ad Types

Live video and streaming

Principles & Best Practices



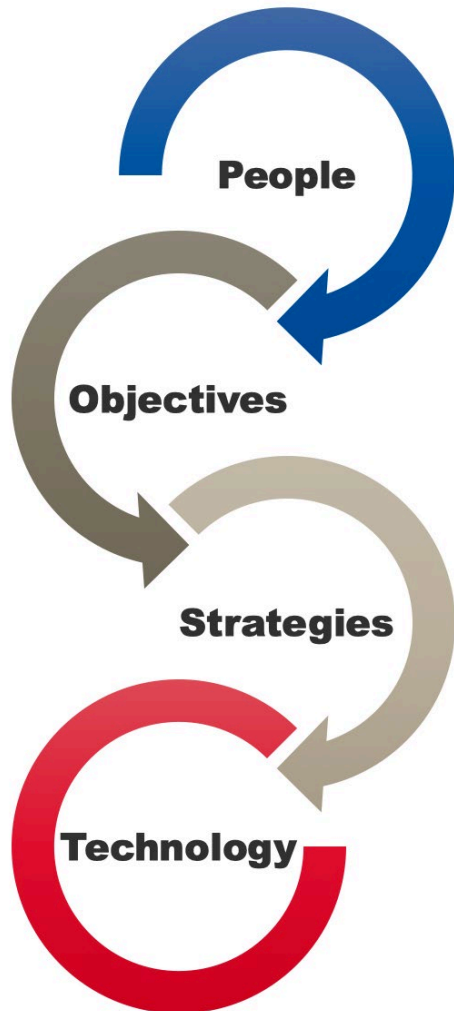
PR News ✓
@PRNews



Following

"Marketing is the ingredients, PR is the cake displayed in the window." -PR News Social Community bit.ly/1xfXhof

The Groundswell POST Method



Assess your supporters' social activities

Decide what you want to accomplish

Plan for how relationships will change

Decide what social technologies to use

People

1. Who are your readers?
2. What motivates them?
3. Where do they spend time online?
4. What are you trying to get across?
5. What's unique?
6. What's in it for your readers?



Outreach & Turnout

Meeting people where they are



LWV of the US @LWV · Feb 14

"I can't think of a better birthday present to LWV than seeing the work continue toward a more equal democracy."

Check out this @MsMagazine piece from @KaseVirginia reflecting on our century of work—and the work ahead: bit.ly/2HoHFc7

#WomenPowerTheVote #LWV100



One Century Later, Women are (Still) Powering the Vote
100 years ago today—on Valentine's Day, 1920—a group of brave suffragists founded the League of Women Voters. Today we honor their ...
msmagazine.com



HOME - WOMEN POWER THE VOTE: DAY OF ACTION (FEBRUARY 14, 2020)

Women Power the Vote: Day of Action (February 14, 2020)



Women have played a fundamental role in shaping an inclusive and active electorate. Women have powered—and continue to power—the vote. On the 100th birthday of the League of Women Voters, we are keeping in line with the fact that we were born from the suffrage movement and are centering our Day of Action around the theme: **Women Power the Vote.**

To become a League member, join one of the 700+ state or local Leagues.

[FIND A LEAGUE](#)

Our members are made for 100 years of action.

WOMEN POWER THE VOTE
DAY OF ACTION

FEB 14 Women Power the Vote Day of Action
Public · Hosted by League of Women Voters of the U.S.

✓ Going

Your response is visible to the hosts and Friends

Friday, February 14, 2020 at 12 AM – 11:59 PM
about 3 months ago

All 50 states, DC, Hong Kong, and the Virgin Islands

About Discussion



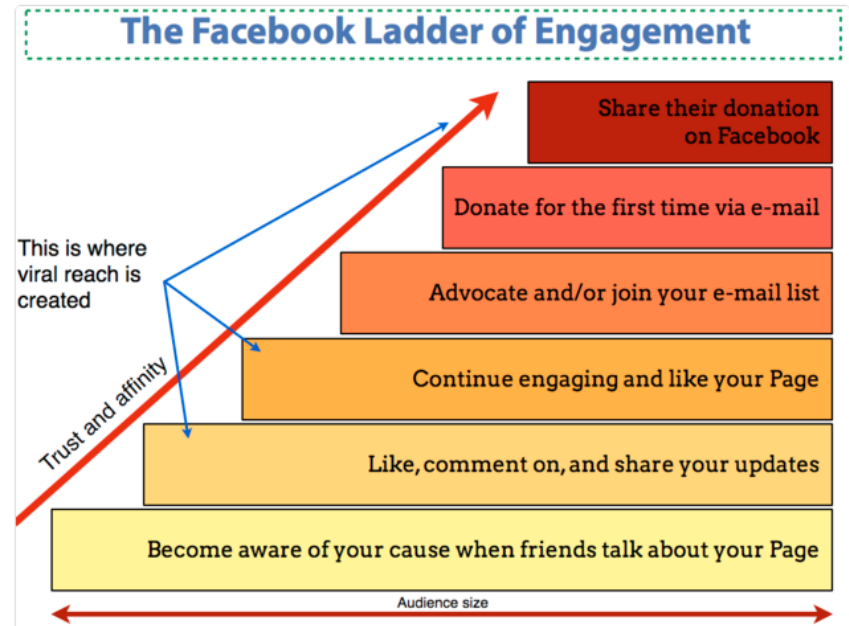
LeagueWomenVotersTX @LWVTexas · Feb 14

On February 14 @LWV will celebrate its centennial! We're keeping in line with the fact that we were born from the suffrage movement with coordinated Day of Action events happening across the country. Follow along by checking out #WomenPowerTheVote!



How to build your list online

- Add a call to action in your communications
- Add a link to your email signatures
- Encourage supporters to share and forward your emails to their networks
- Use targeted ads



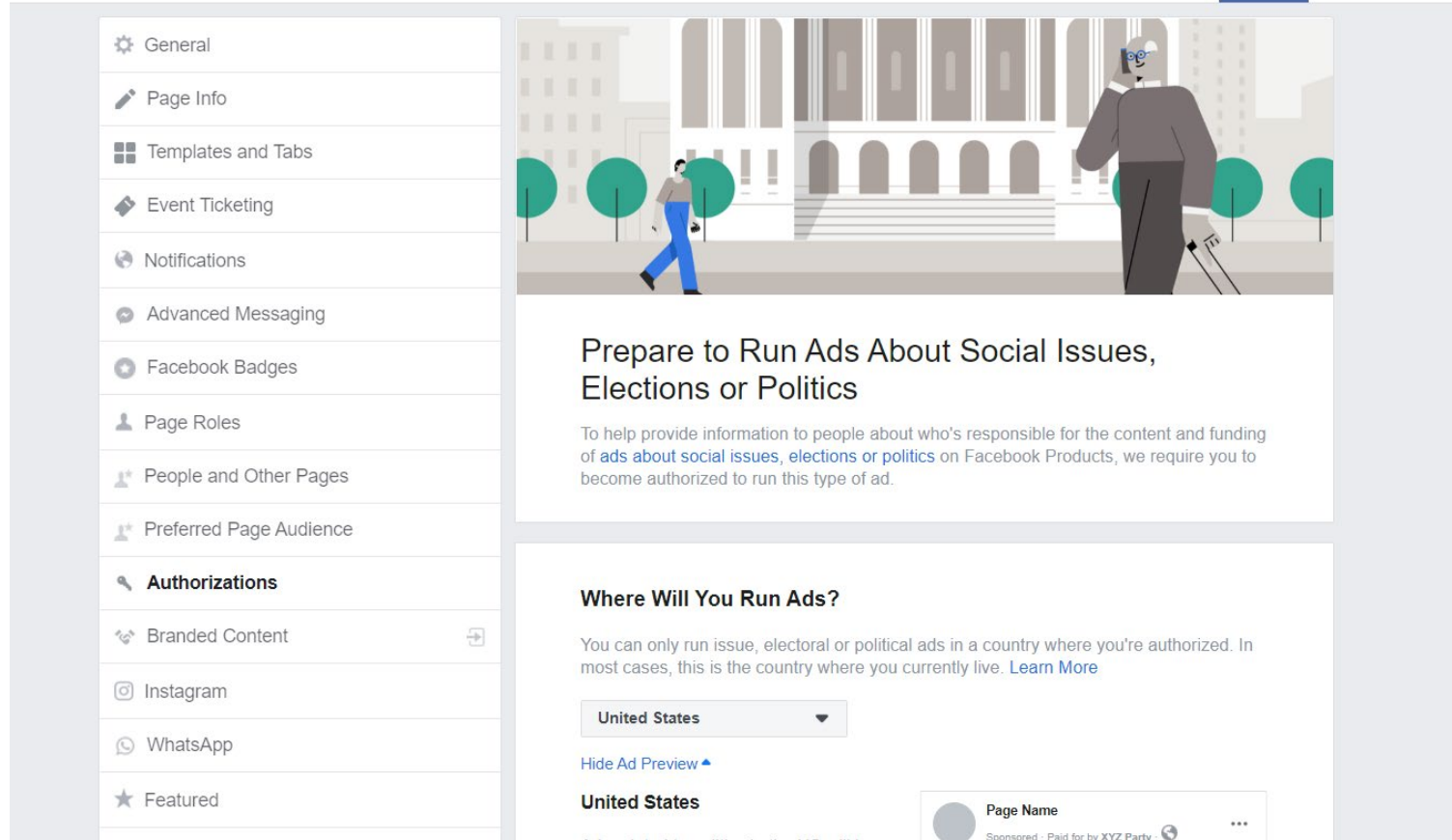
Facebook Advertising

Objectives

1. What is success to your League?
2. How can you measure that success?
 - Traffic
 - Increased donations
 - Email leads

Disclaimers & Authorizations

Page Ad Center Inbox **20+** Leads Center Creator Studio More ▾ Edit Page Info **Settings** Help ▾



The screenshot shows the Facebook Settings interface. On the left is a navigation menu with options: General, Page Info, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, Page Roles, People and Other Pages, Preferred Page Audience, **Authorizations**, Branded Content, Instagram, WhatsApp, and Featured. The main content area is titled 'Prepare to Run Ads About Social Issues, Elections or Politics'. Below this title is a paragraph: 'To help provide information to people about who's responsible for the content and funding of ads about social issues, elections or politics on Facebook Products, we require you to become authorized to run this type of ad.' The next section is 'Where Will You Run Ads?', which includes a dropdown menu currently set to 'United States' and a link for 'Learn More'. Below that is a 'Hide Ad Preview' link and a preview of an ad for 'United States' with a 'Sponsored' label and 'Paid for by XYZ Party'.

Disclaimers & Authorizations

Confirm Your Identity · Personal identity

Everyone who will create, edit or manage issue, electoral or political ads must confirm their personal identity.

If you manage multiple Pages, your confirmation will apply across all of those Pages.



Caitlin Rulien

✓ Confirmed

View

Manage Your Disclaimers

Paid for by LEAGUE OF WOMEN VOTERS OF THE UNITED STATES

View












✓ Approved

[Linked to 1 ad account\(s\) - Manage Ad Accounts](#)

[View your disclaimer and Ad Library information ▾](#)

Ad Types

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Ad Types

Traffic

Send more people to a destination such as a website, app or Messenger conversation. [Learn More](#)

Campaign Name ⓘ Traffic

Create A/B Test ⓘ

A/B test your creative, placement, audience and delivery optimization strategies. [Learn More](#)

OFF

Campaign Budget Optimization ⓘ

Optimize your budget across your ad sets. [Learn More](#)

ON

Campaign Budget ⓘ Lifetime Budget ▼ \$100.00

Campaign Bid Strategy ⓘ Lowest cost ▼

Show More Options ▼

Continue

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▾

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ Location: United States

Age ⓘ 18 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ All demographics, interests and behaviors

Detailed Targeting Expansion: Off

Languages ⓘ All languages

Show More Options ▼

Save This Audience

Audience Size

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ 5.3K - 15K

Landing Page Views ⓘ 6 - 18

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?

Optimization & Spending Controls

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ Landing Page Views ▼

Cost Control ⓘ The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most landing page views using the lowest cost bid strategy.

Schedule ⓘ

Start ⓘ Jun 4, 2020 ⓘ 2:43 PM

End ⓘ Jul 7, 2020 ⓘ 12:43 AM (Eastern Time)

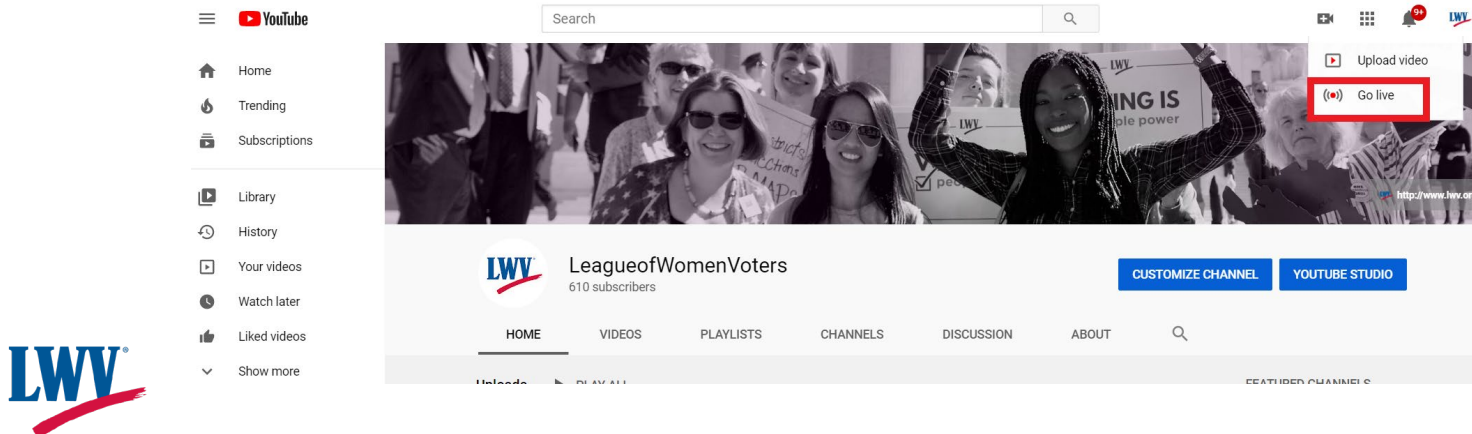
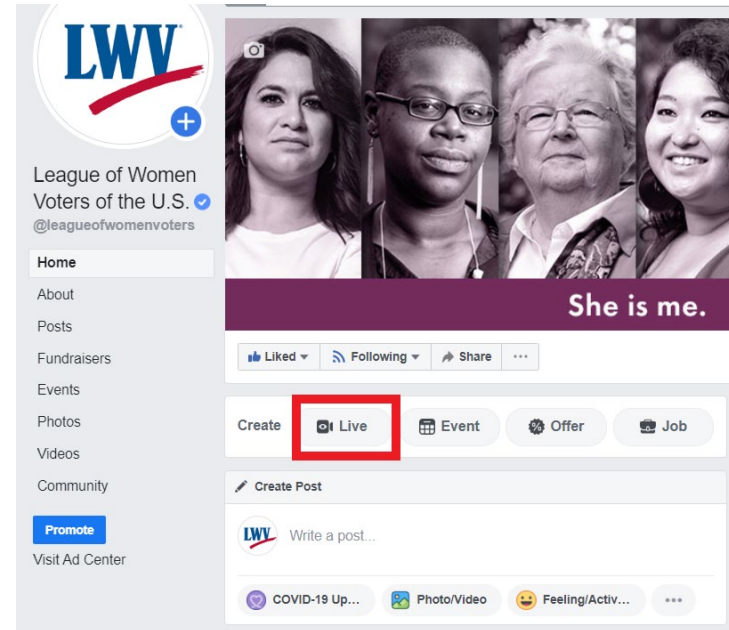
Show More Options ▼

Ad Set Spend Limits ⓘ This ad set is part of a campaign that is using campaign budget optimization. If you have spending requirements for this ad set, add them here. Add spend limits to this ad set

Live Video & Streaming

Reach a wider audience with livestreaming

- Consider livestreaming your discussions to Facebook or YouTube Live
- Automatically stream from Zoom to Facebook or YouTube



LIGHTS (camera, action)



Thank you to our wonderful facilitators!



Alma Couverthie
NATIONAL ORGANIZING DIRECTOR



Alicia Gurrieri
ORGANIZING MANAGER



Luana Chaires
ORGANIZER



Samyuktha Mahadevan
CAMPAIGN ORGANIZER

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