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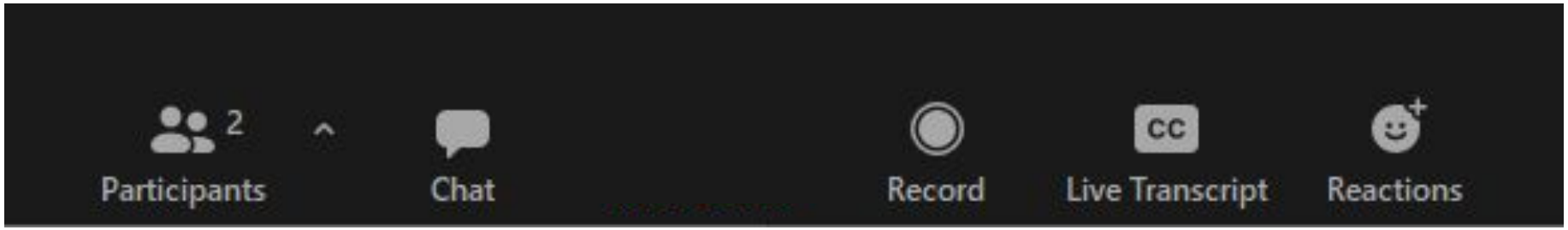
3rd Vice Training Slide Deck

SATURDAY, JUNE 12, 2021

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the **"Reactions"** button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click **"Raise hand"**

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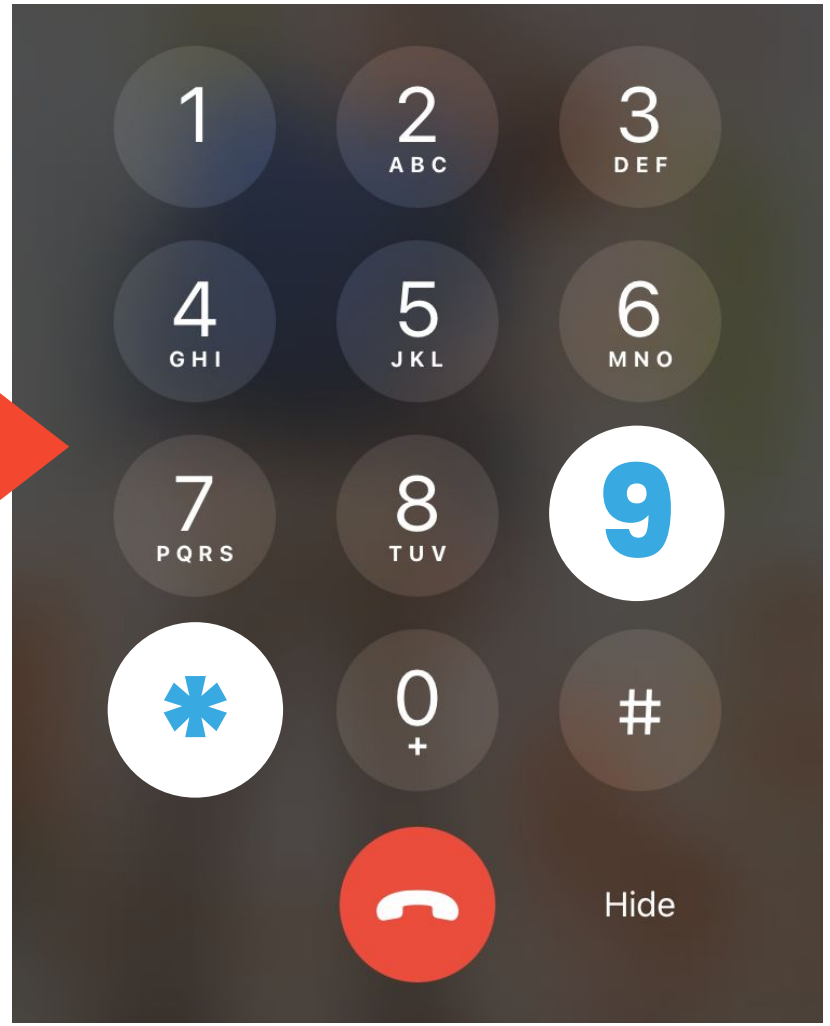
RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press ***9** on your phone's keypad



TOGGLE MUTE/UNMUTE

Press ***6** on your phone's keypad

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- Be Respectful
- Be Present
- Ask Questions
- Use the Chat

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MEET YOUR DEMOCRATIC FAMILY

WHAT'S THE CRAZIEST REPUBLICAN DIGITAL AD YOU'VE EVER SEEN?

OUR AGENDA:

1. Social Media & Digital Tools
2. Canva
3. Mailchimp Wizardry
4. Press Releases/Op Eds
5. Building Your Lists
6. Letters to the Editor
7. Questions?
8. Thank You

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SOCIAL MEDIA & DIGITAL TOOLS

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KNOW YOUR AUDIENCE

Who are they?

KNOW YOUR AUDIENCE

QUESTIONS TO CONSIDER:

- Who is your TARGET demographic?
- How does your this affect your caption?
- Why are they following you? What information are they seeking?
  - Ex- Education, GOTV, News
- On average, you only have **2.7** seconds to grab someone's attention before they continue to scroll *(I would argue even less than that)*
  - Gifs and motion graphics are great for grabbing attention!

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FACEBOOK SPECIFICS

FACEBOOK SPECIFICS

PROFILE PHOTO

- Use your logo-- need one? Submit a request: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149
- Size: 180x180 px
- Make sure the circle does not cut off corners of the logo

FACEBOOK GRAPHIC

- Size: 900x900 px (same as Instagram)
- Square Orientation

FACEBOOK COVER PHOTO

- Size: 1920x1080 px (same as Mobilize)

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FACEBOOK SPECIFICS

FACEBOOK PAGE VS. GROUP

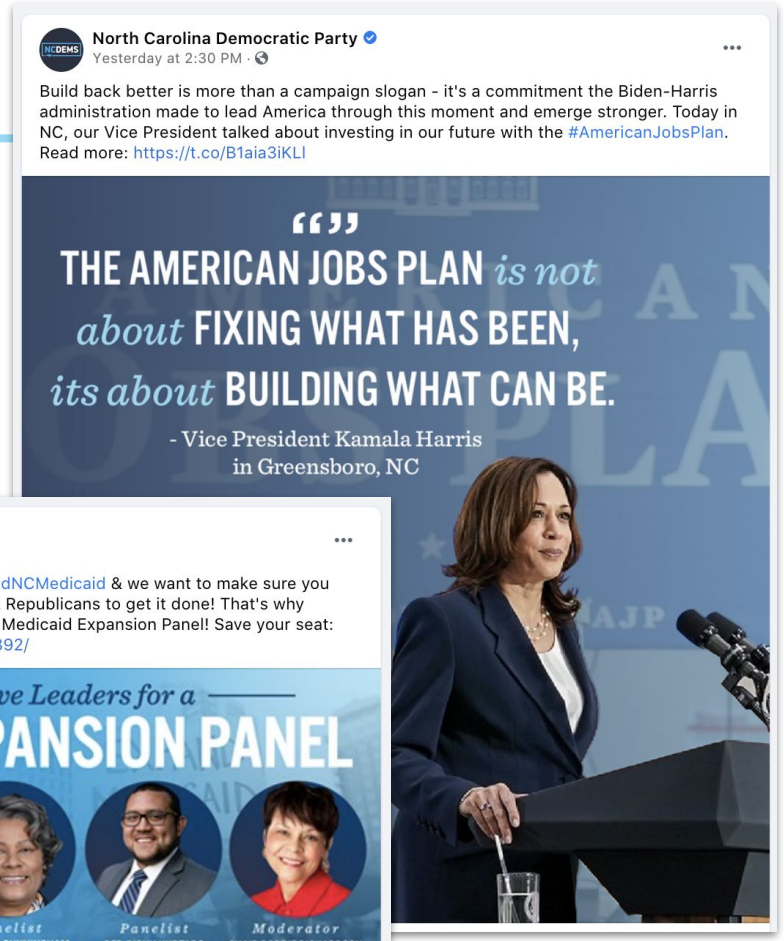
- Facebook pages are best if you want to establish a brand and promote your business to a large number of people
- Think of a Facebook Group as a fan page for community members

HOW TO WRITE GOOD COPY

- Concise and Informative
- What's your goal? End with a Call to Action
  - Ex- Event Attendees, Donate, & Call your legislators
- Is there a link to include?
- Tie it back to NC when you can

HOW OFTEN TO POST?

- Depends on the news and events that week!
- 1-2x a day is not too much
- Minimum- 2x a week



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INSTAGRAM SPECIFICS

INSTAGRAM SPECIFICS

PROFILE PHOTO

- Use your logo-- need one? Submit a request: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149
- Size: 110x110 px minimum
- Make sure the circle does not cut off corners of the logo

INSTAGRAM GRAPHIC

- Size: 900x900 px (same as Facebook)
- Square Orientation

INSTAGRAM STORIES

- Size: 1080x1920 px

INSTAGRAM HIGHLIGHTS

- Size: 2000x2000 px

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INSTAGRAM SPECIFICS

HOW TO WRITE GOOD COPY

- Concise and Informative
  - Emojis
- What's your goal? End with a Call to Action
  - Ex- Event Attendees, Donate, & Call your legislators
- Is there a link to include?
  - Have to do a "Link in Bio"

HOW OFTEN TO POST?

- Depends on the news and events that week
- 1-2x a week, but this is very flexible!
  - Not more than once a day
- This is basically the opposite of Twitter

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TWITTER SPECIFICS

TWITTER SPECIFICS

PROFILE PHOTO

- Use your logo-- need one? Submit a request: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149
- Size: 400x400 px
- Make sure the circle does not cut off corners of the logo

TWITTER GRAPHIC

- Size: 1024x512 px
- Rectangle Orientation (not square like Facebook & Instagram)

TWITTER HEADER PHOTO

- Size: 1500x500 px

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TWITTER SPECIFICS

HOW TO WRITE GOOD COPY

- Character Limit- 280 Characters
- Concise and Informative
- #Hashtags
- What's your goal? End with a Call to Action
  - Ex- Event attendees, Donate, & Call your legislators
- Is there a link to include?
- When tagging someone at the beginning of the tweet- MUST add a period before the @ sign or it will not show up on your timeline.

HOW OFTEN TO POST?

- As much as you want!
- Rapid Response

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NCDP DESIGN SERVICES

Use your resources

NCDP DESIGN SERVICES

WEEKLY CONTENT PACKAGE

- Sent every Wednesday *(sometimes Thursday)*
- YOU have more power than you realize!
    - When referred by a friend, people are **4x** more likely to take action
    - **84%** of folks trust a friend's recommendation more than any form of marketing
- Sign up to receive content package here: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/290
- FORWARD TO YOUR EMAIL LISTS

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NOW I'LL WALK YOU THROUGH THE CONTENT PACKAGE

all of this will be recorded and emailed to you

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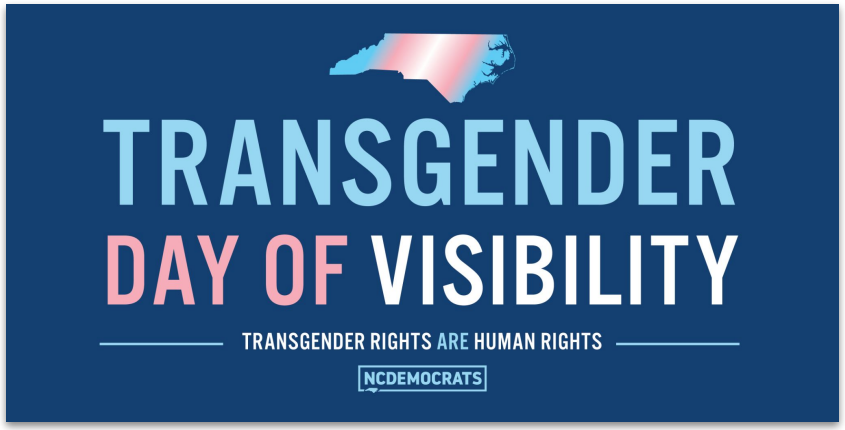
NCDP DESIGN SERVICES

2-3 GRAPHICS PER MONTH PER COUNTY

- Fill out this form: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/149

EXAMPLES OF WORK WE HAVE PROVIDED:



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RESOURCES

RESOURCES

Website with all social media specs:
https://www.rakacreative.com/blog/social-media-marketing/social-media-image-sizes-always-up-to-date/

Please make sure to review the wonderful training sessions provided by the National Democratic Training Committee. Sign up for one of their FREE virtual training sessions by going to traindemocrats.org

Share NCDP and DNC graphics!

Website to request all digital needs from NCDP:
https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30

All of our training events are found here: https://www.mobilize.us/ncdp/?tag_ids=2916

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ZOOM & MOBILIZE INTEGRATION

THE DIFFERENCE BETWEEN MOBILIZE AND ZOOM

Mobilize is a place to post your event to expand the reach of the usual audience that might attend.

Zoom is like the venue you hold the meeting in.

You can schedule a Zoom meeting,
create the event on Mobilize,
add the Zoom link on Mobilize,
and everything is in one place!

You can see who's coming and Mobilize will send automatic confirmation emails.

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ZOOM & MOBILIZE INTEGRATION

IS YOUR ORGANIZATION SET UP ON MOBILIZE?

- No? Fill out this form: https://staclabs.atlassian.net/servicedesk/customer/portal/15/group/30/create/288

MOBILIZE EVENT GRAPHIC

- Size: 1920x1080 px (same as Facebook Cover Photo)

GOOGLE SLIDES- SLIDEDECK FOR ZOOM PRESENTATIONS

- Size: 1920x1080 px
- Export a reduced file size or it will not work
  - Must be under 2MB
  - “Export for screens” if creating in Illustrator

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ZOOM & MOBILIZE INTEGRATION

We know it's a headache when some people register on Mobilize for your upcoming event but don't have the Zoom link. You can now integrate Mobilize and Zoom! This allows organizers to add Zoom meeting IDs to Mobilize events, and Mobilize will send personalized Zoom links to your supporters to keep event details secure.

- Follow the instructions **here** to integrate Zoom and Mobilize. It's free to you through NCDP. If you have any questions, please e-mail **kjacobs@ncdp.org**.
- Bonus: **Here are some general graphics** you can use to promote various events

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CANVA

CANVA

WHAT IS IT?

- “a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. “

WHY SHOULD I USE IT?

- User-friendly
- FREE
- Gives you access to several premade templates and graphic elements

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CANVA

WHAT IS GOOD DESIGN?

- Contrast between copy and background color or image
- Clear hierarchy of information
- Accessibility

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NOW I'LL WALK YOU THROUGH CREATING A SIMPLE CANVA DESIGN

all of this will be recorded and emailed to you

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MAILCHIMP

What it is?

MAILCHIMP

WHAT IS IT?

- **They call themselves an** “All-In-One integrated marketing platform for small businesses, to grow your business on your terms.
- AKA-- a useful emailing platform

WHY SHOULD I USE IT?

- User-friendly
- FREE
- Allows you to organize your contacts
- Gives you access to some premade templates

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FREE PLAN BENEFITS

and drawbacks

WHAT DO I GET OUT OF THE FREE PLAN?

Number of contacts allowed:

- up to **2,000**
- **Contact-** an individual member of your audience who can receive or view your marketing
  - Subscribed, unsubscribed, and non-subscribed contacts all make up your contact count.
  - Archived, cleaned, and deleted contacts do not count toward the price of your plan.

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WHAT DO I GET OUT OF THE FREE PLAN?

Number of sends allowed per month:

- up to **10,000** with a daily send limit of **2,000**
- **Send-** the number of email campaigns you send
  - Each email sent to an individual contact counts as one send.
    - For example- 1 campaign sent to 2,000 contacts = 2,000 sends
  - Test and transactional emails count toward your monthly sending limit.

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WHAT DO I GET OUT OF THE FREE PLAN?

Free features:

- 1 audience
  - **Audience-** made up of all of your contacts
- 1 seat with owner permission
  - **Seat-** the available number of individual users who have access to your account
- Limited selection of basic, featured, and themed pre-made email templates
- “Abandoned cart” email - optional
- Automate welcome email - optional
- Basic reporting of analytics

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NOW I'LL WALK YOU THROUGH IT

all of this will be recorded and emailed to you

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NEED SOME EXTRA HELP?

Utilize MailChimp trainings and articles on their website!

- Don’t know how to do something? Chances are they have an article on it. https://mailchimp.com/resources/mailchimp-101/
- Still need help? Check out youtube videos. Know and utilize your resources.

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BUILDING YOUR MESSAGE

HOW TO BUILD YOUR MESSAGE

A clear, concise message is the most important step you can take to connect with voters on a personal level.

- Your message should originate from your values and priorities, not your policy prescriptions.

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STEPS FOR BUILDING YOUR MESSAGE

In these trying times, our message should be rooted in our party's values:

- This is a time to emphasize our values of interdependence, mutual solidarity, shared purpose, and collective action.
- Ensure your message is inclusive and empowering, while emphasizing justice and opportunity for all.

You should also consider your core issues when building your message:

- The easiest way to draft and hone your message is to center it around issues you, and your community, are passionate about. This will come through in your message.

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WHAT TO CONSIDER WHEN BUILDING YOUR MESSAGE

What are core issues in your community?

- Citizens lacking Healthcare?
- Poor infrastructure?
- School improvements?
- Food insecurity?

Why do you care about these issues?

- Explaining your perspective and reason for focusing on these issues will allow others to better understand your message and point of view.
- Using surrogates like parents, teachers, or doctors is helpful

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NOT ALL ABOUT CATCHY PHRASES

While it's nice to be able to distill your core message down to a phrase, it's generally not possible.

- In fact, the smaller the constituency, the better it is to be more detailed and focus on specific issues.

It is your message, focus on:

- defining your values,
- identifying your key issues
- laying out the reasons voters should support Democrats

REMEMBER: VALUES, NOT POLICY PRESCRIPTIONS

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PRESS BASICS

COMMUNICATING WITH THE PRESS

The media, especially local media and television, are an important conduit to reach voters and spread your message.

There are several main ways to communicate with the press, both written and spoken, to help you spread your message and control the narrative:

- Press Releases
- Media Advisories
- Interviews

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NCDP EXAMPLE RELEASE

FOR IMMEDIATE RELEASE
June 7, 2021
Contact: Kate Frauenfelder, kate@ncdp.org

5 Days 5 Ways: How Governor Cooper's Budget Helps North Carolina

Day 1: Investing in North Carolina Teachers

As General Assembly Republicans infight and drag their feet on releasing their budget proposal, Governor Roy Cooper has proposed a budget that works for all North Carolinians and propels the economy to a successful recovery. Each day this week, we'll be highlighting the ways that Governor Cooper's budget invests in North Carolina families and seizes on the once-in-a-generation opportunity to help the state recover and rebuild from COVID-19 -- starting with teacher pay raises.

"Time and again throughout COVID-19, North Carolina teachers had to deal with unprecedented challenges," **said NCDP Chair Bobbie Richardson**. "As a former educator, I know firsthand that this pay raise is long overdue and is an important step to attracting and keeping dedicated and highly talented educators in North Carolina schools."

Governor Cooper's budget includes K-12 teacher raises of 10 percent on average over the next two years and would ensure that all non-certified school personnel receive a minimum of $15 an hour, on par with other state employees. The pandemic has underscored the vital work of educators to help students learn and thrive despite all obstacles. This pay raise reflects the essential role teachers play in building the workforce of tomorrow.

The erosion of our public education system results from Republican's prioritization of tax cuts for corporations and the wealthiest few. According to a report from the National Education Association, North Carolina ranks 33rd in the nation for average teacher pay.

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LETTERS TO EDITORS

SENDING LETTERS TO THE EDITOR

Sending a letter to the editor to your local paper is a great, actionable step to get your message out

Remember the issue, who is the best messenger?

- County Chair
- Health care worker
- Teacher
- Someone with experience dealing with x, y, z

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HOW TO SUBMIT

Your local paper has a tab on their website to submit letters to the editor.

Things to remember:

- Each paper has different requirements for submission, including word count, contact information, etc.
- The only way your letter will be published is if you follow directions.

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MESSAGING GUIDANCE

TUESDAY MESSAGING GUIDANCE

Every Tuesday, we send out talking points and articles to share online.

- Email me at kate@ncdp.org if you want to receive it.

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COMMUNICATIONS
QUESTIONS?

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THANK YOU!

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