

*Building*  
**BLUE**



**3rd Vice Training Slide Deck**  
**SATURDAY, JUNE 12, 2021**

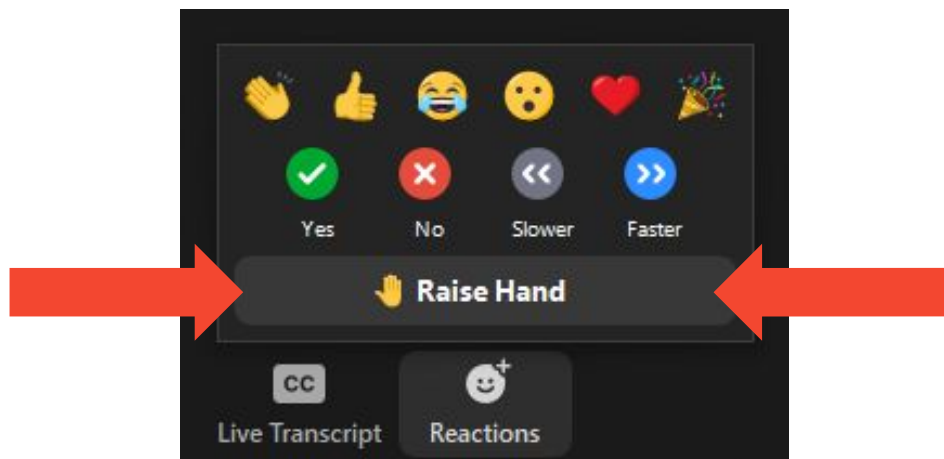
# RAISING YOUR HAND ON COMPUTER

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**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”**



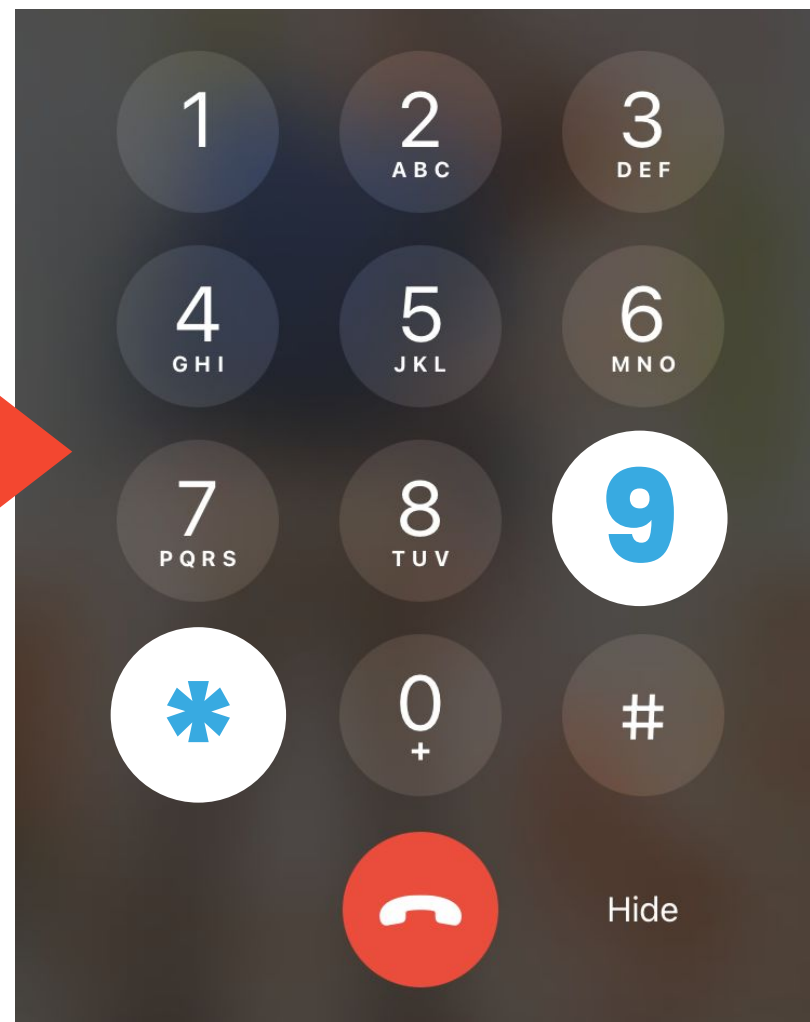
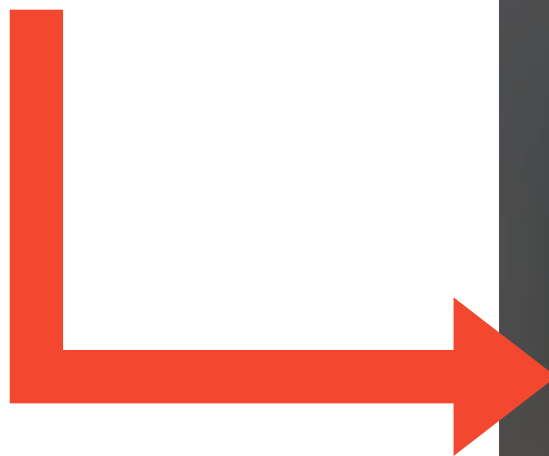
# RAISING YOUR HAND ON YOUR PHONE

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

**TOGGLE  
MUTE/UNMUTE**

Press \*6 on your  
phone's keypad



*Building*  
**BLUE**

A circular logo with an orange top half and a blue bottom half, separated by a white horizontal line. The top half contains the word "NCDemocrats" in white, and the bottom half contains the words "TRAINING series" in white. The logo is surrounded by small white stars.

**TRAINING**  
*series*

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

**NCDemocrats**

*Building*  
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**MEET YOUR  
DEMOCRATIC FAMILY**

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

**NCDEMOCRATS**

The logo for NCDemocrats, featuring the word "NCDemocrats" in a bold, white, sans-serif font inside a white rectangular border. A small white outline of the state of North Carolina is positioned at the bottom left corner of the border.

## **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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**TRAINING**  
*series*

**SOCIAL MEDIA &  
DIGITAL TOOLS**

**NCDEMOCRATS**

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**TRAINING**  
*series*

**NCDemocrats**

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**KNOW YOUR  
AUDIENCE**

*Who are they?*

A dark, semi-transparent background image showing a person's hand holding a sign that says "I will vote". The image is slightly out of focus and serves as a backdrop for the text on the right side of the slide.



# KNOW YOUR AUDIENCE

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## 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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**TRAINING**  
*series*

**NCDemocrats**

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**FACEBOOK  
SPECIFICS**

The text "FACEBOOK SPECIFICS" in a bold, white, sans-serif font, centered on a dark blue background that features a faint, stylized map of North Carolina.

# FACEBOOK SPECIFICS

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## 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)

# 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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**TRAINING**  
*series*

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**INSTAGRAM  
SPECIFICS**

A dark blue background with a faint, semi-transparent image of a person's hand holding a smartphone. The phone screen displays the Instagram logo and some text, suggesting the focus is on Instagram-specific training.

# INSTAGRAM SPECIFICS

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## 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



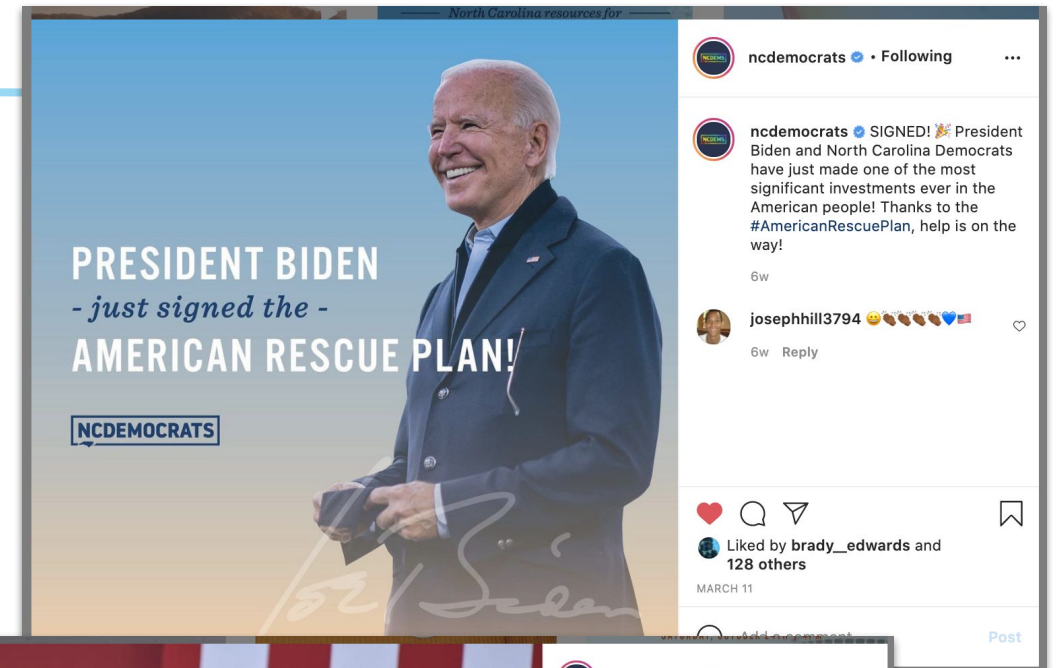
# INSTAGRAM SPECIFICS

## 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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**TRAINING**  
*series*

**NCDEMOCRATS**

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**TWITTER  
SPECIFICS**



# TWITTER SPECIFICS

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## 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

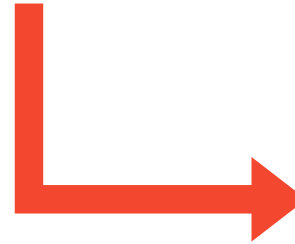
# TWITTER SPECIFICS

## 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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**TRAINING**  
*series*

**NCDemocrats**

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**NCDP DESIGN  
SERVICES**

*Use your resources*

A dark, semi-transparent background image showing a hand holding a sign that says "I will vote". The image is slightly out of focus and serves as a backdrop for the text on the right side of the slide.

# NCDP DESIGN SERVICES

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## 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

# **NOW I'LL WALK YOU THROUGH THE CONTENT PACKAGE**

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*all of this will be recorded and emailed to you*

# 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:

Mid-Atlantic AAPI Democratic Coalition

CALL NC AND SWING STATE VOTERS WITH THESE CELEBRITIES AND CANDIDATES

 MANISHA DASS South Asians for Biden NC State Co-Director & Reality TV Star	 AASIF MANDVI Actor	 SUKETU MEHTA Author	 SHEETAL SHETH Actor, Author, & Activist	 ROHINI KOSOGLU Sr. Advisor Biden for President
 KAVITA PATEL Moderator & Health Policy Expert	 SID SINGH Comedian	 SHOBA NARAYAN Broadway Actor	 SAKINA JAFFREY Actor	 JAY CHAUDHURI NC State Senator

SATURDAY, OCTOBER 31ST | 2PM EST

INDIAN-AMERICAN GOTV RALLY  
Thursday, October 22nd | 7 PM

with Maya Harris

AND SPECIAL GUESTS:

 JOSH STEIN* for Attorney General	 DEBORAH ROSS for Congress	 RONNIE CHATTERJI for Treasurer	 JAY CHAUDHURI* for NC Senate
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\* DENOTES INCUMBENT

SAVE YOUR SPOT

NCAIA NC NPAC

SPOTLIGHT SERIES: SMALL BUSINESS CAUCUS  
WOMEN'S HISTORY MONTH  
WOMEN LEADERS OF THE SBC & WOMEN-OWNED BUSINESSES

 KRISTI TALLY OWNER, K07 ENTERPRISES INC CHAIR, SBC	 COMMISSIONER BRIDGET WALL-LENNON WAKE FOREST TOWN COMMISSION OWNER, BLWALL CONSULTING VICE CHAIR/CHAIR-ELECT, SBC	 DR. DEBBIE SWAIN ASSOCIATE PROFESSOR, NCCU SECRETARY, SBC	 MINISTER MARIONNA POKE-STEWART NORTH CAROLINA HEALTH AND HUMAN SERVICES TREASURER, SBC	 KIMBRA MCCARGO SOCIAL MEDIA MANAGER, SBC
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SMALL BUSINESS Democratic NC

- I support -  
PAID FAMILY LEAVE

TRANSSEXUAL RIGHTS

TRANSSEXUAL RIGHTS ARE HUMAN RIGHTS

NCDEMOCRATS

*Building*  
**BLUE**



**TRAINING**  
*series*

**NCDemocrats**



**RESOURCES**

# RESOURCES

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**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 [traidemocrats.org](http://traidemocrats.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](https://www.mobilize.us/ncdp/?tag_ids=2916)



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**TRAINING**  
*series*

**ZOOM & MOBILIZE  
INTEGRATION**

**NCDemocrats**

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# THE DIFFERENCE BETWEEN MOBILIZE AND ZOOM

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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.



# ZOOM & MOBILIZE INTEGRATION

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## 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

# ZOOM & MOBILIZE INTEGRATION

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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 [kjacobson@ncdp.org](mailto:kjacobs@ncdp.org).
- Bonus: [Here are some general graphics](#) you can use to promote various events

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**TRAINING**  
*series*

**NCDemocrats**

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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

# CANVA

---

## WHAT IS GOOD DESIGN?

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

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

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*all of this will be recorded and emailed to you*



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**TRAINING**  
*series*

**NCDEMOCRATS**

A small white outline map of the state of North Carolina is positioned at the bottom left corner of the white rectangular box containing the text "NCDEMOCRATS".

**MAILCHIMP**

*What it is?*

A dark, semi-transparent background image showing a person's hand holding a white sign. The sign has the text "I will vote" written on it in a cursive font. The background is a blurred crowd of people.

# MAILCHIMP

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## 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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**TRAINING**  
*series*

**FREE PLAN BENEFITS**  
*and drawbacks*

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# 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.

# 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.

# 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

**NOW I'LL WALK YOU THROUGH IT**

---

*all of this will be recorded and emailed to you*

**NCDEMOCRATS**

## NEED SOME EXTRA HELP?

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### 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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**TRAINING**  
*series*

**NCDEMOCRATS**

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**BUILDING YOUR  
MESSAGE**

# HOW TO BUILD YOUR MESSAGE

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**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.

# STEPS FOR BUILDING YOUR MESSAGE

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**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.

# 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

# 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

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**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

# NCDP EXAMPLE RELEASE

FOR IMMEDIATE RELEASE

June 7, 2021

Contact: Kate Frauenfelder, [kate@ncdp.org](mailto: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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**TRAINING**  
*series*

**LETTERS TO EDITORS**

**NCDEMOCRATS**

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# SENDING LETTERS TO THE EDITOR

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**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

# HOW TO SUBMIT

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**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.

*Building*  
**BLUE**

A circular logo with an orange top half and a light blue bottom half, separated by a white horizontal line. The top half contains the word "NCDEMOCRATS" in white on an orange background. The bottom half contains the word "TRAINING" in blue on a white background and the word "series" in white on a light blue background. The entire circle is surrounded by a ring of small white stars.

**TRAINING**  
*series*

**NCDEMOCRATS**

The NCDemocrats logo, featuring the word "NCDemocrats" in a bold, white, sans-serif font inside a white rectangular border. A small white outline of the state of North Carolina is positioned at the bottom left corner of the border.A dark, blue-tinted background image showing a person's hand holding a white sign. The sign has some faint, illegible text on it. The overall scene is dimly lit, suggesting an indoor event or meeting.

**MESSAGING  
GUIDANCE**

## TUESDAY MESSAGING GUIDANCE

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

- Email me at [kate@ncdp.org](mailto:kate@ncdp.org) if you want to receive it.

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**TRAINING**  
*series*

**COMMUNICATIONS**  
*QUESTIONS?*

**NCDEMOCRATS**

The NCDemocrats logo, featuring the word "NCDemocrats" in a bold, white, sans-serif font inside a white rectangular border. A small white silhouette of the state of North Carolina is positioned at the bottom left corner of the border.



**THANK YOU!**

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*Building*  
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**TRAINING**  
*series*

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