



**CALIFORNIA REPUBLICAN PARTY**  
**GENERAL ELECTION**

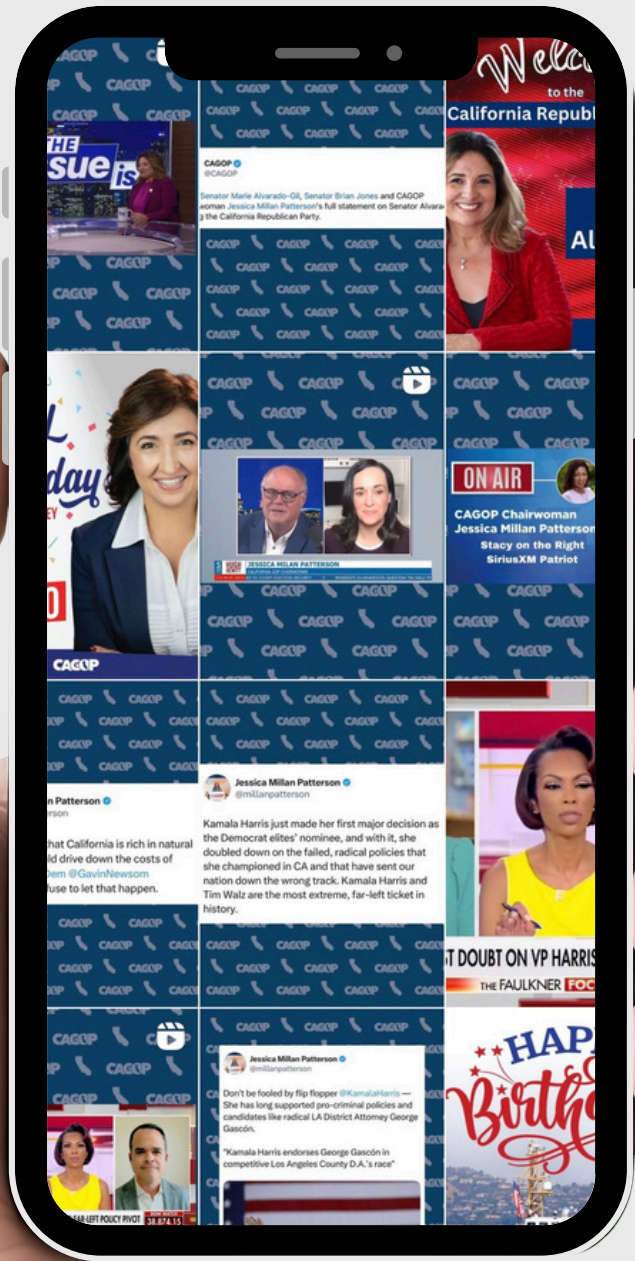
**MEDIA HANDBOOK**



# SOCIAL MEDIA IS A GAME CHANGER

On social media, everyone has a voice. It has the power to launch an Election Integrity grassroots movement!

- ✓ 62% of all adults get news from social media, so spread the word about our Election Integrity program! Share news about our efforts and upcoming volunteer opportunities like Poll Observing or becoming a Poll Worker.



# **USE YOUR SOCIAL MEDIA PLATFORM!**

**In this handbook, we elaborate on the details you need to use your personal social media to your advantage!**

**If you have already signed up to become a Social Media Ambassador this election, you will be receiving communication from a member of our team with the resources needed.**

**These Resources include: Graphics, Draft Captions, & Recruitment Scripts**


# GRAPHICS

- ✓ Below are examples of graphics that you will be receiving from the CAGOP to use on your Social Media Pages.



# TWITTER (X) EXAMPLES


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**CAGOP Election Integrity** ...  
@CAElecIntegrity

Ensure fair and transparent elections by becoming a Poll Observer!


Sign up for a Poll Observer training to learn how YOU can make a difference: [cagop.win/ei-train](https://cagop.win/ei-train)



**CAGOP Election Integrity** ...  
@CAElecIntegrity

Do you want to have a safe and secure election process? Sign up for one of CAGOP's Election Integrity Trainings! Learn about Ballot Harvesting and Curing, Poll Observing, Voter Education, and more!

Click Here to Sign up: <https://cagop.win/ei-train>



**CAGOP Election Integrity** ...  
@CAElecIntegrity

California needs more Republican representation at the polls!

Become a Poll Worker today!

For information about Poll Workers, visit: <https://cagop.win/pw>

# SOCIAL MEDIA “DO’S”

**Understand your goal--** What are you trying to accomplish? (e.g., election education, recruiting poll observers, etc.) Let this be a guide for you on Social Media.

**Know your audience--** Who are you trying to reach? Who are you actually reaching?

**Find your voice--** Always add your personality, style, and story. It doesn't all have to be serious. Have fun with it!-  
Social Media is for real people!

**Be Consistent--** Post often, and keep at it! No one builds a following overnight.

**Include a Call to Action--** Give users a way to support your Purpose (e.g. “Sign up to become a Poll Observer!”)

**Engage with Other Users--** You can have the most impact by joining the discussion, so share, like, and retweet!

# SOCIAL MEDIA “DON'TS”

**Don't Try to do everything--** Remember your Purpose. How can you use social media to achieve it?

**Don't Forget that everything is public--** No matter what your privacy settings are, everything on social media can be documented!

**Don't Engage with trolls--** Don't get into fights on social media. It never wins anything for anyone.

**Don't Be Negative--** It's a bad idea. Always stay positive!

**Don't Treat social media as a soap box--** Remember, social media is a group activity. It's a tool for engagement, not a place for arguments and rants.

**Don't Obsess over timing--** Timing is important... but not that important. Consistency is much more important than timing.



# FACEBOOK OVERVIEW

- Grassroots heavy platform. *Engage with voters here.*
- Many features: live video, groups, events, etc.
- Newsfeed is arranged by most relevant content.
- The best way to get your posts seen is to gain engagement.
- Post less frequently and make it count when you do!
- Focus on driving people to take action.
- *Engage with positive comments!*
- Video & pictures get more engagement than plain text.





# TWITTER (X) OVERVIEW

- Mostly reporters, politicians, and influencers (not voters).
  - *Twitter is more focused on news and commentary than action.*
- Newsfeed is arranged by most recent content.
  - Twitter is fast paced and real time. *Tweet often.*
- Use a mix of plain text and visuals.
  - Visuals like GIFs help to get someone's attention when they're scrolling quickly, but for quick and relevant commentary, plain text also works.
- *It's very public.*
  - A tweet can be interpreted as an official statement. Understand the risk is higher on Twitter.
- It's a discussion, so develop an authentic voice!
  - Don't broadcast or copy and paste press verbiage.

# SOCIAL MEDIA MESSAGING



When posting on X (Twitter),  
keep it very concise!

Add the  
[CAElectionintegrity.org](https://www.CAElectionintegrity.org) link to  
your posts so that people can  
be directed to the Election  
Integrity Hub and get directed  
to the sign up page.



When posting on Instagram, use  
the “Easy-to-post” Graphics  
provided and add a caption.

Be sure to add the  
[CAElectionintegrity.org](https://www.CAElectionintegrity.org) link to  
your posts so that people can be  
directed to the Election Integrity  
Hub!



On Facebook, urge your  
family and friends to  
volunteer this election.

Be sure to add the  
[CAElectionintegrity.org](https://www.CAElectionintegrity.org)  
link to your posts so that  
people can be directed to  
the Election Integrity Hub!

# OTHER PLATFORMS

- There are many other platforms, some of which may be useful for your purposes, but remember: you can't do everything.
- Without the appropriate amount of time to dedicate to social media, take a targeted approach. Focus on what you can do well, and do it.
- Thinking about a new platform? Do your research. Figure out what it's about, and whether or not it's the right fit for you.



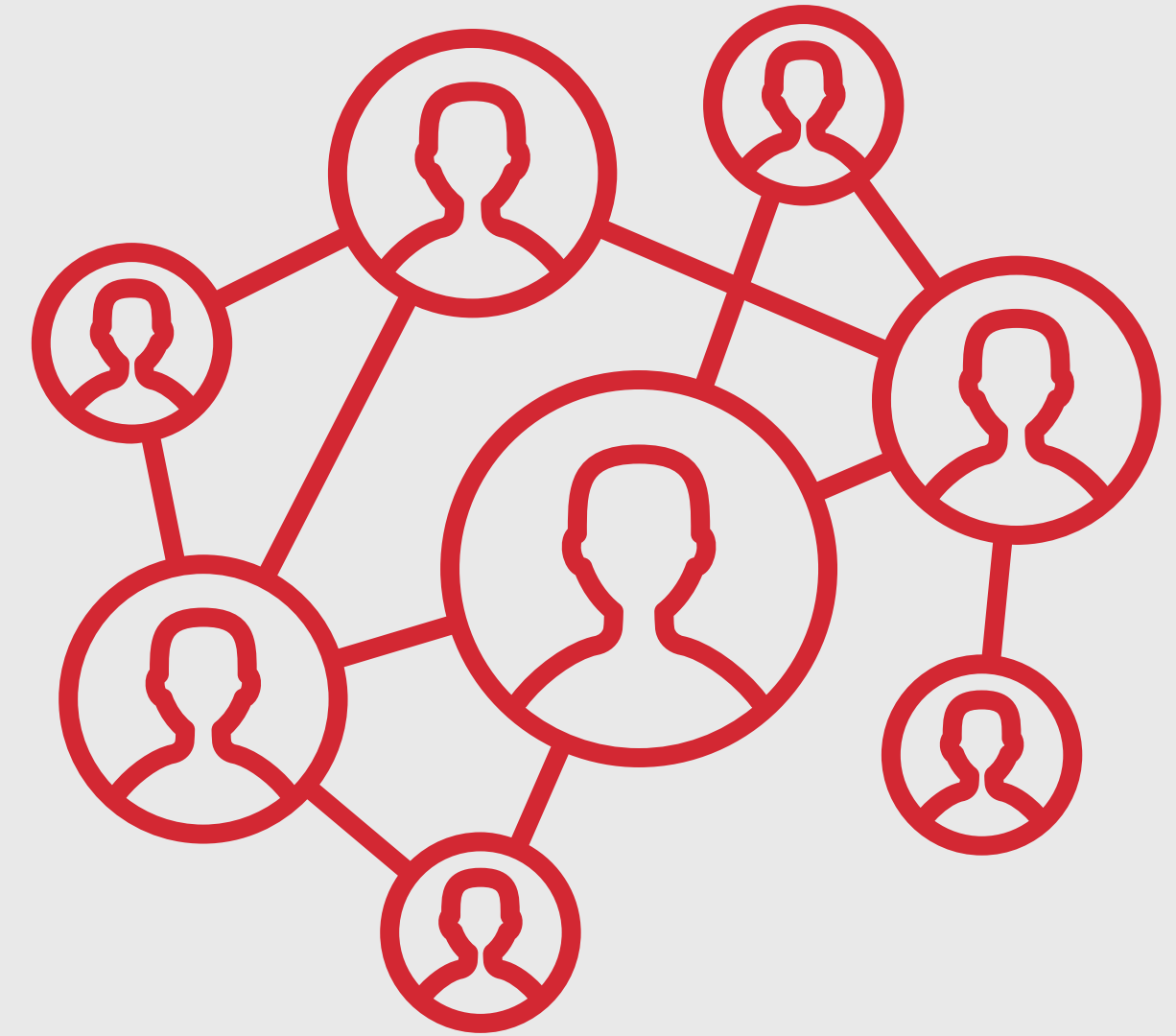
# THE ECHO CHAMBER

The power of social media is NOT intended to be used as a bullhorn.

The power of social media IS intended to create community.

The most important part of your post is how people engage with it.

The best way to build engagement? Engage with others!



# EXAMPLE: GOOD PHOTOGRAPHY

Pictures that are *lighted well, show the subject clearly and in a flattering light* are definitely good content.

*This example is from the Michelle Steel for Congress Campaign HQ Opening. The photo is focused on the audience & the lighting is great.*



# EXAMPLE: BAD PHOTOGRAPHY

*Dark pictures from the back of the room featuring the backs of people's heads* is definitely bad content.

*This example is from the RNC National Convention. The photo is blurry, there is glare of lights, and the speaker is not in focus.*



# ENGAGING YOUR COMMUNITY

- **Identify** the relevant influencers, important people, and team members. Follow or like them! They may follow you back, and you can keep an eye on what they're saying on social media.
- **Share** or retweet their posts and tweets. Add commentary, give them kudos, but stay positive and on message!
- **Tag** friends, volunteers, and team members if they're in a photo.
- **Discuss** positive topics and achievements with friends by tagging or using the “@” symbol in your posts and tweets.



# APPROVED LINKS

- **ELECTION INTEGRITY HUB: [WWW.CAELECTIONINTEGRITY.ORG](http://WWW.CAELECTIONINTEGRITY.ORG)**
- **SIGN UP FOR A TRAINING: [HTTPS://CAGOP.WIN/EI-TRAIN](https://CAGOP.WIN/EI-TRAIN)**
- **POLL WORKER APPLICATION: [HTTPS://CAGOP.WIN/DWI](https://CAGOP.WIN/DWI)**



# FOLLOW CAGOP ON SOCIAL MEDIA



**@CA\_GOP**



**@CAGOP**



**California Republican Party**



**@CAElecIntegrity**

# THANK YOU!



If you have any questions, please email us at  
[electionintegrity@cagop.org](mailto:electionintegrity@cagop.org)