



OpenCampaign

Event Name

Event Details

What: put the Mobilize event description here

When: Day, Month + date, time, time zone [ex. Friday, August 7, 4:00 – 5:00pm EST]

Who: list principals, surrogates, and any key participants involved

Mobilize link: [Goes here](#)

Notes: good place for pointers on language to be used, plans/policies referenced, and additional info

Key Tags and Hashtags to Use

Platform	Accounts	Hashtags
Twitter	@OpenCampaignxyz @principal @surrogate	#Hashtag #Other Hashtags as needed
Facebook	Campaign Name Candidate Name Principal Surrogate	
Instagram	Campaign Name @principal @surrogate	

Social Graphics

- Twitter post
- Square graphic (Facebook + Instagram post)
- Other
- Other

Social Media Posts

- Example 1 with sourced Mobilize link if possible (?utm_source=btb_fo for organizer use)
- Example 2 with sourced Mobilize link if possible (?utm_source=btb_fo for organizer use)
- Example 3 with sourced Mobilize link if possible (?utm_source=btb_fo for organizer use)
- Example 4 with sourced Mobilize link if possible (?utm_source=btb_fo for organizer use)
- Example 5 with sourced Mobilize link if possible (?utm_source=btb_fo for organizer use)



OpenCampaign

- **Use social media to tell the story of our campaign and recruit others to join you.** There's a reason you're doing this work — take as many opportunities as possible when posting on social media to share your story and amplify the stories of voters who demand Democratic leadership.
- **Include a call to action.** A social media call to action prompts users to interact with the post by replying, commenting, liking, sharing, or retweeting your content. The content of your post can make a compelling argument for others to amplify your work!
- **Make a hard ask whenever possible.** The same organizing skills you use on recruitment calls, texts, and in-person conversations should be a part of your content across social media platforms. *Remember, you get some of what you ask for, and not much of what you don't.* Your hard ask should be urgent, specific, direct, and tailored to your audience.
- **Make your content accessible** to all audiences — if posting a video, for example, use a caption [software to auto-caption](#). If posting a photo or screenshot, add an alt image description for blind or visually impaired users.
- **Ask before posting photos or videos of others,** and tag any folks included!
- **Cover up any sensitive information** in photos like DVC lists, phone numbers, email addresses, and campaign materials.
- **Recruit others to join our team** using Mobilize event links, a hard ask, and a strong call to action.