

LD17 Board Meeting – July Comms Team Report

Digital and Social Media:

- “Paid” digital ads are running. The most successful one is the “immigration” ad. We are updating the “affordability” ad to reflect new inflation data. We have also been brainstorming on a number of new messages for the different target segments. (Note: This will be very time consuming.)
- We have spent a great deal of time dissecting the contact data for our different groups. Long story... **The data captured in today’s files is different from 2024. Sharon and Mark have really worked hard to streamline the data into a robust, usable format.**
- We have only spent \$1500 as of the end of June, with the intent to push harder closer to the election.
- We created and posted 41 new Facebook posts this month.
 - Ads focus on high-priority categories like education, health care, affordability, democracy, and fundraising, and a couple on environmental issues.
 - We are also focusing on the 250th anniversary, so end of month ads contains that messaging.
 - Overall responses to Facebook posts as of June 22.
 - Likes = 554, Shares = 250, Comments = 180
 - Total engagement to date = 984

Comm Support Materials including:

- Alicia Keys event promotion
- Packing event promotional materials
- Voter Guide planning and design
- Op-Ed on 250th anniversary
- LTEs on immigration and other topics
- Updated website with new messages

Other:

- Gathered signatures for the Protect Education Petition in the final push
- Shifting some of our focus to the Voter Guide prep and development
- Other misc support...

Special thanks to the Tabling Team for gathering so many petition signatures to support Protect Education, Justice for All, and Voters Rights!