

Social Media Squad: Rally for Harris-Walz

A guide on how to mobilize your social media networks and inspire action for Vice President Harris and Coach Walz



LET'S GET SOCIAL

Welcome to the All In for Harris Digital Team! By being here, you've already taken an important step in supporting Vice President Kamala Harris and Coach Tim Walz and their vision for America (#WeWontGoBack). Whether you're a social media veteran or just getting started, this guide is designed to help you tap into the power of your networks online, rally your community, and inspire action right from the comfort of your own home (really).

Remember: the goal here is not to go viral (if you do, that's great!). The goal is to connect with people who you know, who will consider you a trusted messenger, and to get them involved in the work of talking to voters to win this election. On average, one person on a phonebank makes about 600 dials during a shift. If you got 5 of your friends to sign up to phonebank, that's 3,000 dials to voters. Now, imagine if everyone on this week's [Women Wednesdays for Harris call](#) did the same thing. That, folks, is how we win.

THE QUICK AND DIRTY TL;DR SUMMARY

Here's a quick overview of the sections in this guide to help you navigate and make the most of it:

1. **The Power of Your Story**

This section emphasizes the importance of telling your personal story on social media. Sharing why you support Kamala Harris and Tim Walz makes your message more relatable and inspiring for others. Example stories are provided to help get you started.

2. **Get Visual**

Social media is driven by visuals—photos, graphics, and videos are crucial to capturing attention. This section includes tips on creating eye-catching content and even a script for recording a 60-second video to encourage others to get involved.

3. **Expand Your Reach with Hashtags and CTAs**

Learn how to use hashtags to extend the reach of your posts and how to add effective calls to action (CTAs) that inspire people to get involved, whether it's by volunteering, phonebanking, or checking their voter registration.

4. **Mobilizing Your Friends in Battleground States**

Not in a battleground state? No problem! This section explains how to use your social connections to engage friends in key battlegrounds. You'll also find Facebook search links and sample messages to make reaching out easy and effective.

5. **Let's Talk Platforms**

A deep dive into the major social media platforms—Instagram, Facebook, Twitter/X, Threads,

TikTok, and emerging platforms like Bluesky and Mastodon. This section explains how to use each platform to its fullest potential to support the campaign.

6. **Build Conversations, Not Just Posts**

Social media is a conversation, not just a broadcast. This section discusses how to engage meaningfully with others in the comments and how to build momentum through regular interaction and dialogue.

7. **Consistency is Key**

Staying active on social media is crucial. Here, you'll find tips for being consistent, especially around key moments like debates and voter registration deadlines, and advice on scheduling tools to help you stay on track.

8. **Tools to Get Started**

Get a list of tools like Buffer, Canva, Hootsuite, and Bitly to make creating and scheduling posts easier. Whether you're designing visuals or organizing your social media strategy, these tools will help maximize your impact.

9. **Copy & Paste Calls to Action**

Sometimes it's hard to come up with the right CTA. This section provides ready-to-use messages with links that you can copy and paste into your social media posts to encourage direct voter contact and other actions.

Ready? Let's go.

THE POWER OF YOUR STORY

At the heart of any successful social media campaign is storytelling, and no one can tell your story better than you. When you share your reasons for supporting Harris and Walz, you're doing more than just offering a personal endorsement—you're inspiring others to connect, engage, and take action. Personal stories have a unique ability to move people emotionally, creating connections that data points and policy debates often cannot.

Think about why Harris and Walz resonate with you. Is it their commitment to reproductive freedom? Climate action? Voting rights? Your "why" is what will inspire others to consider these leaders, and your authenticity is what will compel them to take action.

When you post, take the time to reflect on why this election matters to you personally. But don't overthink it! Perhaps it's a story about how healthcare reforms have impacted your family, or maybe it's about your journey with IVF or abortion. No matter why you're supporting Vice President Harris and Coach Tim Walz, you're a powerful messenger on their team and capable of moving voters over to their side in a way that's sometimes impossible when the messenger is a politician or organization.

EXAMPLE: TELLING YOUR STORY ON SOCIAL MEDIA

As someone who grew up without access to affordable healthcare, I'm voting for Kamala Harris and Tim Walz because they understand that healthcare is a right, not a privilege. They're committed to ensuring everyone, no matter where they come from or what they earn, has access to the care that they need. This election isn't just about policies; it's about our lives. Want to join me? Sign up to talk to voters in Arizona about what's at stake next week: indivisi.org/3W1b7kJ #HarrisWalz2024 #WeWontGoBack

GET VISUAL

Social media is a fast-paced, visual medium. It's one thing to write a heartfelt post, but it's another to grab people's attention with eye-catching visuals. Photos, videos, and graphics often get more engagement than text alone, and the more likes, comments, and shares you can generate, the more likely your post is to reach beyond your immediate circle.

Think about visuals that would resonate with your audience. A personal selfie at a Harris/Walz event, a well-designed graphic with a powerful quote, a selfie of you hitting the pavement to knock on doors (hopefully using Indivisible Team's [Neighbor2Neighbor canvassing tool](#)), or a cute save the date for an upcoming phonebank are all effective ways to drive engagement. If you're not comfortable creating your own, don't worry! [We've got you covered with a few images to get started.](#)

A SPECIAL PAUSE FOR VIDEO

In the world of social media, video content is king. If you attend a Harris/Walz event, consider capturing a few seconds of footage. Even better, record a 30 or 60-second video of yourself speaking directly to your audience about why this election matters to you and how people can join you and get involved between now and election day. Again, all you need to do is say a few words about why you're supporting Kamala Harris and Tim Walz and give folks a concrete way to take action.

EXAMPLE: A 60-SECOND VIDEO SCRIPT

[Open with a friendly, sincere smile, speaking directly to the camera.]

You:

"Hey, everyone! I just wanted to take a minute to talk about why this election is so important to me—and maybe to you too. For me, it's simple: this election is about fighting for a future where we all have a fair shot, no matter who we are or where we come from."

[Pause for a beat, letting your words sink in.]

You:

"I'm voting for Kamala Harris and Tim Walz because they're the leaders who are committed to healthcare for all, protecting our climate, safeguarding our reproductive freedom, and defending democracy. They've got the plans and the vision to move America forward."

[Shift your tone slightly to show urgency.]

You:

"Here's the thing, though: it's not enough to just vote—we have to get out there and get others to vote too. If you're in a presidential battleground or target Senate state, like North Carolina, Wisconsin, Ohio, or Georgia, we need you knocking on doors, talking to your neighbors, and getting out the vote."

[Quick smile.]

You:

"Not in one of those states? No worries! You can still make a difference. Join Indivisible Team's phonebank on October 1st to talk to voters in North Carolina. It's easy, it's fun, I'll be there, and it can have a real impact on this election."

[Be sure to include the link for people to sign up in your post when you upload your video!]

You:

"Sign up right now at <https://indivisi.org/n2n> if you're in a battleground state, or join our phonebank on October 1st by heading to <https://indivisi.org/northcarolina>. Every action helps. Together, we can make a real difference."

[Smile, wave, and give a nod.]

You:

"Now let's go win this thing!"

EXPAND YOUR REACH WITH HASHTAGS AND CTAs

Hashtags are an essential tool for expanding the reach of your posts. By using popular campaign hashtags like #HarrisWalz2024, #VoteHarrisWalz, and #NeverGoingBack, you can ensure that your content is seen by more than just your immediate followers. Hashtags connect your posts to the larger conversation happening online and help people find and engage with your content.

But hashtags alone aren't enough—you need to pair them with strong calls to action (CTAs). Always end your posts with an invitation for your followers to do something, whether it's signing up to knock doors, phonebank, write letters, check their voter registration status, or something else entirely. Calls to action give your audience clear next steps and make it easier for them to get involved.

EXAMPLE: HASHTAGS AND CALLS TO ACTION

Feeling inspired by what @KamalaHarris and @TimWalz stand for? Get off the sidelines! The only way we're going to win is by talking to voters! Sign up to knock doors in your neighborhood and help us win in 2024: <https://indivisi.org/n2n> #HarrisWalz2024 #NeverGoingBack

MOBILIZING YOUR FRIENDS IN BATTLEGROUND STATES

You may not live in one of our target battleground geographies, but we bet you have friends in a few of them. Now's the time to tap into your network and harness the power of personal outreach to make a real difference. Together, we can help elect Kamala Harris and Tim Walz, and deliver a Democratic majority in the House and Senate to ensure real progress on the issues we care about—healthcare, climate action, and protecting our democracy.

Below, you'll find easy links to search for your connections on Facebook in key swing states. A simple, friendly message to encourage your friends to join the **Neighbor2Neighbor** program can make a huge impact. You can copy and paste the sample message provided or write your own—just don't forget to include the link! Personal outreach is one of the most effective ways to mobilize voters, and your involvement could help deliver the votes we need to win in November.

STEP ONE: SEARCH FOR FRIENDS IN BATTLEGROUND STATES

Use the links below to quickly find your friends on Facebook who live in key battleground states. These are the states where every vote counts, and where your outreach can have the biggest impact in electing Harris and Walz and securing a Democratic majority in Congress.

- **Arizona:** [Search for Friends in Arizona](#)
- **Florida:** [Search for Friends in Florida](#)
- **Georgia:** [Search for Friends in Georgia](#)
- **Nevada:** [Search for Friends in Nevada](#)
- **North Carolina:** [Search for Friends in North Carolina](#)
- **Ohio:** [Search for Friends in Ohio](#)
- **Texas:** [Search for Friends in Texas](#)
- **Michigan:** [Search for Friends in Michigan](#)
- **Pennsylvania:** [Search for Friends in Pennsylvania](#)
- **Wisconsin:** [Search for Friends in Wisconsin](#)

STEP TWO: SEND A PERSONAL MESSAGE

Once you've found your friends in battleground states, it's time to reach out. Here's a sample message you can use, or feel free to customize it to fit your voice:

EXAMPLE: PERSONAL MESSAGE TO FRIENDS IN BATTLEGROUND STATES

Hey [Friend's Name]!

I know you're just as excited as I am about electing Kamala Harris and Tim Walz in November! I know I don't need to tell you this, but this election is so important, and frankly, winning runs through [Friend's state].

Talking to voters is the single most important thing that we can do between now and November to help send Harris and Walz to the White House. I wanted to let you know about the Neighbor2Neighbor canvassing program—it's an awesome way to reach voters directly in your own neighborhood. You can learn more and sign up here: <https://indivisi.org/n2n>. Your involvement could make a real difference in this election, and it's incredibly easy and impactful.

Let me know if you have any questions! Otherwise, let me know if you ever want to discuss ways to get involved.

LET'S TALK PLATFORMS

While expanding into newer platforms can be helpful, most of your outreach will happen on the major social media platforms. Each platform has its strengths, and by using them strategically, you can maximize your reach and impact.

INSTAGRAM

Instagram is a visually driven platform, which makes it perfect for sharing photos and short videos that showcase your support for Harris and Walz. Stories are an especially powerful tool for quick, engaging updates. Consider using Instagram Stories to share updates from campaign events, rally highlights, or your own personal reflections on the election. Live videos are also a great way to interact with your audience in real-time.

[Follow Kamala Harris on Instagram](#) / @kamalaharris

[Follow Tim Walz on Instagram](#) / @timwalz

[Follow Indivisible on Instagram](#) / @indivisibleteam

FACEBOOK

Facebook is ideal for engaging with longer-form content and discussions. Use Facebook to write more in-depth posts about why this election matters to you and share campaign articles, videos, and resources. Facebook Groups are also excellent for organizing local supporters, setting up events, and having ongoing conversations. If you host a virtual event, create a Facebook event page to invite people and share updates leading up to the event. Facebook also has a Stories section that is very similar to Instagram Stories.

[Follow Kamala Harris on Facebook](#)

[Follow Tim Walz on Facebook](#)

[Follow Indivisible on Facebook](#)

TWITTER/X

Despite its challenges (and, well, Elon), X (formerly Twitter) remains a space for political discourse and breaking news. Use it to follow updates from the campaign, engage with other supporters, and amplify key messages. Follow local reporters and engage with them! Keep your posts short and to the point—Twitter's character limit forces brevity, but that's a strength when you have a clear, concise message. Retweet campaign news and participate in hashtags to join larger conversations.

[Follow Kamala Harris on X](#) / @KamalaHarris

[Follow Tim Walz on X](#) / @Tim_Walz

[Follow Kamala HQ on X](#) / @KamalaHQ

[Follow Indivisible on X](#) / @IndivisibleTeam

THREADS

Threads, Meta's new text-based platform, is a natural extension of Instagram. It's an easy way to repurpose Instagram content for a more conversational space. It allows you to seamlessly share content across both platforms, making it efficient for users who are already active on Instagram. You can share updates, campaign news, and personal reflections in a format that feels familiar yet unique to the platform.

[Follow Kamala Harris on Threads](#)

[Follow Tim Walz on Threads](#)

[Follow Indivisible on Threads](#)

TIKTOK

TikTok is one of the fastest-growing social platforms, especially among younger audiences. Short, snappy videos that are funny, creative, or informative work best here. Think about creating a 15-second video sharing why you support Harris and Walz, or even starting a fun trend that others can join in on. The key with TikTok is to make it authentic and engaging.

[Follow Kamala Harris on TikTok](#)

[Follow Tim Walz on TikTok](#)

[Follow Indivisible on TikTok](#)

EMERGING PLATFORMS

BLUESKY: Bluesky is an emerging platform that provides a decentralized, customizable social experience. It's a great space to build smaller, more focused communities. You can use it to follow campaign news or engage in meaningful conversations without the distractions of ads or algorithms. Its focus on privacy and customization makes it ideal for sharing targeted, thoughtful content.

MASTODON: Mastodon is another decentralized platform that offers an ad-free, algorithm-free social media experience. Though it requires a bit more effort to set up (you choose a specific server), it's a valuable platform for building deep connections within niche communities. It's a perfect place for engaging with audiences who value thoughtful, long-form discussions.

BUILD CONVERSATIONS, NOT JUST POSTS

Remember, social media isn't just a broadcast tool; it's a conversation. The most effective posts often lead to discussions, debates, and dialogue, not just likes. Engage with people who comment on your posts—answer their questions, address their concerns, and encourage them to share their own views.

Likewise, don't hesitate to jump into conversations happening on other posts. If a friend shares an article about the election, comment on it with your thoughts and explain why you support Harris and

Walz. Even a simple reply like “This is why I’m voting Harris/Walz—they’re committed to protecting our climate and building a sustainable future” can have a big impact.

The more active you are in the comments and conversations around Harris and Walz, the more people will start to associate you with this campaign. By regularly engaging, you become an amplifier of the message, helping to spread awareness and build momentum — don’t forget to include a way for people to get involved if it makes sense in context!

CONSISTENCY IS KEY

One of the most important factors in maintaining momentum is consistency. It’s not enough to post once or twice and hope that your message catches on—you have to stay engaged. Make social media part of your daily routine, whether it’s sharing campaign updates, commenting on posts, or engaging in discussions.

Fortunately, tools like **Buffer** or **Hootsuite** can help you schedule posts in advance, so you don’t have to be online all the time. You can plan ahead for big moments, like debates, rallies, or campaign announcements, and ensure that your feed stays active and engaging.

Consistency isn’t just about volume; it’s also about timing. Posting regularly around key moments in the campaign—such as voter registration deadlines, major policy announcements, or the final weeks of the election—can amplify your impact and help mobilize your network.

TOOLS TO GET STARTED

Getting started with social media doesn’t have to be complicated. Whether you’re managing your posts across multiple platforms, creating eye-catching visuals, or scheduling content ahead of time, there are fantastic tools available to make the process simple and effective. Here are some essential tools you can use to amplify your impact and make supporting the Harris/Walz campaign as smooth as possible.

SOCIAL SCHEDULING TOOLS

Consistency is key in keeping your followers engaged, but it can be hard to stay active on social media every day. That’s where scheduling tools like **Buffer** and **Hootsuite** come in handy. These platforms allow you to plan, write, and schedule your posts in advance across multiple social media channels.

Buffer: A user-friendly platform that lets you schedule posts, manage multiple accounts, and track the performance of your content. This is a great option for planning your posts in advance, ensuring you maintain a consistent online presence even during busy times.

Hootsuite: Similar to Buffer, Hootsuite offers more advanced features for managing larger social media campaigns. It allows you to monitor conversations, schedule posts, and analyze data across all major platforms in one place.

VISUALS

Canva: You don't need to be a professional designer to create stunning visuals for your social media posts. Canva makes it easy to design eye-catching graphics, flyers, videos, and more, all with easy-to-use templates that you can customize in minutes. Canva is perfect for creating custom posts with campaign messaging, infographics, or even flyers for virtual events. You can share these across platforms like Instagram, Twitter, and Facebook to boost engagement.

LINKS

Linktree: If you're sharing multiple links (for events, signups, resources), Linktree allows you to create a single bio link that directs people to all the content you want to promote. This is especially useful for Instagram or Twitter, where you might want to link people to campaign donation pages, voter registration sites, or volunteer opportunities in one convenient spot.

Bit.ly: Want to make your links look cleaner and more clickable? Bitly is a free tool that shortens long URLs into simple, shareable links. It's especially useful for Twitter or anywhere with limited character space, and it allows you to track how many people click on your links.

By leveraging these tools, you'll be able to manage your social media effectively, create engaging content, and amplify your voice in support of Kamala Harris and Tim Walz. Whether you're scheduling posts ahead of time or designing a great quote graphic, these resources will help you contribute to the campaign's success and get more of your social media friends involved with ease.

COPY & PASTE CALLS TO ACTION

We know that sometimes, thinking of the right call to action can feel a little daunting. Here are some copy-and-paste links that you can use in your social media content to inspire folks to take action and turn their excitement for Kamala Harris and Tim Walz into direct voter contact.

EXAMPLE CTAs WITH LINKS

 Check to see if you live in a battleground state or district and sign up to knock doors and talk to voters: <https://indivisi.org/n2n>

 Every Wednesday at 8:30PM ET, join Women Wednesdays for Harris on ways to get

involved and take action to win this November: <https://indivisi.org/w4h>

📱 Join me on an upcoming phonebank to talk to voters in key battleground about what's at stake and why we need to elect Kamala Harris & Tim Walz: <https://indivisi.org/3W1b7kJ>

✍️ This Thursday, 9/19 from 4-5PM ET, join Indivisible Team and VoteFWD to write letters to voters in key states and districts about what's at stake and why we need them to show up on Election Day: <https://indivisi.org/letterstovoters>

!❓ Not sure if you're registered to vote? Check now: <https://indivisi.org/register>

LET'S GO WIN THIS THING

Thank you for being a part of the Harris/Walz Social Media Squad! Every post, comment, like, and share matters as we build momentum to elect Kamala Harris and Tim Walz and secure a Democratic House and Senate. Whether you're sharing your personal story, creating engaging visuals, or mobilizing friends in battleground states, your efforts are crucial in spreading our message and getting voters to the polls.

Remember, social media is a powerful tool for reaching new audiences, having important conversations, and inspiring action. With the right strategies, platforms, and tools, you have everything you need to make a difference from the comfort of your own home.

Let's keep the momentum going—share, engage, and inspire others to join the movement. Now, let's go win this thing.

QUESTIONS ABOUT THIS GUIDE?

That's what we're here for! Shoot us an email at Allinforharris@indivisible.org, and we'll do our best to help.