



Campaign: Pamela Evette for Governor

What You're Doing:

Create and post high performing short form content featuring Pamela Evette ahead of the South Carolina Governor runoff election on June 23.

The goal of this campaign is to maximize reach, engagement, and voter awareness by creating viral clips from Pamela Evette's strongest public content. We are specifically focusing on the videos below because they contain some of the most important campaign messaging and are expected to perform well when repurposed into short-form content.

PRIORITY CONTENT (FOCUS ON THESE FIRST)

HIGHEST PRIORITY VIDEO

https://www.youtube.com/watch?v=Yi8_jphO8dY

This is the #1 video we want creators clipping from. Before using other content, we strongly encourage creators to review this video and create multiple clips from it. Strong hooks, captions, and multiple variations are encouraged.

Additional Priority Videos:

<https://www.youtube.com/watch?v=IXHZD-yZDIg>

<https://www.youtube.com/watch?v=Z0Q66bJP89E>

<https://www.youtube.com/watch?v=R-Vqr5UNgCc>

<https://www.youtube.com/watch?v=IX0Km8lr1N0>

Additional Content Sources

After working through the priority videos above, creators are welcome to clip from any publicly available Pamela Evette content, including:

- **Pamela Evette YouTube** - <https://www.youtube.com/@TeamEvette>
- **Pamela Evette Instagram** - <https://www.instagram.com/pamelasevette>
- **Pamela Evette Facebook** - <https://www.facebook.com/pamelaevettesc/>
- **Pamela Evette X (Twitter)** - <https://x.com/PamelaEvette>

Creators have full freedom to identify additional high performing moments from Pamela Evette's public content library.



Content Requirements

- Content must feature Pamela Evette or directly discuss Pamela Evette, her campaign, policies, endorsements, speeches, interviews, campaign events, or public appearances.
- Videos must be meaningfully edited into short form content.
- Direct reposts without editing will be rejected.
- Videos must be posted in vertical format (9:16).
- Videos must include captions/subtitles.
- On screen text must accurately relate to the clip.
- No misleading or unrelated clickbait.
- Proper spelling and grammar are required.



Approved Platforms

- TikTok
- Instagram Reels
- YouTube Shorts
- Facebook Reels
- X
- LinkedIn



Video Length

Minimum 10 seconds



Posting Requirements

- Comments must remain enabled.
- Likes must remain enabled.
- Videos must remain public.
- Multiple clips may be created from the same source video.
- Creators are encouraged to test different hooks, titles, and edits.

Not Allowed

- Purchased views
- Artificial engagement
- Bots
- Misleading edits
- Harassment or hateful content
- Spam posting
- Duplicate submissions
- Re-uploading another creator's edit

Reward Structure

- \$1.25 per 1,000 verified views
- Minimum payout: \$5
- Maximum payout per clip: \$150
- Maximum payout per creator: \$500 unless otherwise approved
- Additional bonuses may be awarded for exceptional performance

View Verification

Views will be reviewed and verified before rewards are approved.

To receive payment, creators must submit:

- Video link
- Platform posted on
- Current view count
- Analytics screenshots if requested

Videos with fraudulent or manipulated metrics will be rejected.

Election Day Push

This election is approaching quickly. We encourage creators to focus on speed, consistency, and volume while maintaining quality. The creators who generate the most reach before June 23 will have the greatest impact on this campaign.

Every view matters. Every share matters. Every clip matters.