

WeVote Social Media Team Best Practices

INTRODUCTION

As a recognized 501(c)(3) and 501(c)(4) organization, We Vote, on the whole, engages in nonpartisan advocacy and educational activities. This document is meant to help volunteers working on the Social Media team to be compliant with its legal status but also to assist the team members and the organization in being comfortably active, encouraging, constructive, consistent, and knowledgeable in how they post on official We Vote social media sites. See also [Code of Conduct Relating to Social Media and We Vote](#)

We Vote currently has the following social media accounts:

- <https://www.facebook.com/WeVoteUSA>
- <https://www.instagram.com/wevote/>
- <https://www.tiktok.com/@wevoteus>
- <https://www.linkedin.com/company/we-vote/>
- <https://x.com/wevote> / <https://twitter.com/wevote>
- <https://www.youtube.com/@wevote>
- <https://www.threads.net/@wevote>

GOAL: We Vote's goal for all social media is to maintain credibility within the industry while engaging the community in relevant posts. Posts should fit with [We Vote's Brand Messaging Framework](#), for example:

- Be nonpartisan
- Encourage voting
- Educational
- Conversational
- Showcase We Vote community
- Match our desired tone: Trustworthy, Helpful, Efficient, Welcoming, Approachable (Not: Negative/Cynical/Divisive)

WE VOTE BEST PRACTICES

Content Creation: When you are posting for We Vote, you are representing the organization. Make sure that all content has the correct tone and aligns with We Vote's core principals. When creating content always:

- Be unbiased and avoid controversial topics. *We Vote is a nonpartisan nonprofit organization*
- Create fact based posts, no opinions
- *Redirect to the WeVote.US website wherever possible:* Make sure to always write it as **www.WeVote.US** & not www.wevote.us
- Encourage voting
- Keep posts short, ideally:
 - Facebook: 40-80 characters
 - Instagram: 138 - 150 characters (copy gets cut off at 125 characters visually)
 - TikTok: :11 - :17 seconds
 - LinkedIn: 1,300 - 2,000 characters
 - X: 70 - 100 characters
 - Threads:
 - Reddit
- [Full Video Guidelines here](#)

Social Persona: All social accounts should come across like a best friend that you can feel comfortable talking to and asking questions. No question is wrong.

Tone: informative, educational, conversational, friendly

Images: We Vote uses free stock image websites for online use. Always give credit wherever necessary:

- Issues image source files can be found here.
- Flickr CC
- Google CC
- Freepik.com
- <https://unsplash.com/search/photos/elections>
- Pexels
- Pixabay

Videos:

- Tiktok
 - Orientation: Vertical
 - Resolution: 1080x1920
 - Duration: < 3 minutes
 - File size: < 287 MB

- Instagram
 - Reel and Stories Orientation: Vertical
 - Feed Orientation: Landscape or Square
 - Resolution: 1080x1920
 - Reel Duration: up to 90 seconds
 - Story Duration: up to 15 seconds
 - Feed Duration: up to 60 seconds
- YouTube
 - Orientation: Landscape
 - Resolution and Data Rate: 1920 x 1080 at 8-12 mbps and 3840x2160 at 36-68 mbps
 - Standard Frame Rate: 24, 25, 30 fps
 - High Frame Rate: 48, 50, 60 fps

[Additional video guidelines here](#)

Copyrights: Always give proper credit for work and make sure you have rights to use language and images before you publish

Hashtags: It is important to use hashtags in order to help We Vote get discovered through organic reach. The following hashtags (TBD) should always be used with every post:

- #Vote
- #WeVote (or #WeVote2024?)

See also [All We Vote Hashtags](#)

Links: When possible use the full URL so that the We Vote name is present. When using a link shortener, use the following:

- XXX

Tagging:

Following and Liking Guidelines: In order to gain a strong following, We Vote will need to interact and engage with the social community.


- Before following an individual check their social media page to ensure they are not extreme in their beliefs. As long as the individual seems fairly neutral, follow back
- Politicians: Only follow politicians that are working directly with We Vote. We Vote's general rule is to not follow partisan politicians.

- Public Figures: XXX TBD Only follow public figures that are working directly with We Vote. Obtain approval from XXX prior to following any high profile individuals
- Like posts and videos that align with We Votes core values
- The following organizations are approved to follow and interact with:
 - XXX
 - XXX

Responses: We strive to respond to a social media post within **24 hours** and reference the list of canned responses first before writing your own response. Always contact a manager if you feel uncomfortable or unsure on how to respond. When creating a response:

- Whenever possible tag/use @ function

Disclosing personal affiliation with We Vote: TBD XXX

- Clarify when it is your personal views.
- See also:  We Vote Communications Code of Conduct

If press contacts you: TBD XXX See also canned responses and

 We Vote Communications Code of Conduct

PLATFORM SPECIFIC RULES AND REGULATIONS

TikTok:

- [Community Guidelines](#)
- Word count limit
 - Character limit: 2,200 character (longer caption will go over video and could make it harder to view)

Facebook:

- [Community Guidelines](#)
- Word count limit
 - Posts: 63,206 characters (no penalty for using images or videos)
 - Username: 50 characters
 - Page description: 155 characters
 - Ads image/video body text: 25 characters
 - Ads image/video headline: 25 characters
 - Ads image/video link description: 30 characters

Instagram:

- [Community Guidelines](#)
- Word count limit
 - Posts/Caption: 2,200

X:

- [Community Guidelines](#)
- Word count limit