

>> SLIDE 1



# Elevate

Campaign Training  
for People with Disabilities

The National Council on Independent Living presents –

## Fundamentals of Digital Media

Presented by: LORYN WILSON CARTER

CEO, JEFFERSON PARK CONSULTING

>> SLIDE 2



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>> SLIDE 3

## Guest Speaker: Tory Cross

Tory (she/her) is a disabled queer survivor, organizer, and disability advocate. She worked as a digital organizer during the 2020 general election with the Texas Democratic Party and on Jon Ossoff's successful US Senate campaign. She currently works as a Senior Policy Advisor at Be a Hero, focused on improving policies for disabled people. At any given time, she can be found within two feet of a book, a cat, a cup of coffee, or all three.



## >> SLIDE 4: Ground Rules

- Throw glitter, not shade
- Step up, step back
- Stay on topic. We are discussing comms strategy, and not debating candidates or issues.

# >> SLIDE 5: What we will cover

- Introductions/Story of Self
- Ground rules
- Myths about Social Media
- Common Social Media Mistakes
- Social Media Best Practices

# >> SLIDE 6: STORY OF SELF

- Originally from Los Angeles, attended private school while living in South Central
- Biggest inspiration: Ida B. Wells
- From digital organizer to CEO of Jefferson Park Consulting



## >> SLIDE 7: First, a few myths to dispel

- One does not simply go viral - and in fact, going hardly ever is the one thing that gets you the votes.
- Social Media is not a campaign strategy - it is one tool that can help you reach your goal
- Interns do not “do all the tweets”



## >> SLIDE 8: What are some common mistakes?

What are some common mistakes?

- Too much time spent on the wrong things (ie, going back and forth with trolls, snark for the sake of snark, etc.)
- Inconsistency between the campaign message and the candidates own message
- Not enough digital content that is timely, relevant, and consistent.



# >> SLIDE 9: How does social media strengthen a campaign?

- Provides active, two-way conversations between you and your audience
- Can be used as a tool that can enhance relationship building tactics
- Gives you a chance to talk directly to the people you want to influence
- Helps position the candidate or the campaign as thought leaders on critical issues

## >> SLIDE 10: Digital Media Best Practices

### **Rule #1: Do nothing without intention**

- Every piece of content you create and post should be purposeful and mindful of your goals and your audience.
- Decide the story you want to tell about your issue, your campaign, and your candidate
- Photos and videos are your friend--use them to enhance your campaign narrative



# >> SLIDE 11: Digital Media Best Practices

## **Use your social media platforms wisely.**

- You do not have to use every single social media platform out there to run a successful campaign.
- The platforms that work best for your campaign or candidate will depend on your goals and your audience.

# >> SLIDE 12: Digital Media Best Practices

## Facebook

- Facebook can be a powerful tool for moving your audience up the ladder of engagement and converting members of your Facebook page community from online “fans” to offline supporters and advocates.

## >> SLIDE 13: Digital Media Best Practices

### **Show your authentic self:**

- Photos with family, videos with supporters
- Graphics that announce the launch of a new campaign/issue platform
- Tell a story that illustrates your values



# >> SLIDE 14: Digital Media Best Practices

## Engage Your Audience

- Utilize Facebook Live to talk directly to voters/supporters
- Take your audience along with you on the campaign trail. Show behind the scenes, organizer voters for offline events, etc.
- Use a mix of high-quality photos, videos, and written content

# >> SLIDE 15: Digital Media Best Practices

## Instagram

- The visual nature of IG makes it a great tool for authentic digital storytelling Use a good mix of casual and official photos
- Engage with your audience in real time about key campaign issues



ayannapressley · Follow ...

ayannapressley However you show up in the world, you are beautiful & you are enough ✨

87w

canidothis 45w Reply

claire\_eastwood Beauty xx 45w Reply

lkjowers Absolutely Gorgeous

Liked by vixen594 and 97,153 others

JANUARY 17, 2020

Add a comment... Post

# >> SLIDE 16: DIGITAL MEDIA BEST PRACTICES

## Twitter

- A great platform to use in order to share your reaction to a recent news story related to your candidate or campaign
- Keep this in mind to guide your Twitter strategy



# >> SLIDE 17: Twitter Do's and Don'ts

## Do:

- Prioritize productive, positive interactions with your followers
- Use inclusive language and messaging that illustrates how an issue impacts a wide range of voters.
- Strategically use Twitter threads to further explain policy positions, major campaign decisions, and add context
- Clarify a position or do a rebuttal to misinformation, misquotes, or a Republican policy plan

## Don't:

- Jump on every “hot new platform”
- Go back and forth with obvious trolls
- Link your Facebook page to your Twitter account
- Fall for the allure of going viral
- Engage in a public argument with political opponents without a strategic purpose

## >> SLIDE 18: Social Media Accessibility Best Practices

- Put any hashtags in camel case: capitalize the first letter of every word.
  - Example: #CripTheVote
- Don't overuse emojis!
  - Bad example: the “red flag meme”
- Use plain language. Keep your message simple and easy to understand.
- Provide meaningful descriptions for images and graphics
- Caption video content
- Provide transcripts for audio content (like podcasts)

## >> SLIDE 19: Alternative Text for Images and GIFs

- Image description: an description of an image or graphic that provides equal access to people who are blind or have low vision.
  - Also referred to as alternative text or alt text
- Social media platforms have ways to add image descriptions:
  - [Facebook](#)
  - [Twitter](#) and [Twitter Gifs](#)
  - [Instagram](#)
- Be aware of character limits



Image description: Stacy Abrams, a Black woman with short hair and wearing a blue dress, stands smiling and waving at a podium. There is a crowd behind her holding signs and a banner saying "Stacy Abrams, Governor."

# >> SLIDE 20: Captioning and Transcripts

- Captions and transcripts provide access to audio content for people who are Deaf or who have auditory processing disorders
- Beware of “[auto captions](#),” they are inaccurate
- Options for captioning video and audio content
  - YouTube: [write your own](#) or [edit auto captions](#)
  - Facebook Live
  - Captioning and transcription services for recordings (Example: Rev.com)
- Types of captioning:
  - Open captions: burned into a video
  - Closed captions: can be toggled on and off

# >> SLIDE 21: Any Questions

**Now's your chance. Ask me anything about  
Digital for Campaigns.**

>> SLIDE 22: I'd love to hear from you!

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