



Communications Tips and Tricks

Throughout the cycle, we will use social media to push coordinated Twitter drives, a Letter-to-the-Editor program, and unified #hashtags. In the meantime, follow these Social Media Tips and Tricks to boost your followers, drive clicks to your sites, and ramp up efforts to turn Indiana BLUE this November!

- **Timing**
 - Know when to post. Most followers won't engage, or even see, that tweet at 11:30pm. Instead, post throughout the day. For high traffic posts, think about sharing during lunchtime or after 5:00pm; people are out of class or off of work, and looking to catch up on the day's events!
- **Keep it short and sweet**
 - Keep your followers' attention and get right to the point! Long posts are good for important news items, but should be used sparingly.
- **Be Creative**
 - Break up the monotony of your followers' timelines and get creative! Create a poll on Twitter, share a BuzzFeed quiz on Facebook, or post a fun picture of your officers on Instagram. Use pictures, videos, gifs, memes, etc to really engage followers; don't just rely on plain text!
- **Think outside of the box**
 - Instead of just tweeting talking points, why not tie them into a campus initiative? Think of new ways to get your followers engaged, beyond your typical posts.
- **Gimmicks**
 - Contests, giveaways, and fun events can drive unique traffic to your sites and boost interaction. Why not have an officer (or "celebrity" guest) live-tweet a debate? What about a Facebook Live Q&A with your Chapter Chair? Even giving away a chapter t-shirt can boost turnout for VR drives, canvasses, and other events. Get creative!
- **Use Call-to-Actions**
 - Including a link to sign up, to register to vote, or to volunteer with a candidate will engage followers and keep them coming back.
- **Integrate Platforms**
 - Post across all social media platforms; if you have a cool Facebook post, how about Tweeting it out to your followers? Drive those clicks up!
- **Engage with your Community**
 - Yes, avoid trolls. But responding to a question in your mentions can drive traffic and get more support. Don't be afraid to engage in conversation!
- **Positive Spin**
 - Don't just bash the other side (yes, we get it, Trump is bad). Put a positive spin on things. Show your followers what we're doing to make life better for all college students, all Hoosiers, and all Americans!