



Hell Hath No Fury™

Turbo-Charging Social Media 4 Big Mo(mentum) Program

Linking a candidate campaign's yard sign program and social media generates **BIG MO** with the **MOST IMPORTANT ENDORSERS** and **INFLUENCERS** in any election campaign: **THE CANDIDATE'S VOTERS.**

THE BIG PAYOFF: BIG MO(mentum)



As you read through this, think of the **BUZZ** this generates for the candidate's campaign!

The candidate's social media goes viral with your **MOST IMPORTANT ENDORSERS & INFLUENCERS: VOTERS.**

*"That campaign is on fire!"
"Such nice people working that campaign."*

Friends and family see the posts on social media. Chatter throughout the community will increase and with it the BIG MO -- MOMENTUM. **THAT** is **PURE CAMPAIGN GOLD!**

THE PROGRAM

1. DELIVER DURING THE DAYLIGHT HOURS

Deliver yard signs in daylight hours times the supporters may be home. That will increase the opportunity for **neighbors** to see you and possibly prompt requests for their own yard sign.

Also, your videos will look better.

2. Wear your candidate's campaign t-shirt or ball cap. More promotion for your candidate and identifies you as a friendly visitor.

3. Approach to candidate supporter's home.

- Knock on the door.
- Stand back several feet to be polite.
- Introduce yourself

Hi, I'm (your name) from the (your candidate) campaign delivering the yard sign you requested. Where would you like me to put it?

They'll tell you.

Ok, great. I'll be right back.

4. Put the sign up.

5. Return to the house, and knock on door.

- *It's me again! Is the sign ok where it is?*
- *Wonderful!*

6. BE ENTHUSIASTIC as you ask for the video.

- *"(Name of your Democratic candidate) would **LOVE** to have a short little video of you with your sign to post on the campaign's social media. If anyone else at home would like to join, that'd be great!"*

7. Suggest the voter say something along these lines.

- "I support (the candidate)!"
- "I support (the candidate) because"

8. Take a quick video of the voter.

9. Thank the voter

- *"(Candidate) really appreciates your support. The campaign will be in touch after the video is posted."*

10. Use [PowerStory.io](https://www.powerstory.io) to curate the videos, contact info, and permission to use the video on social media.

RECOMMENDATION: While working at the ACLU of Georgia as its communications director, I used **POWERSTORY** during the 2020 election with great results.

- With [Powerstory](https://www.powerstory.io), the voter information is easily identified with the appropriate video.
 - i. Powerstory provides an online form for the contact info – name, phone number, email address, and other info that the campaign may wish to obtain.

- ii. On their cell phones, volunteers can pull up the campaign's Powerstory account and fill in the form with the name, phone number, address, and email address for each supporter before knocking on the door. In fact, this

can be a two-person task – one to drive and the other to fill out the form. That just depends on the number of volunteers a campaign has.

- Once the supporter clicks the button approving the video and the contact info, the video is uploaded to the campaign's Powerstory account where the contact info syncs with the video. This ensures that the campaign has the right names for each video. A true headache saver!
- **Powerstory** also trains you on all the particulars of using this fabulously easy platform. It's a fantastic platform! (See above endorsement!)
- When setting up your **Powerstory** account, be sure to **set it up so that the videos are never automatically uploaded to the campaign's social media.** This provides the campaign with complete control over the videos' distribution.

11. A designated trusted campaign team member reviews the videos and schedules them on various social media platforms at a time that's most productive for the campaign. The campaign website, too!

12. Once the video is posted, **a volunteer calls the voter.**

This could be a good task for volunteers who prefer to work from their home and would be happy to make these calls which can be done day or night at the volunteer's convenience.

On the call, the volunteer

- shares the news that the video has posted,
- encourages your candidate's supporter to "like" the video,
- asks your candidate's supporter to share and tag the campaign, and
- asks if there is anything else the campaign can do for the voter-supporter.

This is low-key, high impact volunteer task that builds connection between the candidate and the supporter.

13. **Send a thank email** to each supporter who participated in the video collection.

- Provide links to all places where video is online – Facebook, TikTok, Instagram, YouTube, website, etc.
- Ask the voter to repost and tag the campaign -- provide the correct tag to use.

14. If **no video was taken** or **no one was home**, the campaign sends out **a thank-you email for the yard sign.**

- Promote the video campaign and provide links to where the voter-supporter can view them – social media and the Democratic candidate's campaign website. (The campaign may choose to embed a feed of its Instagram or TikTok account.)

- Provide a link to the campaign's PowerStory account and instructions on how to proceed should the voter decide to join the fun!
- When those new videos are uploaded, repeat the drill in step #12.

15. Yard signs also get picked up at events.

- Provide written instructions for supporters to post their videos on the campaign's Powerstory account.
- When those new videos are uploaded, repeat the drill in step #12.

CONTACTS WITH SUPPORTERS!

Person-to-person contacts greatly enhance candidate's connection to voter supporters.

- at the initial door knocking
- at the door after the yard sign has been planted
- during the conversation while filming the video for social media
- follow-up phone call

Other contacts

- email follow up
- social media post of video

SOCIAL MEDIA-YARD SIGN **BIG MO PROJECT TEAM MEMBERS!**

- Yard sign volunteers
- Staff member(s) responsible for social media who will review, approve, and post the videos on the campaign's different channels and website
- Volunteers for the follow-up calls
- Someone to send out the thank you emails to the supporters
The email itself should be a form with the same links to the various social media accounts. Merge the form with the list of supporters.

We make it happen,
Hell Hath No Fury™ Brigade!