

RELATIONAL ORGANIZING

HOW TO SUPPORT YOUR VALUES & CANDIDATES



Definition: process by which campaigns, groups, or individuals harness their personal relationships to effect community change

Think of it as 21st century canvassing!

Harness your relationships with others to help get them involved and motivated to make a change!

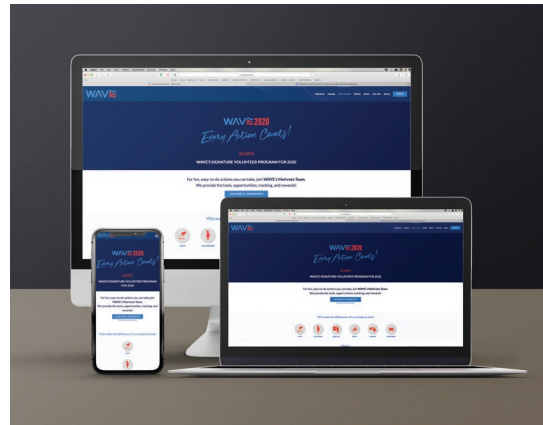
WHAT WE KNOW

Local clubs are outperforming state party throughout social media. This shows that Democratic leaders are NOT investing in social media. This is not just true for CA, but most states across the country. This means that their message is sorely lacking visibility, getting lost in the algorithm and the overwhelming amount of political information online.

Also, people who are happy with their candidates tend to not interact as much on social media and therefore the accounts of their candidates get flooded with negativity and trolls.

DIRECT OUTREACH

- Forwarding messages you receive from WAVE4All
- Easiest place to start: Every Action Counts
- Every Action Counts email from Joanna
- Volunteering and Writing



WHY SOCIAL MEDIA

Importance of Social Media in Campaigns

CALIFORNIA DEMOCRATIC PARTY

Likes: 55,638
Followers: 56,985
Post Likes: ~9-40
Post Comments: ~0, more on Trump/Biden posts, tendency to attack Democrats



CALIFORNIA REPUBLICAN PARTY

Likes: 149,932
Followers: 151,957
Post Likes: ~200-1000
Post Comments: ~4, tendency to attack Democrats



HOW YOU CAN HELP:

SOCIAL MEDIA

- Positive engagement in simple steps
 - like
 - comment
 - follow
- Posting your candidates and causes you care about
- Use WAVE and other organizations or accounts to help spread your message
- Social media + directly reaching out to those around you
- Sharing Every Action Counts!

TYPES OF POSTS:

Informational	Social Causes	Candidates
<p>WRITE LETTERS TO VOTERS</p> <p>Liked by [name] and 44 others</p> <p>wave4all It only takes a couple of minutes and a stamp to meaningfully increase the odds that a fellow citizen will vote. Sending a letter is one of the easiest - and most impactful - things you can do to increase election turnout. WAVE has joined The Big Send, a major grassroots</p>	<p>31 likes</p> <p>wave4all Today marks 55 years since President Johnson signed the Voting Rights Act into law and we're still fighting modern-day forms of voter suppression. On #VRA55, we must urge our lawmakers to #ProtectOurVote and fund our elections. Tell your senators to allocate \$3.6B to states to make the updates we need to make it possible for EVERY eligible voter to cast a ballot that counts.</p> <p>August 5</p>	<p>Liked by [name] and 30 others</p> <p>wave4all "We need to leave this country better than we found it" Wise words indeed from Dave Min, WAVE endorsed candidate for State Senate for the 27th District. With Dave's extensive yet commonsense plans for issues such as #Climatechange, #homelessness, #education,</p>

Before Posting, Ask...

- Is this account or website a reliable source? Who is the author?
- Have I fact checked the information in this post, even if it seems believable?
- Who might I offend with this post, and how will I communicate with them?
- For questions, contact communications@wave4all.org



INSTAGRAM

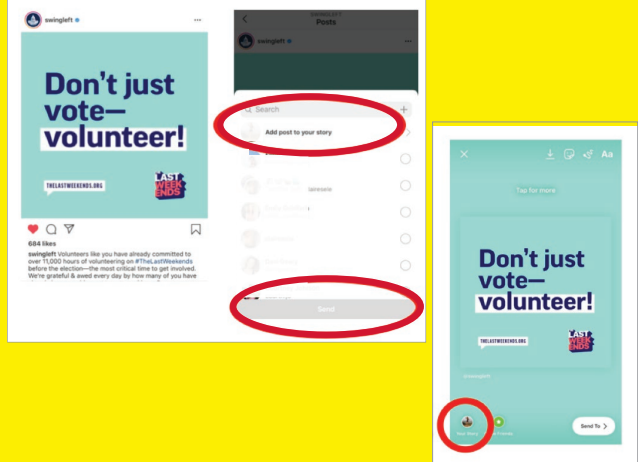
Increase Positive Engagement:

- Following candidates you support
- Following groups you support
- Following accounts that you would be likely to repost
 - liking posts
 - commenting
 - positive support
- Messages of thanks

Sharing Your Thoughts:

- Feed posts
 - posts you create and post to your feed
 - stay until you delete them
- Story posts
 - can be create or reposts from other accounts
 - only are active for 24 hours

Reposting to Your Story:



FACEBOOK

Increase Positive Engagement:

- Liking/following candidates you support
- Inviting others to like the page
- Following groups you support
- Liking posts
- Commenting
 - positive support
 - messages of thanks

Sharing Your Thoughts:

- Feed posts
 - posts you create and post to your feed
 - stay until you delete them
- Story posts
 - can be created or reposts from other accounts
 - only active for 24 hours

Reposting to your Story or Timeline:

