

# What Should I Post?

## Building a Social Media Strategy

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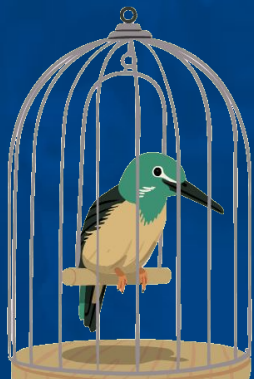
# Why have a strategy?





- To avoid overwhelm
- To get the *right* kind of engagement
- To ensure you're not leaving something important out
- To have a reference when you don't know what to post

# What a strategy should not be

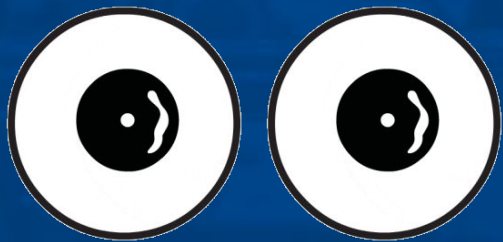


# Strategy Prompts

- What should my social media profile convey at **first glance**?
- Who is my **audience**? What content can I uniquely offer them?
- What parts of my **personal life** am I comfortable sharing?\*
- What **information** can I provide that my audience may not be seeing elsewhere?
- What **issue areas** should be reflected on my account?
- Where is **my voice** needed? When should I elevate someone else's voice?

# Strategy Prompts

- What should my social media profile convey at **first glance?**



# Strategy Prompts

- What should my social media profile convey at **first glance?**
  - **Character**
    - **Explain-Curate-Reveal-Opine- Engage**
  - **Visuals**
  - **Tone**
  - **Alignment**



# Strategy Prompts

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# Turning Your Strategy into Posts

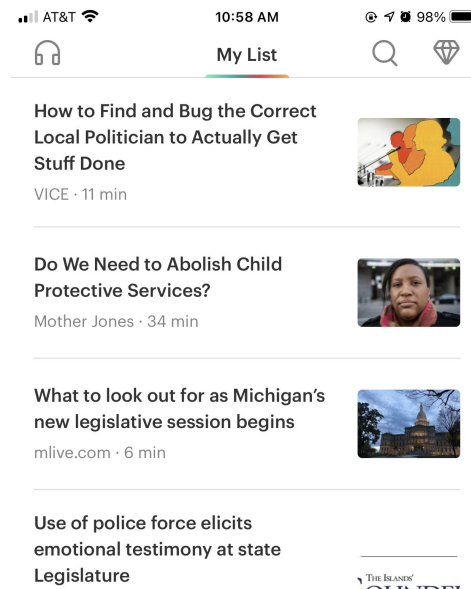


- **Decide where to organize and plan content**



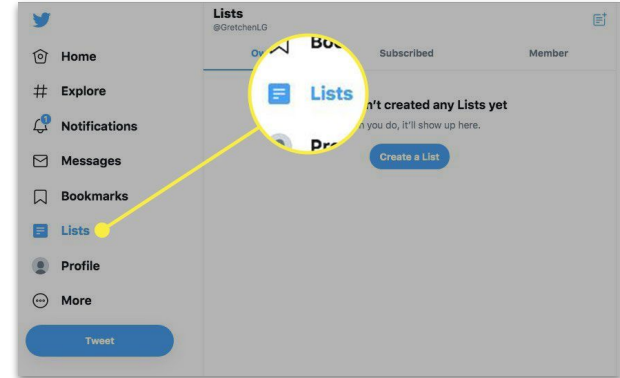


- **Decide where to organize and plan content**





- Use Twitter lists, and other tools to curate



- **Set reminders!**





- **Decide where to organize and plan content**
- **Use Twitter lists and other tools to curate**
- **Set reminders!**
- **Audit your own feed**

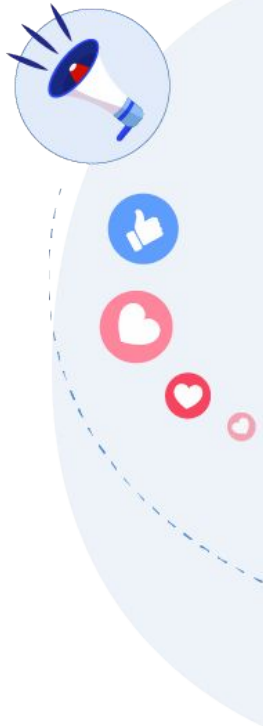
# CHEATSHEET: **What to Post**



- **Write a thread**
- **Compare and contrast**
- **Cite a statistic**
- **“On This Day”**
- **Tell a constituent story**
- **Take a photo**
- **Ask a question**



- Use simple language
- Add context
- Link to additional resources when possible



**Senator Scott Wiener**  @Scott\_Wiener · Dec 31, 2020

...

5 new laws I authored go into effect tonight at midnight:

1. A groundbreaking law ([#SB855](#)) expanding access to mental health/addiction treatment & putting CA in forefront nationally by requiring insurance companies to cover all medically necessary care.



New California law is a national model for mental health care reform - ...  
A new California law requires commercial health insurers to adopt uniform standards of care developed by nonprofit clinical associations.  
[statnews.com](#)



8



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- Connect legislation to national trends
- Link to additional resources when possible



**Emilia Sykes** ✓  
@EmiliaSykesOH

...

48 other states & the District of Columbia have provisions to protect victims of dating violence. Let President Obhof and Senate leadership know we don't want Ohio to be the last state in the nation to protect vulnerable Ohioans.



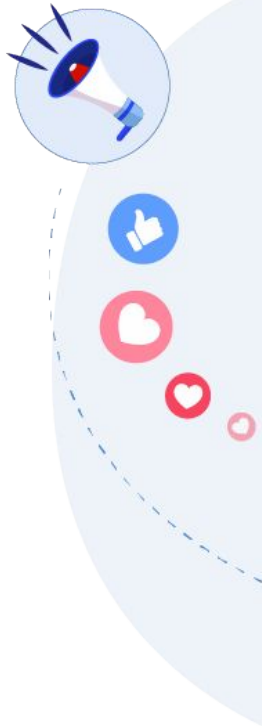
**Jo Ingles** @joingles · Jan 16, 2018

Dating Violence Bill One Step Closer To Passage In Ohio Legislature  
[tinyurl.com/yd89522x](https://tinyurl.com/yd89522x)

2:49 PM · Jan 16, 2018 · Twitter for iPhone

16 Retweets 24 Likes

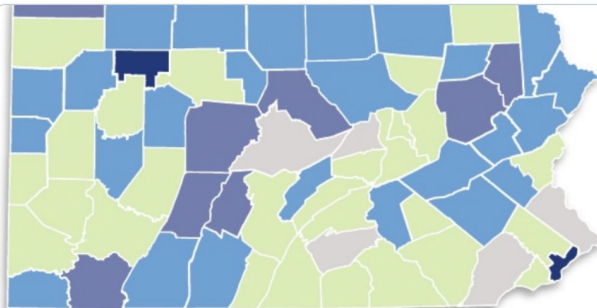
- Seek out statistics
- Screenshot when necessary
- Cite source



**Senator Katie Muth** ✓  
@SenatorMuth

...

Medicaid expansion saves lives! PA's uninsured rate has fallen to 5.5 percent, the lowest in the commonwealth's history. In 2017 alone, more than 54,000 women were screened for breast cancer and 1,598 were diagnosed as a result of expansion.



**PERCENT OF 19-64 YEAR OLDS COVERED DUE TO MEDICAID EXPANSION**

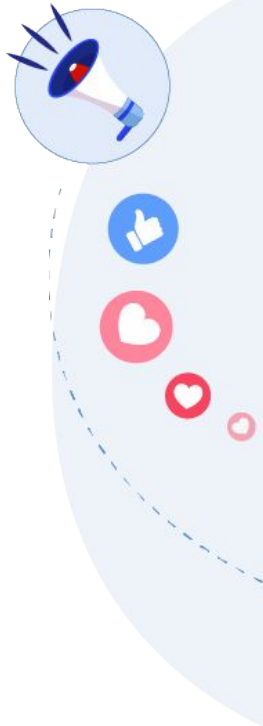
Report: 37,000+ cancer diagnoses made because of Pa.'s Medicaid expansio...

It's been four years since Gov. Tom Wolf expanded Medicaid access to low-income adults. Since then, 1.4 million people have been covered, and ...

[penncapital-star.com](https://www.penncapital-star.com)

2/14/18, 5:43 PM - Twitter for iPhone

- Reflect on a personal memory or societal holiday
- Use resources like OnthisDay.com
- Use Twitter advanced search to look at your own past tweets



**Attica Scott** @atticascott4ky · Jan 3, 2019  
#OTD in 2017.

It will be an honor to begin my second term in the state legislature on January 8th and to no longer be the only woman of color serving in the legislature. #KYGA19



**Attica Scott** @atticascott4ky · Jan 3, 2017

Wow, this picture of my daughter watching her mom get sworn in as the first Black woman in the Kentucky House in nearly 20 years. #love



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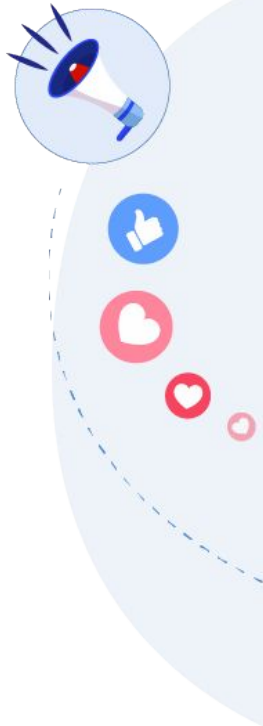


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- Get permission and/or anonymize
- Model how constituents should communicate with you



Rep. Anna V. Eskamani   
@AnnaForFlorida

...

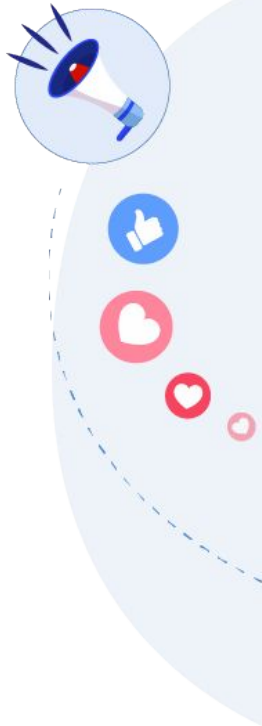
Just had a socially distant conversation w/constituent who is a returning citizens that STILL doesn't have his rights restored bcuz he owes \$2000 in fees.

Amendment 4 should have helped him but GOP got in his way.

Connected him to [@FLRightsRestore](#) — let's get his rights back 💪

9:06 AM · Aug 22, 2020 from Fairview Shores, FL · Twitter for iPhone

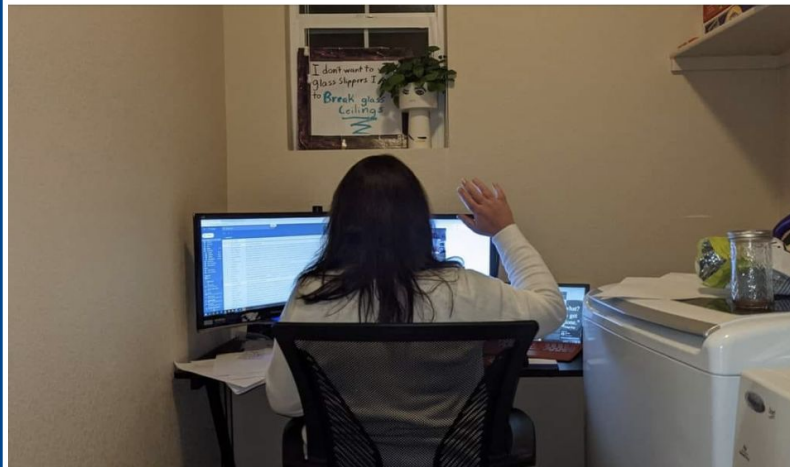
- Think outside the box
- Try to look at your surroundings with “new eyes”



**Senator Faith Winter**

November 30, 2020 · 🌐

My son took this picture as I virtually passed a \$55 million dollar COVID relief bill to help small businesses. He called it laundry room democracy. [#coleg](#)



👍❤️😂 173

9 Comments 6 Shares

- But be ready for responses!



**Leslie Herod** ✓  
@leslieherod

Using only emojis, how are you feeling today?

Me: ❄️ 🙏

11:13 AM · Oct 25, 2020 · Twitter for iPhone

5 Retweets 6 Quote Tweets 130 Likes



- **Repost a tweet**
- **Quote an article**
- **Respond to someone else's post**
- **Share a hobby**



# Questions?

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