

Social Media Strategies

Organizing Online to Support Amend 2012

Using social media we can reach 775 million Facebook and Twitter users with the message that a constitutional amendment to reverse Citizens United is within the power of the people.

Taking the Amend 2012 campaign to the people is a critical first step in gaining support for a constitutional amendment to reverse *Citizens United*. We need grassroots activists to embrace and organize this movement in their own locations, and social media is an important tool for establishing connections and sharing information with activists all over the country.

Get Connected with Amend 2012

Make sure you're up-to-date on news and strategy behind the Amend 2012 campaign by connecting with us on our primary social media platforms:

[Facebook.com/Amend2012](https://www.facebook.com/Amend2012)
[Twitter.com/Amend2012](https://twitter.com/Amend2012)
[Flickr.com/Groups/Amend2012](https://www.flickr.com/groups/Amend2012)
[YouTube.com/Amend2012Campaign](https://www.youtube.com/Amend2012Campaign)
CommonBlog.com/Amend2012

Use our national resources to broaden your audience. Share your successes, events, news, and photos on our national profiles to reach more people in your location and demonstrate the vibrancy of our national campaign.

Grow the Social Media Audience

Every time you ask new supporters for names and email addresses, add a column to get their social media profiles as well. In addition to sending emails to welcome new activists, send a Tweet to them. People appreciate being recognized in public for their activism.

Top Tips for Social Media Success

Create independent profiles for your Amend 2012 efforts. Use a name like "Amend 2012 Austin" or "Amend 2012 Ohio" to make it easy for supporters to find you and associate you with our national campaign. Be sure you aren't duplicating efforts--if the name you want to use is already taken, try to connect with the activists operating those accounts. Perhaps you can coordinate and grow together.

Create authentic communities. If you are the only person writing for your local action team, make sure you introduce yourself in the profile bio. If many people are contributing, consider ending each post with your individual initials, so users know they are engaging with real people.

Keep Facebook fresh. There are two ways for Facebook users to see your message--they come to your page to look for it, or it shows up automatically in their news feed. The first requires a lot more work on the part of the user. Update your Facebook page frequently to stay top-of-mind with your supporters.

Use Facebook to gather as much information as you share. Ask questions and engage in discussions about users' answers, suggestions, thoughts, and ideas.

Link to the national Amend 2012 Facebook page. Use the @mention feature and your posts will also show up on the national Amend 2012 Facebook page.

the people's campaign to reclaim democracy

Ask readers to like and share your messages.

Research shows that directly asking your audience to take these actions leads to more than 200 percent success than not asking.

Aim to use only 100 characters for Tweets that you want to see re-Tweeted. This leaves enough space for users to add their own thoughts when sharing your message.

Acknowledge your followers and supporters. Post #FF messages to some of your more active re-Tweeters.

Remember that Twitter is not a broadcast tool but a platform for engaging with others. Strive for a 6:1 ratio where you are re-Tweeting or responding to six messages for every original Tweet you send.

Repeat your best and most important Tweets at different times. Some people only read Twitter in the morning, others only at night, and most users only read the most recent Tweets by those they are following. Repeat your Tweets at different times to reach more people.

Use hashtags others are using. Search Twitter for keywords and you'll find that there are already hashtags in use for most topics. By using these same hashtags, you associate your Tweets with the larger community and increase the potential viewer pool.

Sample Facebook Concepts and Posts

Concept: Explain the issue in plain language that everyone can understand.

Only people can vote and only people should participate in our elections. As long as corporations can flood campaigns with money, the public interest is secondary to private wealth. Amend 2012 is a campaign that every American has a responsibility to support.

Concept: Appeal to readers as individuals.

Your voice and your vote are critical to reclaiming personhood for people only. Please share this page with your friends and tell them why each of you has to play a role in reclaiming our democracy.

Concept: Use @mentions to elevate the message to your elected representatives.

Dear Gov. Brian Schweitzer: the citizens who click LIKE on this Facebook page want Montana to affirm that only people are people and help reverse Citizens United.

Concept: Use surprising numbers to capture attention and build interest. Once readers know a shocking detail, they'll want to know the facts behind it.

In the first nine months of 2011, Super PACs spent at least \$12.9 million to influence candidates and constituents.

Sample Twitter Concepts and Posts

Concept: One-tweet introduction to the Amend 2012 campaign and its key principle.

#CorporationsAreNotPeople no matter what #SCOTUS says. Bring #Amend2012 to your state to reverse #CitizensUnited

Concept: Action words show readers that they have the power to create this change.

Don't just #vote in 2012 - instruct your representatives to vote to reverse #CitizensUnited. Find out how: www.amend2012.org

Concept: Make the issue personal.

What counts more, your vote or a corporations \$1 million? #Amend2012

Concept: Pointing out all the things people do that corporations cannot do injects humor and makes the Amend 2012 campaign seem like common sense.

Corporations can't run for office or run to the store for milk, so they shouldn't run our elections either. #Amend2012

Concept: A perfectly re-Tweetable Tweet uses broad concepts and key phrases associated with the campaign.

We the people must reclaim our democracy from them the corporations. Because only people are people. #Amend2012