



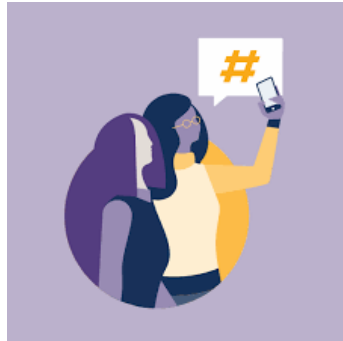
Webinar: Introduction to Social Media for Civic Engagement

*New Ways to Share Information, Influence & Ideas
Using Instagram, Twitter, Facebook & YouTube*

Presented by Brittany Engel, LWVNCSD Intern 2020

Instagram

- Instagram is an American photo and video sharing social networking service owned by Facebook.
- A simple, fun & creative way to capture, edit & share photos, videos & messages with friends & family.



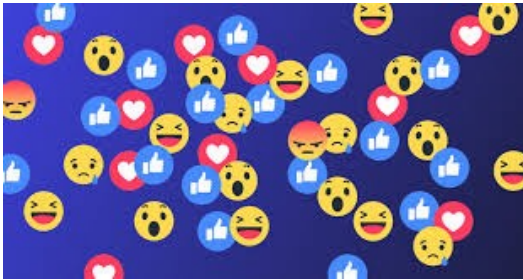
Twitter

- ✓ Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets." Registered users can post, like, and retweet tweets, but unregistered users can only read them
- ✓ From breaking news and entertainment to sports and politics, get the full story with live commentary - 280 characters at a time.



Facebook

- Facebook is an American social media conglomerate corporation.
- You can connect with friends, family and other people you know. Share photos and videos, send messages and get updates.



YouTube

- ✓ YouTube is an American online video-sharing platform headquartered in San Bruno, California. YouTube now operates as one of Google's subsidiaries.
- ✓ Enjoy videos and music, upload original content, and share it all with friends, family, and the world on **YouTube**.



Privacy Tips for Social Media

- ✓ Instagram: <https://youtu.be/eZbr3-VI9cE>
- ✓ Facebook: <https://www.digitaltrends.com/social-media/five-ways-to-boost-facebook-privacy/>
- ✓ Twitter: <https://www.thewindowsclub.com/twitter-privacy-security-settings>
- ✓ YouTube: <https://www.youtube.com/watch?v=OmXvwabYJXs>

#Hashtags

- Introduced by number sign, or hash symbol, #
- Commonly used on social networks such as Twitter & Instagram
- Lets users apply dynamic, user-generated subject tagging
- Helps other users easily find messages with a specific theme or content
- See what's trending!

✓ #LWV

✓ #LWVNCSD

✓ #LWVC

✓ #ELECTIONDAY

✓ #NOVEMBER3RD

✓ #GOTV (Get Out the Vote)

✓ #CA49 (e.g. Congressional District)



How to Actively Interact on Instagram

Follow Us and Our Sister Leagues!

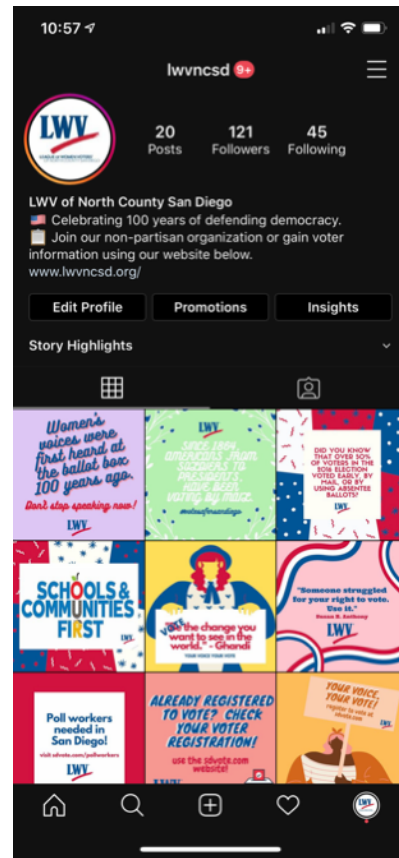
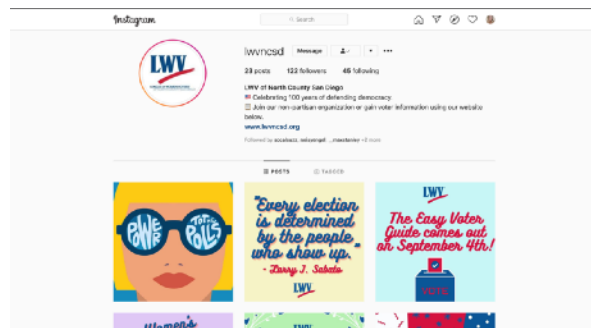
✓ @LWVNCSO (that's us!)

✓ @LWVSANDIEGO

✓ @LWVNYC

✓ @LWVSTANCO

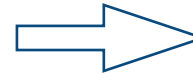
✓ @LWVSANTABARBARA



Tag Friends and "Like" LWV's Posts

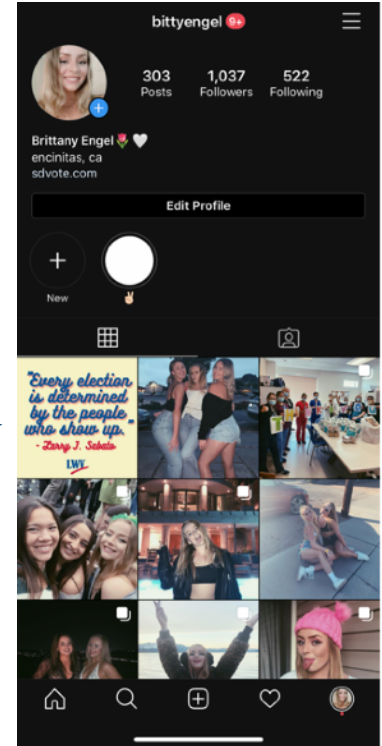
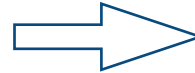
✓ Tag your LWV friends and your other friends in our posts to empower and educate them.

✓ "Like" our posts by clicking the ❤️ to help spread the word



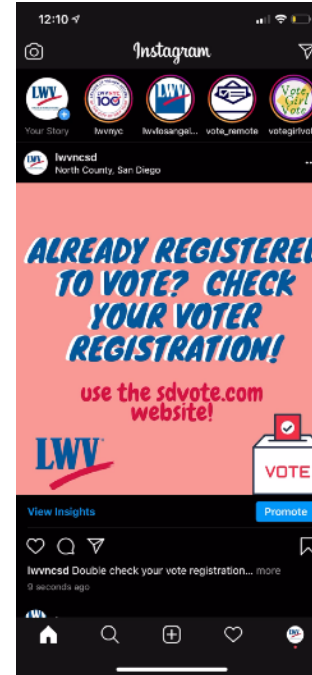
Put LWV Content on Your Personal Instagram

- ✓ Repost from LWV by taking a screenshot of LWV's content to post.
- ✓ Share photos from past and future LWV activities
- ✓ Make your own graphics and tag #LWVNCSD



Post Our Content On Your Instagram “Story”

- ✓ Goes to the top of your followers’ newsfeeds for optimal exposure.
- ✓ Goes away in 24 hours.



Tag Your Local Legislators in Your Posts

Get your representatives' attention by tagging them in your photos!





How to Use Twitter Like a Pro

Follow Us and Our Sister Leagues!

✓ @LWVNCSD (that's us!)

✓ @LWV

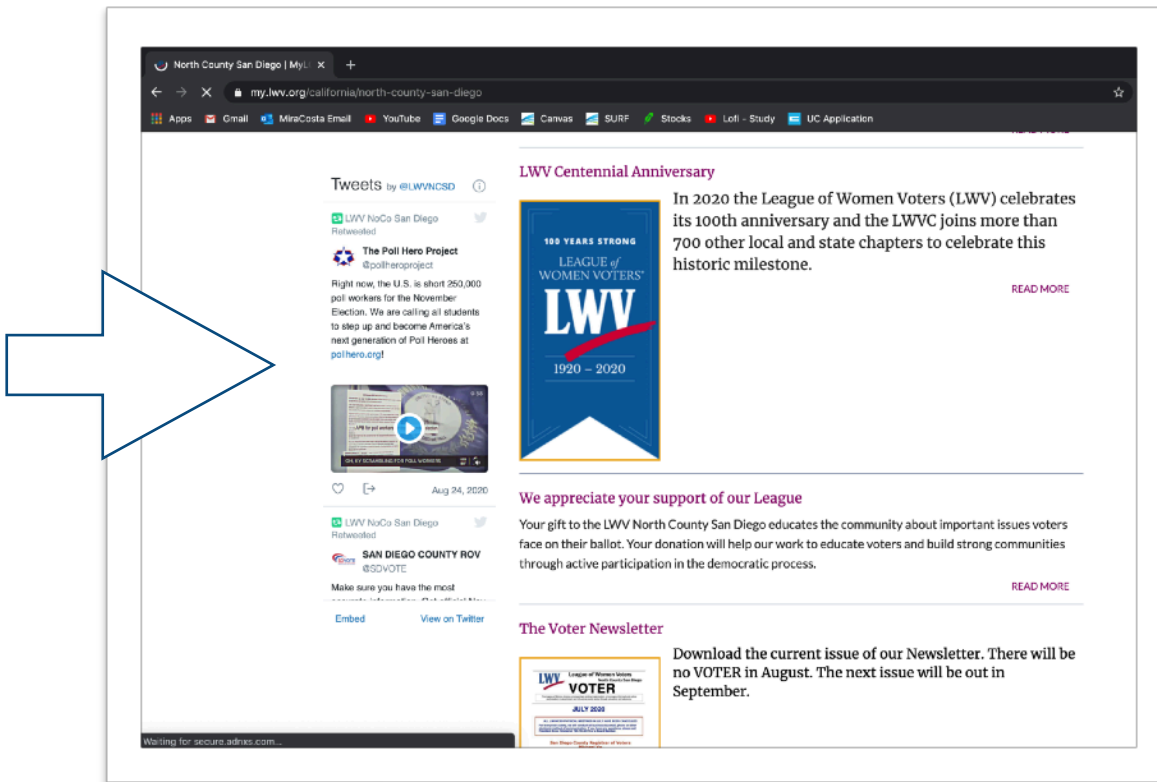
✓ @LWVPALOALTO

✓ @LWVC

✓ @LWVHAWAII



Check our Twitter Feed on our Website



The screenshot shows a web browser window with the address bar displaying `my.lwv.org/california/north-county-san-diego`. The browser's tab is titled "North County San Diego | MyL...". The page content features a Twitter feed titled "Tweets by @LWVNCSD".

The first tweet is from LWV NoCo San Diego, retweeted by "The Poll Hero Project @pollheroorg". The text of the tweet reads: "Right now, the U.S. is short 250,000 poll workers for the November Election. We are calling all students to step up and become America's next generation of Poll Heroes at pollhero.org!". Below the text is a video player showing a video with a play button. The tweet is dated "Aug 24, 2020".

To the right of the tweet is a section titled "LWV Centennial Anniversary". It features a blue banner with the text "100 YEARS STRONG LEAGUE of WOMEN VOTERS LWV 1920 - 2020". The text next to the banner reads: "In 2020 the League of Women Voters (LWV) celebrates its 100th anniversary and the LWVC joins more than 700 other local and state chapters to celebrate this historic milestone." A "READ MORE" link is visible.

Below the anniversary section is another tweet from LWV NoCo San Diego, retweeted by "SAN DIEGO COUNTY ROV @SDVOTE". The text says: "Make sure you have the most". Below the tweet are "Embed" and "View on Twitter" links.

Below the second tweet is a section titled "We appreciate your support of our League". The text reads: "Your gift to the LWV North County San Diego educates the community about important issues voters face on their ballot. Your donation will help our work to educate voters and build strong communities through active participation in the democratic process." A "READ MORE" link is visible.

Below that is a section titled "The Voter Newsletter". The text reads: "Download the current issue of our Newsletter. There will be no VOTER in August. The next issue will be out in September." Below the text is a thumbnail image of the "VOTER" newsletter for July 2020.

Retweet and Like LWV's Content or Other Political Organizations

- Quick and easy way to share our message!
- Shared with all of your followers on their feeds and on your account.



Tag Legislators or Candidates in Your Tweets

- ✓ Easy way to get your Representative or candidate's attention!
- ✓ Share your thoughts, opinions, praise or questions with your reps candidates and followers. (You might be surprised with a response!)
- ✓ Different format than Hashtags: use their "handle" (e.g. @RepMikeLevin, @brianlmaryott)

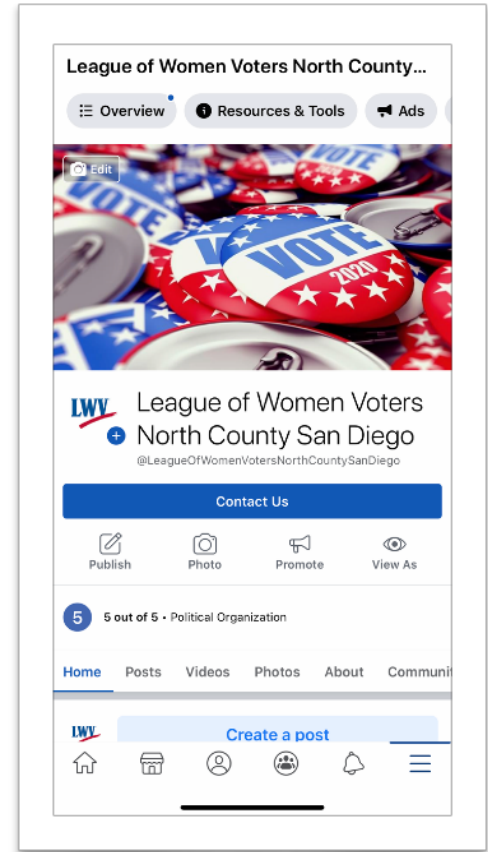




Using Facebook for Civic Engagement

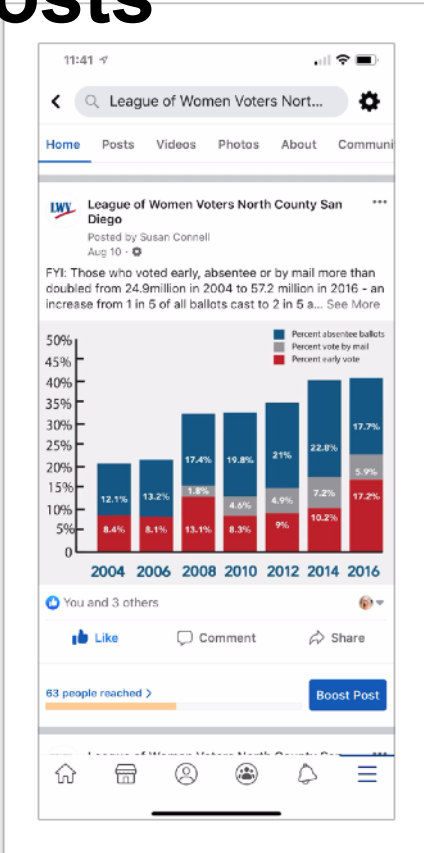
Join or Follow/Like Our Facebook Page

League of Women Voters North County San Diego Group



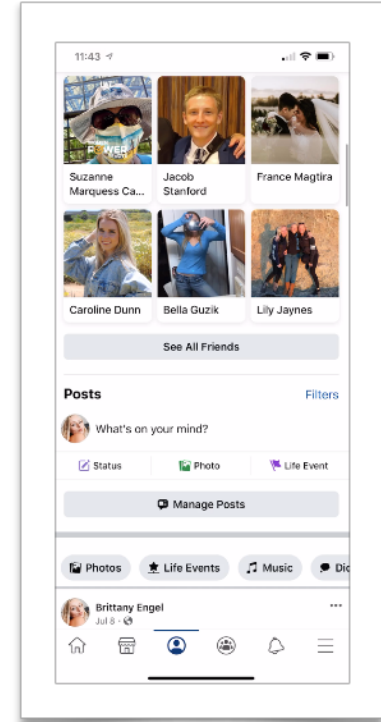
Like, Comment, or Share Our Posts

Quick and easy way to share our content with your friends.



Create Your Own Posts about LWV or Other Organizations You're a Part of

- Help increase our membership and promote our message!
- Let your friends know the organizations you're a part of!
- They could be intrigued enough to join!



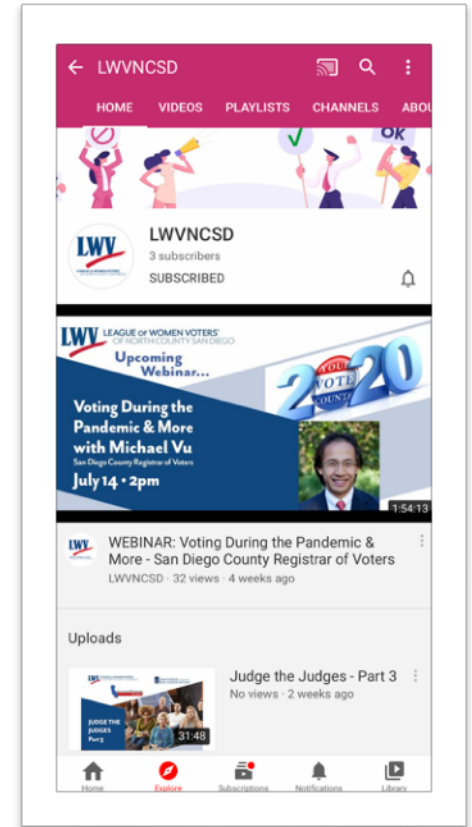


Using YouTube

Subscribe to Our Channel So You Don't Skip a Beat

LWVNCSD

Where a lot of important recordings of meetings are stored for your convenience.



Share Our Videos on Other Social Media Platforms!

- Share to any of the other social media we've previously talked about.
- Like our videos 👍 to increase our rankings and help more people see our content



Please send us pictures or videos related to LWV

Send to: webmasters@LWVNCSD.org

Thank you for your time!