Before we start off, I'm going to be co-facilitating this with Elizabeth,

but we're going to record everything and have everything transcribed, so if you don't want to be on camera, feel free to turn it off, but we would love to have you here. Elizabeth, take it away.

This is the third workshop of our series that we've been doing for Suffolk Votes this spring called Activism in Action, in which we give students tools and tips on how to become a successful community organizer. Today we will learn tools and kind of understand of what it is to run a social media campaign and how to be an activist using social media as that platform.

Awesome. I'm going to go over some quick housekeeping.

Respect. No identifiers. If you're telling stories, try to not name people just to protect their privacy. The biggest rule is that what happens here stays here, in case anyone shares anything vulnerable. We want to be respectful of that. One person speaks at one time,

and be also mindful of other people's time. If you're not participating,

participate some more. If you are participating too much and not giving other people chances,

give them some chances. Also, for the person who participates the most, we are going to give away a gift card, so you might want to step that up. I think we're going to also do gift cards for people who attend multiple sessions and you'll hear more about next session and
last, at the end of the presentation. Lastly, just have fun. We're so excited to have you here. Yeah.

For getting started, we just want to talk about... today's going to be all about social media and social media campaigning. You guys know that social media has been huge in activism, especially since COVID-19. We've seen that with Black Lives Matter and a lot of social justice issues that have popped up during the pandemic. Just to get started, I'm going to leave you guys with a couple of ideas and then Sajen is going to take it away and go in depth with everything else.

First, as with any campaign, the first thing you want to do is develop your goals and how you want to accomplish that goal, because if you don't know what you're trying to accomplish, it's going to be really hard to actually get that done, so make sure you know exactly what you want to do. Then, keep in mind your audience while choosing the techniques for outreach.

If you're trying to reach an older group of people, you might want to use Facebook, or if you're trying to reach a younger group of people you might want to use Snapchat and things like that; infographics or if you're calling people. You have to keep in mind exactly who you want to reach. Also, put together a team of organizers and assign roles.

It's hard to do everything on your own, so if you have a team, it's going to be a lot more helpful.

Do research together, see if there's anyone you can collaborate with, see if other people
have done what you want to do, and just to get the most accurate information, because you always want to make sure that you're being accurate, then prepare to launch your campaign. It takes a lot of preparation. Don't decide one day I'm going to do this and then start posting. You want to prepare, you want to have things going, posts ready. Then also, build a following. That's important to make sure that your campaign continues to grow.

I'm going to now pass it over to Sajen. I worked at Vot-ER during last election season and he is one my colleagues. He's going to kind of walk you through how to do social media. Sajen, go ahead.

Yeah. Thanks so much for having me, guys. I'm really excited to be here.

Just to give background, I managed the communications team and oversaw social media pages at Vot-ER. Vot-ER is a nonprofit working to register patients to vote in order to improve their social determinants of health. Just for background, our audience was physicians.

We were trying to get physicians to register their patients to vote in healthcare spaces. Maybe not the same audience you guys have worked with, but kind of college students and doctors have a lot of common in the sense that they are pressed for time. I think that connection can be useful, and you guys might be able to extract some useful tools tonight.

Like any tool, social media is a tool, first and foremost, and like any tool, it has its
04:48 pros and cons. I think knowing how to best use social media as a tool will get you really far.

04:55 The pros of social media are it reaches large audiences. If you guys can build a good following,

05:00 you guys can have a message spread to hundreds of people very quickly, and that's really, really helpful for online campaigns. It also quickly informs followers about what your organization is about. If you do this well, people should be able to click on your profile,

05:12 scroll for three seconds and really understand what this organization is trying to accomplish.

05:24 Social media is really good in those fronts. I noticed one of the earlier sessions for this seminar series was organizing. This is to say that social media is really good at big mobilizing, but it doesn't replace organizing and personal talks, personal conversation.

05:42 You still need to, if you're trying to run a campaign, get out there, share one-on-one and talk to people. Social media just doesn't have the same personability that your face and your face does,

05:54 so it's really important that you don't let it completely take over everything you do. You definitely want to have other components of your campaign.

06:09 The takeaways, I think, would be to use social media in conjunction with more personal styles of organizing, like coffee chats. Ensure your page clearly represents what you care about,

06:19 and there'll be more on that in the next slide. Thank you.

06:26 This is a screenshot of Vot-ER's social media page. In the chat, I would like you guys to
06:36 note some stylistic points, some content points, and some messaging points.

06:42 What do you notice right off the bat? What do you notice once you look at it for a few minutes?

06:48 Just initial thoughts, and then we'll talk about it a little bit.

07:16 I'm seeing some awesome stuff so far.

07:43 Awesome. I'll give another 10 seconds.

07:55 Great. I'm seeing a lot of great stuff in the chat. Just to call out, I see memes, quote,

08:04 large images, a video, a chart. Yeah. There's kind of a lot of different ways we're trying to

08:15 convey messages. This isn't a fair point for me to bring up because I didn't give you enough time to

08:21 really read the page, but if you were to have read everything on the page, you'd notice that a lot of

08:26 the themes are pretty much the same. We're saying the same few messages in many different ways so

08:31 that these few messages we want to get across will be understood by a wide variety of audience.

08:36 If you're a math person, well maybe this chart up in the top middle, 60% of a person's health is

08:43 determined by social factors. Well, gee. If I'm a doctor, that's 60% of things that I can't control.

08:50 I can't control my patients' social factors. Maybe getting them registered to vote is a good idea.

08:56 We have quotes from people that doctors might find inspirational. The founder of social medicine,

09:03 a quote from him, Martin Luther King, of course, and to have these quotes relate to our theme of

09:10 health and civics are very interlinked and need to be considered by doctors. That kind of makes
the same point up here. I saw memes, yes. I was telling Syeeda and Elizabeth before you guys got

on the call that these are doctors. I was very nervous. I was like, maybe they won't find the

jokes funny. They loved the memes. They got the most retweets, they got the most likes. They

did really, really well. It's good to lighten it up once in a while, but what you'll notice is

it's once again asking people to wear the badge that helps them register their patients to vote.

It's saying one or two ideas, which are you should be registering your patients to vote

and health and their community are interlinked, but it's saying it in many different ways,

so just taking that forward. Syeeda, do you mind going to the next slide? Thank you.

Tips for creating an effective page. Pardon, this is a little text heavy, but I really wanted it all

written down, because I think that if you can follow these points, you're off to a really,

really strong start with getting the page going. Decide upon three to five clear messages you want

to get across on your page. These can change as your campaign progresses, but messages should be

really simple; something like, encourage doctors to wear their badges, or social determinants

of health can be improved by voting. Those are simple things that we can do a lot with.

A good rule of thumb is to post each message at least once a week, twice if you have the capacity.

Post these messages in different ways to appeal to different audiences.
10:56 Kind of what we saw in the last page, we use data sometimes, we use stories

11:01 sometimes, we use videos sometimes, memes or infographics sometimes.

11:07 Another point was I noticed someone said they notice the colors. Investing to time to make

11:12 a brand does add to professionalism. Suffolk Votes page has done a really good job of it and

11:19 you can get really complicated with it. I was not on the graphics design team,

11:23 so I'm not the person to ask about it, but it really can be as simple as just choosing

11:28 colors and fonts that you stick with, just to kind of give it that brought-together feel.

11:36 Maybe the most important point is messaging should be targeted to your followers. Ask,

11:40 why does this matter to them? We know that our audience is doctors. Why does this matter to them?

11:46 Well, 60% of their job can't be controlled by them. That's why it matters to them.

11:51 They can change that though by wearing the badge and registering their patients to vote.

11:55 Every post gets back to that central message of why it matters to them.

12:06 I kind of want to practice a little bit. I think a key theme for Suffolk Votes is that

12:11 voting matters. How can we get the message voting matters across? You guys can do qualitatively,

12:18 quantitatively or infographically, but if you guys could type some ideas in the chat. They can be

12:24 as detailed or vague as you can possibly think off.

13:57 I'm seeing a lot of good stuff. I'm seeing a lot of people talk about the mediums they

14:02 would use to get the message across that voting matters. Do people have ideas on ways

14:09 to actually spread that message? I really like one I see: talk about how big the percentage of
14:15 electorates would be young people if they voted. I think that's really interesting.

14:27 Sure, shock value. Yeah. There's probably a lot of shocking facts that you could find about voting.

14:35 Start with something eye catching, yeah. Quotes from popular people, celebrities. Sure.

14:49 Personal story, yeah. I'll add something to that. There's data that shows that showing faces in social media posts and sharing stories is really effective, so I'm really glad that got brought up.

15:08 Proving credibility. No doubt. Slow motion, sure. Interactive voter bingo, I've never heard of that. Elizabeth, do you want to say more on that?

15:32 [Finn] It doesn't have to be voter, but for any issue,

15:36 so you make an Instagram story of basically a bingo thing and you have people check off. It can be for donations, so if you donate it and you get five people to donate it's bingo,

15:49 or if you voted, I registered, that's bingo. You can apply it to anything.

15:55 [Plevyak] Awesome. Yes, I have seen those on stories. Yeah. That's an awesome idea. That's something I didn't talk about, but yeah, using Instagram stories to spread content and to do interactive activities is definitely, definitely a good tool to use. Once again, know your audience. Adults use their stories, I think, less than our age group does. We didn't have too much success, but

16:25 I think that could be really useful for college students, potentially. You said you played last year, Syeeda. Yeah. Great. I'll give another 10 seconds, if anyone has any ideas.

16:46 Yeah. Infographics for sure. People love infographics.
Sweet. Syeeda, do you want to move to the next slide? These were posts that I just kind of grabbed from the Suffolk Votes page that I thought did a really great job.

The video, once again, it told the stories and asked people why are you going to vote. People would give the reason or the issue that they really cared about that brought them to the ballot box, so I thought that was really persuasive.

For those who are more quantitatively minded, I thought this was really interesting; since the 2016 election, more than 15 million young people turned 18 and are newly eligible voters. That was mentioned in the chat, talk about young people voting.

Then the infographics, of course. I thought this was a really interesting infographic on top issues for youth voters in 2020 election, credible source at the bottom, tough circle, and clearly shows issues that are on the ballot that you can influence. Yeah. You guys kind of nailed that activity, actually. You guys listed all those things, but that's exactly it. I just wanted to get the point across, and you guys really got it, is that you can make so many different messages with just one central message. Sorry, so many different posts that explain it so many different ways for one message. I think having few messages and then explaining it many ways is the best way to run a social media campaign. Syeeda, did you mind moving to the next slide?

Great. Some tips to take away are to have a clear goal and vision; have those few messages that you
18:47 want to get across, get organized. Know what the messages you're going to try to have are and then

18:56 how you want to get them across. Know what's going on in the news and

18:59 have people on your team constantly searching for ways to connect your message to the daily

19:07 routine and the lives of the people you're trying to target. Put teams together, yeah. Social media

19:14 is not a one-person job. There are so many things that go into making even one post.

19:20 It's important to have teams, people who know how to do the graphics, people who know how to do the

19:24 messaging. Plan out future steps. That kind of goes along with the messaging, once again. Just

19:31 know what the message you're going to try to get across, break it into increments. Maybe each

19:36 month of a campaign, or if your campaign is more long term maybe each six months,

19:41 but it's always good to know what you're doing and then what you plan on doing in the future.

19:45 Post consistently, and then interact and engage with followers are just some last-minute tips

19:50 to take away. Thank you guys so much. I tried to keep it short because I wanted to

19:58 save a lot of time for questions, so yeah.

20:04 [Finn] I will start with the questions because as doing Suffolk Votes social media,

20:09 this was very interesting to hear all these tips, but one question that I have

20:16 is how do you expand your base? It's one thing to produce content,

20:20 but how do you get people to engage with that content? It's not just followers. It's more about

20:27 content interaction and liking and then visiting your page. It's one thing to see a post,
20:33 but then to act on it. How do you get followers and viewers to then act on what you're posting?

20:41 [Plevyak] Yeah. I think credibility and getting people to engage is something that kind of happens

20:49 over time. You need to have the base of posts for people to see oh, this is a legit site, this is worth engaging with, this is worth following before people do follow. Then

20:59 when you do have events, plugging your social media, and go follow us at Suffolk Votes.

21:08 Kind of just getting out the message as much as you can, because honestly, the thing is, even once

21:14 you do have a lot of followers, the engagement rate for social media isn't always high.

21:20 Sometimes you are in the low percentages. That's just the nature of social media,

21:24 but as you get more followers, the small percentage will just become a bigger number.

21:32 Yeah. That is one of the key issues of social media is how do you get engagement up.

21:39 Up is relative. You're not going to get 50, 60% engagement. Sometimes 10%

21:47 is good, sometimes a lot lower. I think kind of knowing what to expect is also important.

22:03 [Rahman] I can go with the next question. Can you tell us a little bit more about how you

22:08 as a college student got to be part of the comms team or become the director of it?

22:14 [Plevyak] Yeah. I'm in an organization called GAMI, Global Alliance for Medical Innovation,

22:29 which works to make medical devices and healthcare more accessible to those who need it.

22:37 There's an advocacy branch, which is the part that I do. We work to improve healthcare policy and
improve healthcare, how it's delivered, basically, in this country.

I met Dr. Alister Martin through Global Alliance for Medical Innovation, who is the founder of Vot-ER. Through that connection, I became the communications manager and ran the social media page. It was new to me. The most important thing is just to know your messaging. The rest falls into place if you know what you're trying to get across.

[Finn] Going off of that, I definitely agree social media is one of those things where it may, at first, seem foreign of, oh my gosh, how do I do this, but with practice, you kind of understand once you learn how to make the post and then it's more of just it comes to you, you get more used to the message, you get more used to the timing and the interactive. It really is don't be afraid to start it. Just start it and grow it from there.

[Plevyak] 100%. The screenshot I showed you a few slides ago of what the Vot-ER page looked like is not always what it looked like. There were some times when the posts were ugly, we didn't have our brand yet,

but it really is about just starting, trying, and seeing what gets likes,

what doesn't get likes, what gets a lot of interactions. It really is trial and error.

Yeah. Just try things. Not everything is going to work. As long as you're not offensive,

really most things are recoverable from. If a meme doesn't go well, eh,

you learn from it. I think the biggest thing is to just try things.

[Adam Westbrook] I have a question, Sajen. I think a lot of people,
if not everybody on this call, have personal social media accounts. What kinds of things,

what makes this different than how you would run your personal accounts? What are some key things?

Absolutely. Some people are definitely maybe more put together than I am, but

I, Sajen, don't have a brand. When I'm posting a picture... I haven't posted anything because we're

in quarantine, but if I were to post a picture, I'm not thinking, how does this relate to the

essence of who is Sajen, versus every post you're making for an organization should be,

how does this relate to the essence, to the central message of the organization?

I think there's a question in the chat. How do you keep track of what posts to make? That's a

good question. Yeah. There's actually a lot of stuff that goes on in the background. The ways

our team work is we had some graphic designers and some content researchers and foragers of the

messengers; those who made the messaging and then those who did the graphics. We essentially had by

Friday, all of the posts were going to be loaded into a Google Doc that we made, essentially, that

had a block for each day. Then we would have all the posts ready one week beforehand. We would try

to have the researchers pass off their research for the graphic designers to start designing by

Wednesday. It was a very scheduled process, where the Monday through Tuesday, we'd do some research,

Wednesday through Friday, the graphic design team would make the post, and then they'd put it in the
Google Doc and then I would give it one last look over and then we'd post it throughout the week.

[Finn] I just want to jump in on that second part. I know it's really good to have a plan because if you're like oh my gosh, I don't know what to post, you always have it there for you,

especially if you're doing anything that has a timeline or a deadline. I know with Suffolk Votes it's oh, the registration date is X. What do we need to post before then or what do we want to have by election day? Then kind of working to set up your content like that is a really good idea to keep it organized.

[Plevyak] Yes. That's a great question. Does the company directly interact with others on social media or only share content? Yeah. Vot-ER's main product as I mentioned earlier, is a badge with a QR code, and patients can scan that QR code, which will then take them to register to vote. We love it when doctors take selfies of themselves with their badge. We'll either post it ourselves or we'll comment, retweet, like the content of people using our badge backer. Yes. It's really important, if you can, to interact with others. If people are kind of doing something that you want them to do do be doing or at an event that you organize, you definitely want to give them props for that.

Is there a set schedule for posts and such? Yeah. That's going to depend, I would say, on your organization and the speed it's working at.
28:33 Vot-ER posted a whole lot more running up to the presidential election because there
28:39 was obviously a lot more hype going on with registering to vote. On an off year, we're
28:46 still posting, but less frequently. It's going to kind of depend on what the urgency of your
28:52 campaign is. That's probably going to fluctuate as time changes, especially with voting issues.
29:02 My advice is, like I said, I would try to get each message across at
29:06 least once a week. You have those three to five messages that you're trying to
29:10 spread. Get each one posted once a week. If you're doing that, I think you're hitting a good minimum.
29:20 How do you decide which form of outreach to utilize first? Yeah, that's a great question.
29:25 How do you decide which form of outreach to utilize first? Truth is, it doesn't really
29:30 matter, as long as you're hitting them all. If something comes to you, then just go with it.
29:40 The order doesn't necessarily matter. If you see a cool quote and you're like, I just had
29:47 a qualitative, it's okay to do two qualitatives in a row. Just make sure you're mixing in some
29:53 other ways to reach people too and that you're not only doing qualitative. There really is no
29:59 exact science to it. The best thing to do is, like I said, feel out what does well,
30:05 what gets likes, and then kind of go from there.
30:11 Is it difficult to run the account? There are definitely difficult parts of it. I'd say the
30:15 difficult part is the original, like the starting up, when you're like, I don't know how to do this,
I don't know how to create messaging. That's the hardest part. Once you get going,
like everything else, it's something you can learn and get really good at.

Yeah. I'd say the hardest part though is figuring out what you want your messaging to
be.

It should be easy to say what you want to do in a few words, but it really isn't all the
time.

That's the hardest part, but it's also the part that gets easier as you keep going.

That's a great question. How do we stay creative during the off-season?

I don't know if this has been covered in this seminar series, but

organizing as a whole, I think, can be broken down into two categories. The
mobilizing, which

is getting people to do what you want them to do, which is to get them registering
patients to vote.

Then the organizing, which is kind of building up people's capacity and doing the
relationship

building. All the stuff that gets people to stay involved in the relationship with an
organization.

2021, for us, has been a big year for organizing. We're starting a fellowship,
a civic health fellowship, that doctors can come to and learn about the connection
between social
determinants of health voting and what they can do as a physician to better the
situation.

We've changed our messaging a lot since 2020. We still care about the same things,
our mission is still the same, but our messaging is less register your patients to vote
and more
get this to be a norm in your hospital or in your clinic,
and get people on-board with it so that come the next election, we'll be ready.

That's a really good question. Yeah. Seeing that shift is really important
32:24 as a voting organization. You're not always going to be mobilizing.

32:27 Sometimes you're going to be organizing and trying to just build capacity.

32:37 What type of analytics are available to measure how effective your messaging is? That's a great

32:42 question. Instagram, there isn't anything great, to be honest. Twitter though, there's Twitter

32:51 Analytics, which is really, really great. It shows you how many impressions you're getting,

32:55 how many likes you're getting, how many retweets you're getting, and it shows you your trajectory

33:01 from last month and compares you to your previous months. It's really, really great.

33:09 If your organization, which I recommend it does, cross posts Instagram and Twitter posts,

33:16 you can kind of get an idea on Instagram what's going to be popular.

33:24 How do you build a brand? Yeah. That's a great question. I think it all starts with

33:30 the central message; the idea you want to get across. Then if you have that strong,

33:39 it's really a lot easier to branch out. It's a lot easier to put the colors together and put the

33:44 fonts together and make it look nice. The hardest part is figuring out what do I want people to

33:52 learn from this post? What message do I want to get across

33:56 and how do I connect it to them? That's the vaguest part about branding.

34:03 Do you find using hashtag really spreads the message more? If so,

34:07 how do you choose which hashtags to use since there are so many in general? Yeah. As a

34:14 medical organization, we used #medtwitter a lot which is a big hashtag for the medical community.
That was the one we used the most because it does have so much traffic, but I think finding one or two hashtags that might link you to some communities you want your content to be seen by is useful. I don't think it's make or break, but I think figuring out which hashtags that do share your values and share your content, linking to that is a good idea.

Yeah. I think social media can be thought of a lot like the personal narrative. Think of what you want to change and then how to connect that to other people. I think figuring out your message and then connecting it to other people is the key framework to getting posts.

I don't know if that answers your question, James. If it doesn't, let me know. Yeah. I think that's the advice I would give.

Do you find social media all consuming?

Advice to stay balanced? Yeah. That's a great question. I would find social media all-consuming if I didn't have an awesome team that I worked with. Thankfully, my job is to think about messaging I want for the week, and then I have people who do the research,

and then there are people who do the graphics. It really is a team effort.

We scaled up quickly at Vot-ER and there was only one person at one point who was doing the entire social media. They were doing a great job, but when they became one member of a team of five, it became so much better because they were able to focus their energy on less and do more with it. I really do recommend having a team so that you don't get too consumed.

Advice to stay balanced. Yeah. I think knowing what you're going to post ahead of time.
It can be consuming if you're making posts the night before, but if you kind of stay ahead of time, I think it's easier to stay on top of things. How important is it to post consistently? Yeah. I think it's important to post consistently, but consistently means different things at different times for different organizations. When we were really ramping up for the election, it was once, twice a day. Now, maybe it's once every two days for Vot-ER, because there is less urgency with our messaging right now. Yeah. I think you don't want to just post once a month, because then people will forget about you. This is assuming this is not for an organization. This is for a campaign that's going on. If there really is a campaign with an end date, then yeah, you do want to be posting consistently. How do you make sure your post messages are clear enough without becoming too repetitive? Yeah. I think there's two points to this. One is making sure you do have the team, passing it through a lot of eyes. Someone will say something if it doesn't look right, but if you're the one making it and proof-reading it, it can get hard to discern if the messaging is clear or not. The other thing is to think about how you can say those few messages in different ways. I think this group was able to figure out five ways to say the same message qualitatively, quantitatively, with charts, with videos, with quotes, with stories. That's six ways right there to say one message. You really only need to say that one message once, twice a week.
Yeah. There's, I think, a lot of ways to get messages across without seeming too repetitive,

and that would be to just do different things.

How has social media made a positive impact on your organization? Yeah. That's a great question.

It's made a positive impact on our organization because, if you go back to that slide that said

social media as a tool, what are its pros, what are its cons, what it's takeaways? The pros were

it can reach large audiences quickly and can get people to understand what you do quickly.

It has not, in the least, supplemented us talking with doctors and organizing doctors and having those in-person conversations, but it has allowed us to reach large audiences and to spread messages to the people who we had organized.

Which social media platform do you find works best at spreading your message? Is there a big gap between some compared to others? We used Twitter and Instagram the most. We didn't find there to be too big of a gap. I think we have slightly more followers on Instagram than we do Twitter,

but I think just mainstream platforms are the way to go because at the end of the day,

you are targeting normal people. They are doctors, they are students, but they're also just normal people who are going to be on Twitter. I think you can try LinkedIn and stuff, but I think people use Instagram and Twitter more and I think that's where you're going to catch a lot of people.

What have been your favorite interactions with people on social media? Great question.
A tactic that I haven't mentioned tonight, which is really fun, is something called a Twitter storm, which is basically getting a whole bunch of people to tweet the same thing at one person at the same time. We were able to get... I forget who the celebrity was. I'm really bad with actors and actresses, but they were from Grey's Anatomy, and we were able to get them to take a picture with their healthy democracy kit.

We sent one to them. They took a picture and then we retweeted it.

That was kind of cool. Never underestimate what the power of even getting 20, 30, 40 people to tweet the same thing at someone at a time can go. It can be annoying, but it can also get results if you only do it once in a while. Something I hadn't mentioned, but I'm glad you brought up.

Have you ever had to deal with negative interactions? How do you deal with those?

Yeah. Definitely. When stuff gets out there, there's always going to be negative feedback. I think the most negative stuff we got would probably have been... we got a lot of positive stuff too, but one of our biggest things that happened was we got a piece in the New York Times. There was plenty oh, oh wow, this is great, but there was also plenty of

these liberals are trying to take advantage. This is non-partisan. We are just registering people to vote. There definitely were interactions that were not true, not accurate. There was all sorts of stuff, and you've got to just decide what's worth interacting with. If there's
42:34 a teachable moment you can make out of it, then go for it. If you can kind of respond to someone

42:39 by saying, well, actually, and then teach them something and then link it back to your brand,

42:47 then that's awesome, but if it's just nonsense and people who just want drama, let it go.

42:53 There's always going to be those people. They're not worth your time.

43:03 [Finn] All right. That looks like that's all we have for questions right now, but thank you for everyone

43:09 for asking questions. I think it was really great. I know I learned a lot from someone with

43:15 very little social media experience to running a social media campaign, so this was very helpful

43:20 and some really great takeaways. If everyone can put their emails in the chat, and we'll contact

43:27 those who participated about

43:31 winning a gift card, because everyone was great and participated, so we will be awarding that.

43:37 Also, this is about social media, so where would I be if I did not plug our own social media? Please

43:44 follow Suffolk Votes. Like we said, interact with the content, like it, share it, all that. Yeah.

43:54 That would be really great, and we'll be posting more of our events. We have an event next week.

44:02 Thank you. Next week we will be taking after you use social media and you get more interactions

44:09 and you're building up follows, how do you then translate that to actual organization? How do

44:16 you get people together? If it's an issue where you need to contact a legislator or if it's a
44:23 campaign and you need to call voters, how do you do that? It's how to organize. We'll be talking

44:29 about phone banking, text banking, how to run all that, so please join us next Tuesday at 7:00.

44:37 Same rules apply. If you come and participate, you will win a gift card.

44:43 Also, we will, at the end of our series, whoever comes to more than one will also

44:49 win a prize there as well. Thank you everyone. That is it for tonight, but thank you again.


45:03 Bye. Thank you.

45:06 Thank you.