

00:04 [Syeeda Rahman] Before we start off, I'm going to be co-facilitating this with Elizabeth,

00:09 but we're going to record everything and have everything transcribed, so if you don't want to be

00:15 on camera, feel free to turn it off, but we would love to have you here. Elizabeth, take it away.

00:23 [Elizabeth Finn] This is the third workshop of our series that we've been doing for Suffolk Votes this spring

00:29 called Activism in Action, in which we give students tools and tips on how to become a

00:36 successful community organizer. Today we will learn tools and kind of understand of what it

00:44 is to run a social media campaign and how to be an activist using social media as that platform.

00:53 [Rahman] Awesome. I'm going to go over some quick housekeeping.

00:58 Respect. No identifiers. If you're telling stories, try to not name people

01:02 just to protect their privacy. The biggest rule is that what happens here stays here, in case

01:06 anyone shares anything vulnerable. We want to be respectful of that. One person speaks at one time,

01:12 and be also mindful of other people's time. If you're not participating,

01:16 participate some more. If you are participating too much and not giving other people chances,

01:20 give them some chances. Also, for the person who participates the most, we are going to give

01:25 away a gift card, so you might want to step that up. I think we're going to also do gift

01:32 cards for people who attend multiple sessions and you'll hear more about next session and

01:38 last, at the end of the presentation. Lastly, just have fun. We're so excited to have you here. Yeah.

01:54 For getting started, we just want to talk about... today's going to be all about social media

01:59 and social media campaigning. You guys know that social media has been huge in activism, especially

02:04 since COVID-19. We've seen that with Black Lives Matter and a lot of social justice issues

02:10 that have popped up during the pandemic. Just to get started, I'm going to leave you guys with a

02:16 couple of ideas and then Sajen is going to take it away and go in depth with everything else.

02:22 First, as with any campaign, the first thing you want to do is develop your goals and how

02:26 you want to accomplish that goal, because if you don't know what you're trying to accomplish,

02:31 it's going to be really hard to actually get that done, so make sure you know exactly what

02:36 you want to do. Then, keep in mind your audience while choosing the techniques for outreach.

02:41 If you're trying to reach an older group of people, you might want to use Facebook,

02:45 or if you're trying to reach a younger group of people you might want to use Instagram or

02:49 Snapchat and things like that; infographics or if you're calling people. You have to keep in mind

02:55 exactly who you want to reach. Also, put together a team of organizers and assign roles.

03:01 It's hard to do everything on your own, so if you have a team, it's going to be a lot more helpful.

03:07 Do research together, see if there's anyone you can collaborate with, see if other people

03:11 have done what you want to do, and just to get the most accurate information, because

03:16 you always want to make sure that you're being accurate, then prepare to launch your campaign.

03:23 It takes a lot of preparation. Don't decide one day I'm going to do this and then start

03:27 posting. You want to prepare, you want to have things going, posts ready. Then also,

03:33 build a following. That's important to make sure that your campaign continues to grow.

03:40 I'm going to now pass it over to Sajen. I worked at Vot-ER during last election season and he is

03:49 one my colleagues. He's going to kind of walk you through how to do social media. Sajen, go ahead.

03:57 [Sajen Plevyak] Yeah. Thanks so much for having me, guys. I'm really excited to be here.

04:02 Just to give background, I managed the communications team and oversaw social

04:06 media pages at Vot-ER. Vot-ER is a nonprofit working to register patients to vote in order

04:12 to improve their social determinants of health. Just for background, our audience was physicians.

04:18 We were trying to get physicians to register their patients to vote in healthcare spaces.

04:25 Maybe not the same audience you guys have worked with, but kind of college students

04:29 and doctors have a lot of common in the sense that they are pressed for time. I think that

04:35 connection can be useful, and you guys might be able to extract some useful tools tonight.

04:44 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

05:06 really, really helpful for online campaigns. It also quickly informs followers about what

05:12 your organization is about. If you do this well, people should be able to click on your profile,

05:18 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

05:32 sessions for this seminar series was organizing. This is to say that social media is really good at

05:42 big mobilizing, but it doesn't replace organizing and personal talks, personal conversation.

05:48 You still need to, if you're trying to run a campaign, get out there, share one-on-one and talk

05:54 to people. Social media just doesn't have the same personability that your face and your face does,

06:00 so it's really important that you don't let it completely take over everything

06:04 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

06:14 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

09:18 the same point up here. I saw memes, yes. I was telling Syeeda and Elizabeth before you guys got

09:26 on the call that these are doctors. I was very nervous. I was like, maybe they won't find the

09:32 jokes funny. They loved the memes. They got the most retweets, they got the most likes. They

09:37 did really, really well. It's good to lighten it up once in a while, but what you'll notice is

09:45 it's once again asking people to wear the badge that helps them register their patients to vote.

09:52 It's saying one or two ideas, which are you should be registering your patients to vote

09:58 and health and their community are interlinked, but it's saying it in many different ways,

10:06 so just taking that forward. Syeeda, do you mind going to the next slide? Thank you.

10:13 Tips for creating an effective page. Pardon, this is a little text heavy, but I really wanted it all

10:19 written down, because I think that if you can follow these points, you're off to a really,

10:23 really strong start with getting the page going. Decide upon three to five clear messages you want

10:29 to get across on your page. These can change as your campaign progresses, but messages should be

10:34 really simple; something like, encourage doctors to wear their badges, or social determinants

10:39 of health can be improved by voting. Those are simple things that we can do a lot with.

10:44 A good rule of thumb is to post each message at least once a week, twice if you have the capacity.

10:52 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

14:59 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

15:26 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

15:43 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

16:03 talk about, but yeah, using Instagram stories to spread content and to do interactive activities

16:10 is definitely, definitely a good tool to use. Once again, know your audience. Adults

16:17 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

16:30 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.

16:58 Sweet. Syeeda, do you want to move to the next slide? These were posts that I

17:03 just kind of grabbed from the Suffolk Votes page that I thought did a really great job.

17:09 The video, once again, it told the stories and asked people why are you going to vote. People

17:18 would give the reason or the issue that they really cared about that brought them to the

17:22 ballot box, so I thought that was really persuasive.

17:27 For those who are more quantitatively minded, I thought this was really interesting;

17:30 since the 2016 election, more than 15 million young people turned 18

17:34 and are newly eligible voters. That was mentioned in the chat, talk about young people voting.

17:43 Then the infographics, of course. I thought this was a really interesting infographic on top issues

17:49 for youth voters in 2020 election, credible source at the bottom, tough circle, and

17:59 clearly shows issues that are on the ballot that you can influence. Yeah. You guys kind of nailed

18:07 that activity, actually. You guys listed all those things, but that's exactly it. I just wanted to

18:14 get the point across, and you guys really got it, is that you can make so many different

18:19 messages with just one central message. Sorry, so many different posts that explain it so many

18:25 different ways for one message. I think having few messages and then explaining it many ways is

18:32the best way to run a social media campaign. Syeeda, did you mind moving to the next slide?

18:41 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,

20:55 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

22:44 improve healthcare, how it's delivered, basically, in this country.

22:51 I met Dr. Alister Martin through Global Alliance for Medical Innovation,

22:56 who is the founder of Vot-ER. Through that connection, I became the communications manager

23:05 and ran the social media page. It was new to me. The most important thing is just to know

23:13 your messaging. The rest falls into place if you know what you're trying to get across.

23:21 [Finn] Going off of that, I definitely agree social media is one of those things where

23:26 it may, at first, seem foreign of, oh my gosh, how do I do this, but with practice, you kind of

23:32 understand once you learn how to make the post and then it's more of just it comes to you, you

23:38 get more used to the message, you get more used to the timing and the interactive. It really is

23:45 don't be afraid to start it. Just start it and grow it from there.

23:50 [Plevyak] 100%. The screenshot I showed you a few slides ago of what the Vot-ER page looked like is not always

23:58 what it looked like. There were some times when the posts were ugly, we didn't have our brand yet,

24:04 but it really is about just starting, trying, and seeing what gets likes,

24:08 what doesn't get likes, what gets a lot of interactions. It really is trial and error.

24:14 Yeah. Just try things. Not everything is going to work. As long as you're not offensive,

24:20 really most things are recoverable from. If a meme doesn't go well, eh,

24:26 you learn from it. I think the biggest thing is to just try things.

24:35 [Adam Westbrook] I have a question, Sajen. I think a lot of people,

24:40 if not everybody on this call, have personal social media accounts. What kinds of things,

24:45 what makes this different than how you would run your personal accounts? What are some key things?

24:52 [Plevyak] Absolutely. Some people are definitely maybe more put together than I am, but

24:58 I, Sajen, don't have a brand. When I'm posting a picture... I haven't posted anything because we're

25:06 in quarantine, but if I were to post a picture, I'm not thinking, how does this relate to the

25:12 essence of who is Sajen, versus every post you're making for an organization should be,

25:18 how does this relate to the essence, to the central message of the organization?

25:24 I think there's a question in the chat. How do you keep track of what posts to make? That's a

25:29 good question. Yeah. There's actually a lot of stuff that goes on in the background. The ways

25:36 our team work is we had some graphic designers and some content researchers and foragers of the

25:45 messengers; those who made the messaging and then those who did the graphics. We essentially had by

25:56 Friday, all of the posts were going to be loaded into a Google Doc that we made, essentially, that

26:03 had a block for each day. Then we would have all the posts ready one week beforehand. We would try

26:11 to have the researchers pass off their research for the graphic designers to start designing by

26:18 Wednesday. It was a very scheduled process, where the Monday through Tuesday, we'd do some research,

26:28 Wednesday through Friday, the graphic design team would make the post, and then they'd put it in the

26:35 Google Doc and then I would give it one last look over and then we'd post it throughout the week.

26:43 [Finn] I just want to jump in on that second part. I know it's really good to have a plan

26:50 because if you're like oh my gosh, I don't know what to post, you always have it there for you,

26:55 especially if you're doing anything that has a timeline or a deadline. I know with Suffolk

27:00 Votes it's oh, the registration date is X. What do we need to post before then or what

27:06 do we want to have by election day? Then kind of working to set up your content like that

27:11 is a really good idea to keep it organized.

27:27 [Plevyak] Yes. That's a great question. Does the company directly interact with others on social media or

27:33 only share content? Yeah. Vot-ER's main product as I mentioned earlier, is a badge with a QR code,

27:42 and patients can scan that QR code, which will then take them to register to vote. We love it

27:49 when doctors take selfies of themselves with their badge. We'll either post it ourselves or we'll

27:55 comment, retweet, like the content of people using our badge backer. Yes. It's really important,

28:05 if you can, to interact with others. If people are kind of doing something that you want them

28:11 to do be doing or at an event that you organize, you definitely want to give them props for that.

28:21 Is there a set schedule for posts and such? Yeah. That's going to depend, I would say,

28:28 on, I guess, 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,

30:21 I don't know how to create messaging. That's the hardest part. Once you get going,

30:27 like everything else, it's something you can learn and get really good at.

30:32 Yeah. I'd say the hardest part though is figuring out what you want your messaging to be.

30:37 It should be easy to say what you want to do in a few words, but it really isn't all the time.

30:43 That's the hardest part, but it's also the part that gets easier as you keep going.

30:53 That's a great question. How do we stay creative during the off-season?

31:00 I don't know if this has been covered in this seminar series, but

31:06 organizing as a whole, I think, can be broken down into two categories. The mobilizing, which

31:13 is getting people to do what you want them to do, which is to get them registering patients to vote.

31:20 Then the organizing, which is kind of building up people's capacity and doing the relationship

31:26 building. All the stuff that gets people to stay involved in the relationship with an organization.

31:33 2021, for us, has been a big year for organizing. We're starting a fellowship,

31:38 a civic health fellowship, that doctors can come to and learn about the connection between social

31:45 determinants of health voting and what they can do as a physician to better the situation.

31:56 We've changed our messaging a lot since 2020. We still care about the same things,

32:00 our mission is still the same, but our messaging is less register your patients to vote and more

32:06 get this to be a norm in your hospital or in your clinic,

32:10 and get people on-board with it so that come the next election, we'll be ready.

32:17 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.

34:23 That was the one we used the most because it does have so much traffic, but I think

34:33 finding one or two hashtags that might link you to some communities you want your content to be seen by

34:39 is useful. I don't think it's make or break, but I think figuring out which hashtags that

34:47 do share your values and share your content, linking to that is a good idea.

35:10 Yeah. I think social media can be thought of a lot like the personal narrative.

35:23 Think of what you want to change and then how to connect that to other people. I think figuring out

35:32 your message and then connecting it to other people is the key framework to getting posts.

35:42 I don't know if that answers your question, James. If it doesn't,

35:46 let me know. Yeah. I think that's the advice I would give.

35:54 Do you find social media all consuming?

35:59 Advice to stay balanced? Yeah. That's a great question. I would find social media

36:06 all-consuming if I didn't have an awesome team that I worked with. Thankfully, my job is to

36:13 think about messaging I want for the week, and then I have people who do the research,

36:19 and then there are people who do the graphics. It really is a team effort.

36:26 We scaled up quickly at Vot-ER and there was only one person at one point who was doing the entire

36:32 social media. They were doing a great job, but when they became one member of a team of five,

36:38 it became so much better because they were able to focus their energy on less and do

36:44 more with it. I really do recommend having a team so that you don't get too consumed.

36:53 Advice to stay balanced. Yeah. I think knowing what you're going to post ahead of time.

37:00 It can be consuming if you're making posts the night before,

37:04 but if you kind of stay ahead of time, I think it's easier to stay on top of things.

37:13 How important is it to post consistently? Yeah. I think it's important to post consistently,

37:21 but consistently means different things at different times for different organizations.

37:27 When we were really ramping up for the election, it was once, twice a day. Now, maybe it's once

37:33 every two days for Vot-ER, because there is less urgency with our messaging right now.

37:40 Yeah. I think you don't want to just post once a month, because then people will forget about you.

37:48 This is assuming this is not for an organization. This is for a campaign that's going on.

37:52 If there really is a campaign with an end date, then yeah, you do want to be posting consistently.

37:58 How do you make sure your post messages are clear enough without becoming too repetitive?

38:03 Yeah. I think there's two points to this. One is making sure you do have the team,

38:10 passing it through a lot of eyes. Someone will say something if it doesn't look right, but if you're

38:16 the one making it and proof-reading it, it can get hard to discern if the messaging is clear or not.

38:24 The other thing is to think about how you can say those few messages in different ways. I think this

38:32 group was able to figure out five ways to say the same message qualitatively, quantitatively,

38:37 with charts, with videos, with quotes, with stories. That's six ways right there to

38:44 say one message. You really only need to say that one message once, twice a week.

38:52 Yeah. There's, I think, a lot of ways to get messages across without seeming too repetitive,

38:57 and that would be to just do different things.

39:00 How has social media made a positive impact on your organization? Yeah. That's a great question.

39:08 It's made a positive impact on our organization because, if you go back to that slide that said

39:15 social media as a tool, what are its pros, what are its cons, what it's takeaways? The pros were

39:20 it can reach large audiences quickly and can get people to understand what you do quickly.

39:28 It has not, in the least, supplemented us talking with doctors and organizing

39:32 doctors and having those in-person conversations, but it has allowed us to

39:39 reach large audiences and to spread messages to the people who we had organized.

39:46 Which social media platform do you find works best at spreading your message? Is there a big gap

39:52 between some compared to others? We used Twitter and Instagram the most. We didn't find there to

40:00 be too big of a gap. I think we have slightly more followers on Instagram than we do Twitter,

40:06 but I think just mainstream platforms are the way to go because at the end of the day,

40:13 you are targeting normal people. They are doctors, they are students, but they're also just normal

40:18 people who are going to be on Twitter. I think you can try LinkedIn and stuff, but I think people use

40:26 Instagram and Twitter more and I think that's where you're going to catch a lot of people.

40:32 What have been your favorite interactions with people on social media? Great question.

40:40 A tactic that I haven't mentioned tonight,

40:45 which is really fun, is something called a Twitter storm, which is basically getting a whole bunch of

40:49 people to tweet the same thing at one person at the same time. We were able to get... I forget

40:55 who the celebrity was. I'm really bad with actors and actresses, but they were from Grey's Anatomy,

41:02 and we were able to get them to take a picture with their healthy democracy kit.

41:08 We sent one to them. They took a picture and then we retweeted it.

41:14 That was kind of cool. Never underestimate what the power of even getting 20, 30, 40 people to

41:22 tweet the same thing at someone at a time can go. It can be annoying, but it can also get results

41:28 if you only do it once in a while. Something I hadn't mentioned, but I'm glad you brought up.

41:35 Have you ever had to deal with negative interactions? How do you deal with those?

41:39 Yeah. Definitely. When stuff gets out there, there's always going to be

41:51 negative feedback. I think the most negative stuff we got would probably have been... we

41:57 got a lot of positive stuff too, but one of our biggest things that happened was we got a piece

42:03 in the New York Times. There was plenty oh, oh wow, this is great, but there was also plenty of,

42:09 these liberals are trying to take advantage. This is non-partisan. We are just registering people

42:20 to vote. There definitely were interactions that were not true, not accurate. There was

42:30 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.

44:59 [Rahman] Thanks, guys. Bye.

45:03 Bye. Thank you.

45:06 Thank you.