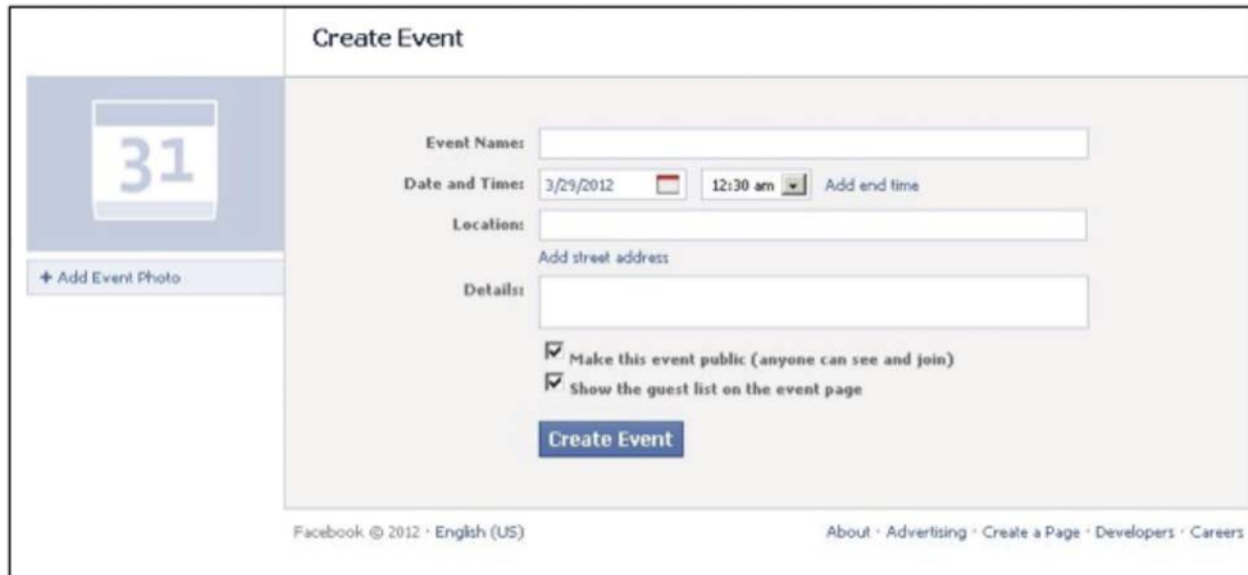# 4. SOCIAL MEDIA GUIDE

Using your personal Facebook profile, create a Facebook event invitation for your first meeting or educational event. This invitation will be the home base for getting people excited about your event. Once you have logged on, click on the tab that says home, then click on events in the left corner of the screen.

- **Where?** Don't just put the street address; make sure people know that you're making the extra effort to host the party because you really believe in this cause. Add a line like, "At my house, because I want to be there when this gets started!" Then add the street address or other instructions, such as where to park or how to call your apartment to be buzzed in.

- **More info?** YES! Always include more info such as a link to DemocracyIsForPeople.org, where you will find videos and lots of great resources. Let folks know why you're throwing this party (e.g. "The Supreme Court's Citizens United v. FEC ruling put our democracy up for sale. It's time for our community to stand up and say, 'Democracy for sale?! Not in this town!' Please join our organizing effort, as hundreds of others across the country are coming together to do the same. Together, We The People will prevail.")

- **Who's invited?** Select guests from your Facebook friends – invite people even if you know they can't attend and ask them to tell others about the event. Check yes next to the boxes for "Show the guest list on the event page" and "Non-admins can write on the wall."

- **Add a photo!** Any of the photos in this set are up for grabs: http://www.flickr.com/photos/publiccitizen/sets/72157628957037921/.

- After you've created the event, use a URL shortener to make your URL easier to tweet (e.g., bit.ly, tiny.cc or is.gd), which will be more manageable for your invitation. A shorter URL is less likely to be lost in translation from one post to another.

Expand the Audience by targeting existing groups that have similar audiences or issues of concern. Find the Facebook pages for the local advocacy groups such as PIRG, Sierra Student Coalition, or the political science student group at your college, and post a link to your invitation on their wall. Make sure you customize your message to suit the group.

Drill Down to Your Inner Circle and make a personal appeal to those closest to you. Use Facebook's message feature to send a personal message to a handful of your closest friends – those who you believe will support your event by attending, inviting others, or helping you in some other way. This message should be personal:

> *Dear NAME/Friends: You know I wouldn't clean my house unless I had a very good reason. I found one, so I'm spiffing up the place and inviting you to a house party on [DATE] to talk about how corporations are taking over our elections.*

> *Because you're my friend and because I know the combination to your secret lair, I'm asking you to do two things for me:*

> ***For a Meeting:***

> *Please send this invitation to YOUR closest friends and ask them if they want government for the people or government for the corporations – anyone who answers is invited to the meeting on [DATE]! http://bit.ly/example*

> ***For an Event:***

> *Bring your soapbox to the Life Café on January 10 to learn about gearing up to take on Citizens United, the Supreme Court ruling that allows corporations to spend unlimited money in our elections.*

Use Twitter to drive traffic to your Facebook invitation by piquing the interest of those who follow your tweets. Starting conversations is helpful if you can commit the time to keeping them going.

- Right now, send a tweet letting people know about the party and include a link to your Facebook invitation. Important: ask people to Plz RT (retweet)! Below are some samples. Remember the shorter your tweet, the more likely others will RT. The goal for Twitter is to get as many retweets as possible so word of your party gets in front of more and more eyes!

- Thanks to the #CitizensUnited ruling it's #Democracy4Sale but corporations aren't people in MY town http://bit.ly/yourbitly

- Think $$$ isnt speech? Help us say #Democracy4Sale ! Not in NAME OF TOWN http://bit.ly/yourbitly

- The fight for democracy begins on XYZ at the Burlington public library! http://bit.ly/yourbitly #CitizensUnited

- 2012 elections robo calls, ads, already proving we face a #Democracy4Sale come out on [DATE] at a gathering to plan a take-back http://bit.ly/yourbitly

- If u r not outraged by campaign ca$h come to my house on [DATE] and find out why u shld be http://bit.ly/yourbitly #Democracy4Sale.

- Hey @RuleByUs #CitizensUnited ruling putup #Democracy4Sale can you come to party to plan action? http://bit.ly/example

- #OccupyDC – you're all invited to one of the most imp mtgs of the year http://bit.ly/example #Democracy4Sale.

Follow @RuleByUs and the hashtag "#Democracy4Sale" for the latest in amendment and campaign-spending news and tweets, and spread the word!

Use the above tweet examples and write your own tweets. Make sure you are sending tweets at various times of the day. Feel free to repeat tweets that may have reached morning readers but not those who log on at night.