


DIGITAL ORGANIZING TOOLKIT



THE
**ANDREW
GOODMAN**
FOUNDATION

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A Note on Digital Organizing

We're excited to present this Digital Organizing Toolkit as a handy guide for taking your in-person democratic engagement online! Digital organizing, or campaigning through a coordinated online presence, has a critical role to play in our mission of making young voices and votes a powerful force in democracy. In fact, digital organizing can supplement—or replace if necessary—your in-person activities by increasing your reach, amplifying your message, and enhancing your accessibility.

Effective use of digital tools will enable you to reach and mobilize a larger, more diverse audience. By utilizing an array of digital platforms, such as social media, your custom my.VoteEverywhere page, emails, and texts, you can also connect with your enhanced audience across more time and space. Plus, digital tools will amplify your effort and your message—even while you're sleeping—and maybe, if you're lucky, to the point of going viral.

On top of that, digital organizing is very accessible to you and your audience. You can organize from anywhere at any time, which is especially advantageous if disaster unfortunately strikes. The COVID-19 pandemic has altered how we interact with each other and the very fabric of campus life, making it more difficult or near impossible to go about business as usual. During these socially-distant times, digital organizing is the key to adapting in-person democratic engagement to our increasingly technology-dependent new normal.

Digital organizing can still address the four core focuses of the Andrew Goodman Vote Everywhere Program—voter registration, civic and voter education, GOTV, and youth voting advocacy—while satisfying the safety protocols of this moment. Activities that you typically carried out on campus—like tabling, panel discussions, voter pledges, and testifying at hearings—can be reconfigured for digital platforms. For example, you can institutionalize voter registration online, send informative campus-wide emails, text election reminders, create online petitions, and more.

In this toolkit, we offer clear strategies for digital organizing. This guide is divided into four sections, each providing effective techniques for maximizing The Andrew Goodman Foundation's (AGF) digital resources, hosting virtual events, utilizing social media, and advocating for change online. Each section is complete with real-life case studies to show how these strategies have been implemented by our very own Andrew Goodman Ambassadors. We hope this toolkit serves you well as we continue to get out the student vote and fight for equal access to the ballot—online.

About The Andrew Goodman Foundation

➤ Mission

To make young voices and votes a powerful force in democracy.

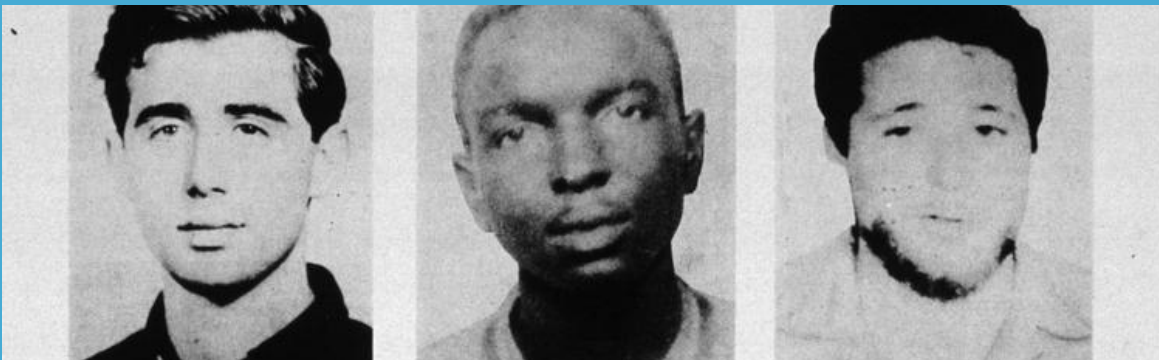
➤ Vision

That young people will become active, engaged citizens who ensure a just democracy and sustainable future.

Andy's Story

At the height of the Civil Rights Movement, Andrew "Andy" Goodman joined Freedom Summer of 1964 to register Black Americans to vote. On his first day in Mississippi, the Ku Klux Klan murdered Andy and two other civil rights workers, James Chaney and Michael Schwerner. Their murders catalyzed a movement to oppose racist practices that discriminated against Black voters at the polls in Mississippi and throughout the United States.

The Andrew Goodman Foundation was created in 1966 by Robert and Carolyn Goodman to carry on the spirit and purpose of their son Andy's life and to advance the lessons of Freedom Summer, the Civil Rights Movement, and non-violent social action. We launched the Andrew Goodman Vote Everywhere program in 2014 in an effort to continue the Goodman, Chaney, and Schwerner legacy by bringing voter and civic engagement to the forefront of student experiences at colleges and universities in the United States.



Leveraging AGF's Digital Tools

All participants of the Andrew Goodman Vote Everywhere program currently have access to two powerful digital tools—for free! We offer [my.VoteEverywhere](#) and [SimpleTexting](#) to all of our Campus Teams to make providing and promoting voting resources to your campus simple and streamlined. If you're not already familiar with these two tools, we'll break them down here!

my.VoteEverywhere

my.VoteEverywhere is a one-stop-shop for voter and election information. What makes my.VoteEverywhere so valuable is that every Campus Team has their own page within the my.VoteEverywhere portal that is completely tailored to their campus, city, and state. In other words, when students on your campus access your my.VoteEverywhere page, they can count on it to be a dependable resource for voter registration information, for example, specific to their locale.

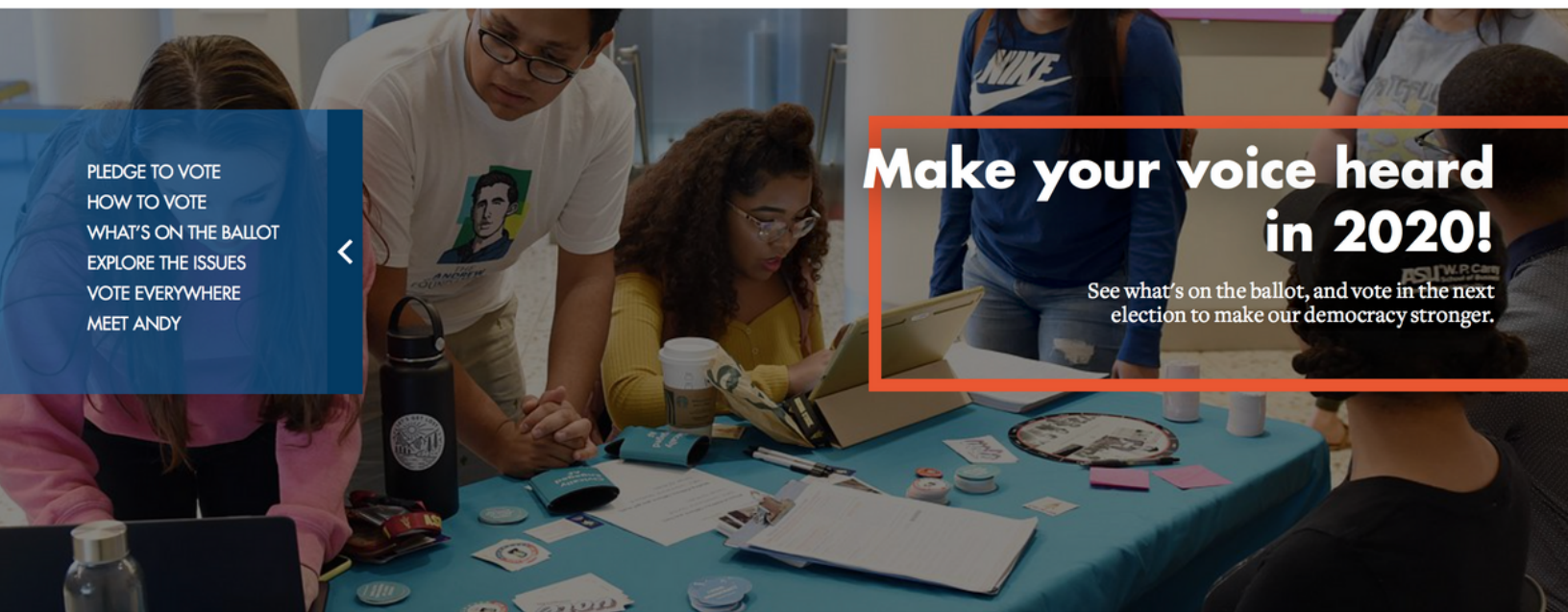
Default my.VoteEverywhere Page Setting

Each Campus Team's my.VoteEverywhere page comes pre-set with six voter tools: Register to Vote, Am I Already Registered?, Request Absentee Ballot, Do I Need Voter ID?, Find My Polling Place, and Who's on the Ballot? (We can even add additional buttons as needs arise, such as when we added a seventh button for getting counted in the 2020 Census!) Each voter tool, if hovered over, will display a tool tip with more information about what the tool does.

We use Vote.org to power several of our voter tools, including Register to Vote, Am I Already Registered?, and Request Absentee Ballot. If your Campus Team already uses TurboVote and would prefer to continue doing so, we can substitute Vote.org for your TurboVote link to power these tools. We utilize state-run websites to power the Do I Need Voter ID? and Find My Polling Place tools. Lastly, Who's on the Ballot is powered through BallotReady.

In addition to the voter tools, each page comes ready to go with an Important Dates and Deadlines section, where we list information like voter registration and absentee ballot deadlines, early voting periods, and election dates. If students are voting elsewhere, they also have the option of browsing this information for another state with the "Explore Dates in Your Home State" button.

Finally, default my.VoteEverywhere pages include your Campus Team members' names, headshots, and class years (for Ambassadors) or professional titles (for Campus Champions). Campus Team members can elect to provide more information, like phone numbers and email addresses, to make it easier for students using my.VoteEverywhere to get in contact with your team.



my.VoteEverywhere Redesign

On August 1, 2020, The Andrew Goodman Foundation launched a redesign of the my.VoteEverywhere portal, with an improved look, increased customizability, and new features. This new design will preserve the features from the previous iteration and debut three new sections: Pledge to Vote, Explore the Issues, and Who Currently Holds Office.

Our Pledge to Vote tool enables students to commit to voting in all 2020 elections by facilitating the development of their voting plan and encouraging their peers to do the same! When filling out their pledge to vote, students determine where, when, and how they will vote on or before Election Day. Leading up to Election Day, AGF will send students email or text reminders (based on their indicated preference) about their plan to vote.

Another new feature in the my.VoteEverywhere redesign is the Explore the Issues tool. Through it, students have the opportunity to learn about the issues that matter to them and how they can connect those issues to democratic engagement and voting. The tool provides succinct and nonpartisan information and includes links to expert partners' websites where students can learn more. The default issues are racial justice, immigration reform, healthcare accessibility, and environmental justice, but they can be customized by Campus Teams. (More on that later!)

Students visiting your my.VoteEverywhere page can also find out Who Currently Holds Office, using the tool of the same name. This addition to the portal presents current state officials as well as a brief explanation of their elected office. Your state's Governor and Lieutenant Governor are featured directly on your my.VoteEverywhere page, and you can click on "View All Government Officials" to visit your state government's website to see the other elected officials representing you in state government.

my.VoteEverywhere Page Customization

Now that we've reviewed the default settings of each Campus Team's my.VoteEverywhere page, let's talk about customization! It's important that your my.VoteEverywhere page is relevant and unique to your campus, so that it is as appealing and helpful as possible to your student body. This is your page, and you know your campus best, so make it your own!

We strongly encourage each Campus Team to review and personalize their page at the beginning of each semester, or at least each academic year. (Your Program Manager is the point person to help you make this possible!) Take a look at the following elements that you can customize beyond their default setting:

- **Social Media Links:** While the top right-hand corner of every my.VoteEverywhere page includes icons that link out to AGF's social media pages, you can include links to your Campus Team's accounts right under the name of your campus. (Some teams also link to their team websites here!)
- **Banner Image:** Do you have a preferred image of your Campus Team in action? Let us know, and we can feature it! (Horizontal images will work best.) Seeing recognizable locations or people will subconsciously let your student body know they're in the right place when they arrive on your page.
- **Explore the Issues:** The issues you choose to highlight on your Campus Team's my.VoteEverywhere page should be pertinent to the needs and interests of your campus. You can edit the information provided for one of the default issues or focus on a different issue altogether!
- **Other:** Based on your Campus Team's plan and activities or your area, you may want to add even more detail to your page. The possibilities are endless!

- Welcome message
- Additional pictures of your Campus Team
- Additional contact information for your Campus Team
- Event information
- Volunteer sign-up
- Pre-populated voter registration forms
- TurboVote portal for your campus
- Changes or updates in election information
- Resources your Campus Team created
- FAQs
- Logos of your campus and community partners

Accessing the Data and Analytics from your my.VoteEverywhere Page

Beyond website analytics, which allow us to see how many users come to your my.VoteEverywhere page and how long they stay on your page, we also have access to Vote.org data about your page. This means we can see how many individuals took a completed action, using one of the six voter tools, like Register to Vote. This is a game changer, as it allows your Campus Team to accurately attribute results to your work and improve your digital organizing strategies! After elections, we can even run the Vote.org data against the voter rolls to see how many of the users who took an action on your page ultimately cast a ballot.

We respect your privacy and handle the data collected through your my.VoteEverywhere page with utmost care. We do not sell or share any personal information collected through your page. The data set we receive from Vote.org includes information that users provided while completing a Vote.org action, like registering to vote. We provide the Vote.org data to our partner TargetSmart so that they can match each user with their voting record. (We encourage you to review the privacy policies of [Vote.org](#) and [TargetSmart](#).) We then share some of this data and key takeaways with you. If you would like to access specific user data, please send a request to your Program Manager, detailing what data points you want to access and how they will be used.

If your Campus Team uses TurboVote to power our voter tools, rather than Vote.org, TurboVote will share data regarding user actions with the administrator of your TurboVote account. You can check to see if that individual is willing or able to share the data with your Campus Team. One complication with TurboVote data is that, if other groups use TurboVote on your campus, the data will account for all civic and voter engagement work done on your campus, not just your Campus Team's work. TurboVote also does not provide follow-up data that shows which users who took an action on your page ultimately voted.

Institutionalizing my.VoteEverywhere

Customizing and maintaining your my.VoteEverywhere page is one thing, but your Campus Team also has to ensure that your student body is aware of your page, how to access it, and all the helpful information it provides! We encourage you to work with campus administrators to institutionalize—or incorporate into existing structures or processes—your my.VoteEverywhere page link. Two highly visible and trafficked places for institutionalizing the link are your university's homepage or class registration portal. Be sure to include a link to your page on all your Campus Team's social media accounts and other communications too!

Case Study: Georgetown University Institutionalizes my.VoteEverywhere

Problem: Because Georgetown University (GU) students arrive in Washington, D.C. from all 50 states and primarily vote absentee, the Andrew Goodman Campus Team needed to find a way to provide voting resources and information that would address all of Georgetown's students' needs.

Solution: Since January 2018, the GU Campus team has collaborated with GU Politics, Georgetown's Office of Federal Relations, and the University Registrar to build buy-in for their goal of registering 100% of Georgetown's eligible student voters. With the help of The Andrew Goodman Foundation and the creation of my.VoteEverywhere, the Campus Team found the solution to their problem. They began using my.VoteEverywhere to ensure that students could register to vote or request absentee ballots in any of the 50 states, and by November 2019, my.VoteEverywhere was incorporated as a voter registration link in Georgetown's student portal.

Impact: The my.VoteEverywhere link is located on GU's MyAccess class registration homepage and has received 3,384 pageviews since being institutionalized online. The Campus Team's success paves the way for all eligible GU student voters to register to vote or request an absentee ballot wherever they are with ease.

SimpleTexting

As with my.VoteEverywhere, we provide SimpleTexting, a texting marketing platform, to every Campus Team within the Andrew Goodman Vote Everywhere program for free! Through SimpleTexting, your Campus Team can send personalized text messages to your student body about important dates and deadlines, events, volunteer opportunities, and so much more. In addition to using social media or email, texting is another impactful strategy for increasing your communications touchpoints. In fact, ninety-five percent of American adults own a cell phone, and text message open rates are often 90-99%. Plus, research shows that texting is a powerful way to mobilize youth voters toward activism and civic engagement.

Getting Started

You're probably thinking "well, sign me up!" Getting started with SimpleTexting is quick and easy! Let your Program Manager know that you're interested, and they'll help you through getting set up with your SimpleTexting account and executing the following steps.

1

Familiarize Yourself with SimpleTexting: There are only a few things you need to know about using the SimpleTexting platform! The Campaigns section of the SimpleTexting platform allows you to schedule a text message. Here, you can name your text campaign and type your text. You can use 142 characters, as the remaining ones in a 160 character-length text must be used for the automatic opt-out language. Within the platform, your Campus Team can also set up an Autoresponder, or a message that is automatically sent to new subscribers.

SimpleTexting Campaign Builder

Once logged in, you'll be able to view Campaigns, Autoresponders, and Keywords:

Campaigns

The screenshot shows the SimpleTexting Campaign Builder interface. On the left, there is a form with the following fields: 'Campaign name' (a text input field), 'Message' (a section header), 'Type' (with 'SMS' and 'MMS' buttons, 'SMS' is selected), and a large text area for the message content. The text area contains the text 'Unsubscribe message' and 'Reply stop to stop'. Below the text area, there is a character count '142'. On the right, there is a preview of a text message on a smartphone screen. The preview shows the phone number '555888' and the text 'Reply stop to stop'.

2

Select a Keyword: One of the first things your Campus Team should do is select a keyword, which is the word or phrase that students will text to 56525 to be added to your contact list and receive your communications in the future. Make sure that it's memorable and consistent with your brand! You may want to use your campus' name, like "StonyBrookU," or a voting-related slogan, like "BGSUVotes."

3

Grow Your Contact List: As people text your keyword to 56525, they will be added to your contact list, which you can view in the SimpleTexting platform. Your job will be to make sure that your list is always growing! Brainstorm ways to promote your keyword, like including it on your my.VoteEverywhere page, posting it on your social media accounts, or sending out a campus-wide email.

(If anyone wants to be removed from your contact list, they can simply opt out.)



Sample Social Media Graphic

4

Text: That's it! Now all your Campus Team needs to do is text! Because texts are much shorter than emails, you can write and send them out quickly, especially if you have breaking news to share. Create a communications plan and outline when you want to send texts about voter registration deadlines, early voting periods, GOTV reminders for Election Day, your Campus Team's events, and more. You should also include your my.VoteEverywhere link in your texts so that your subscribers can go to your page and browse additional resources!



Sample Text Message

Texting Tips and Tricks

Industry data shows that noon is the most popular time to deploy text messages, while Tuesdays, Wednesdays, and Thursdays are the most popular days. Take into consideration the schedules of students on your campus. As much as you can, avoid deploying your text messages during major campus events or popular timeblocks for classes. Keep these best practices in mind, but feel free to try out various days and times until you figure out what's best for your specific audience!

One other tip to keep in mind is replying back when your texts elicit responses. You can respond directly to individual users, which makes the experience feel even more tailored and personal. This is a great way to keep your subscribers engaged! We have found that using the SimpleTexting app, which is free on both Android and iOS, enables you to send replies as quickly as possible.

Accessing the Data and Analytics from SimpleTexting

We are able to provide the following key data points about your SimpleTexting communications:

- Success Rate: how many people from your list received your text messages
- Responses: how many responses you received per text message
- Opt Out: how many subscribers removed themselves from your text communications

As with my.VoteEverywhere, we are committed to protecting the information we receive from you and take appropriate security measures to ensure your personal information is secure. SimpleTexting requires name, email, phone number, and physical address information in order to register an account. None of this personal information is used for promotional purposes or distributed to a third party. AGF does not sell or share any (student or otherwise) data collected through our texting platform or my.VoteEverywhere. We only use your personal information for the original purpose it was collected. By using SimpleTexting through AGF, you are consenting to both the privacy policies of both [AGF](#) and [SimpleTexting](#).

Institutionalizing Texting

Consider institutionalizing SimpleTexting, in addition to my.VoteEverywhere, and making this goal part of your Campus Action Plan! You can institutionalize SimpleTexting by sending out a campus-wide email or making a post on your campus' social media account, giving students an opportunity to opt in by texting your keyword to 56525.

For much more information about getting started with SimpleTexting, texting best practices, marketing, and analytics, check out the complete [AGF Ambassador Texting Guide!](#) What's more, it includes sample text messages, communications plans, and promotional flyers.

Case Study: BGSU Reaches Students En Masse Through Texting

Problem: With email communications in the past, the Bowling Green State University (BGSU) Campus Team's information on elections, absentee ballots, and voter and civic education had been getting lost in the shuffle. In a 2017 texting pilot program, AGF introduced SimpleTexting to the BGSU Campus Team to enable them to increase their communication with and reach to a greater swath of BGSU students.

Solution: Ready for additional communication avenues, the Campus Team created a workflow plan and timeline of scheduled text messages regarding election information, updates, and voting or civic education opportunities. Next, they integrated four touchpoints for students to sign up to receive their text messages, including at tabling events, at two first-year orientation presentations, in other class presentations, and via email, social media, or their website.

Impact: As a result, BGSU's Campus Team has seen multiple successes. They sent 15-18 simple, short texts per semester, the most of any campus in the pilot program. By spacing out their text messages to one per week, they also grew and maintained their subscriber base of 486 active contacts and had a low unsubscribe rate.



Hosting Virtual Events

Virtual events are a perfect platform for civic and voter education. While they may seem a bit impersonal at first, they offer new and exciting modes of interaction and can actually be more convenient, accessible, and budget friendly than in-person events. With students looking for more ways to connect as they practice social distancing, you may even see a higher level of interest than you expect!

Brainstorm

So you're considering hosting a virtual event? The first thing you should do is brainstorm the topic and potential speakers or partners. Your event should address a common need, concern, or interest of your student body. As you brainstorm the purpose of your event, here are some questions to consider:

- Is there a hot button issue in the news that students want to discuss?
- Is there a particular cause or interest that your campus cares about?
- Is there an expert that would be available to speak?
- Will your event be student-led?
- Will your event be in partnership with another organization?
- Will the event primarily be social or educational?

Event Ideas

If your brainstorm needs a little stimulation, these ideas are tried and true with our Andrew Goodman Ambassadors:

- Issue-based presentations, lectures, panels, or discussions
- Debate and election night watch parties
- Town halls
- Q&As with elected officials
- Office hours for voting FAQs
- How-to-vote walkthroughs
- Movie screenings
- Civic engagement concerts
- Election info and voting history
- Kahoot games
- Voting rights book club

If you're having issues organizing an event, reach out to other civic engagement organizations on campus and see if you can partner and co-host an event with them. For potential speakers, consider reaching out to local politicians and your professors.

Select a Platform

Not all online platforms are created equal! Make sure to pick the best one for your type of event. Zoom works great for presentations and speaker events, while Facebook or Instagram Live are more suited for Q&As. Whatever platform you choose, be sure that it is as accessible as possible for your Andrew Goodman Campus Team and your audience.

Additionally, ensure that your chosen platform is safe and that you test out the features and platform you will be using ahead of time. To avoid unwelcome guests on Zoom, consider sending a private link to your audience, automatically muting all attendees, designating a chat monitor(s), and having a waiting room.

Advertise the Event

This is where your digital tools will come in handy. (If you haven't been using my.VoteEverywhere or SimpleTexting, now is the time to start!) Advertise your event on an array of platforms—like social media channels, my.VoteEverywhere, texts, student event calendars, and newsletters—to reach as many students as possible. Reach out to your partner organizations and ask if they could promote your event to their members, and don't forget to return the favor in the future!

Prepare, Execute, and Follow Up

Before the event, draft talking points, make slides, prep speakers, troubleshoot tech, and whatever other tasks are necessary to enable your event to occur smoothly. Ensure that everyone involved in the execution is properly aware of their role and expectations ahead of time. During the event, be sure to introduce yourself, including your role as an Andrew Goodman Ambassador, and any other speakers. Present or moderate, depending on your chosen event, and keep track of the number of attendees for your records and so that you can follow up later. After the event, share any relevant recordings, notes, or resources. Remember to thank your speakers and partners, if applicable, and to send out a survey to get feedback for next time!

Case Study: University of Alabama Educates Through Voting Webinar

Problem: As a result of the COVID-19 pandemic and national campus closures, both in- and out-of-state student voters were displaced from their place of registration within the University of Alabama (UA) community.

Solution: UA's Andrew Goodman Campus Team hosted a webinar, titled "Student Absentee Voting During the COVID-19 Crisis," with the Alabama House Democrats, The Lawyer's Committee for Civil Rights, and the Southern Poverty Law Center to provide voter registration and education resources ahead of Election Day.

Impact: The UA Campus Team drafted a letter to Alabama lawmakers asking for relaxed requirements for absentee ballots and adoption of early voting procedures. Subsequently, the team was contacted by Alabama's Secretary of State and House Minority Leader to help facilitate a student voting webinar. The webinar had 284 participants and was hosted over Zoom and Facebook Live.



Using Your Social Media Platform



While you are most likely familiar with getting out the vote or advocating for an issue in person, social media can take your organizing to the next level! By effectively using your social media platform, you can amplify your work online to wider audiences in more zip codes!

Deciding on a Platform

Organizing online relies on a strong social media presence. Think of your intended audience and consider which platform best lends itself to that demographic. You also might think about which platform is best suited for the type of content you are posting. Here are some questions you may want to consider before deciding which platform(s) to use:

- What is the intended age group of your posts?
- What is the purpose of your posts?
- How frequently does your intended audience typically interact with a given platform?

Understanding Your Demographic

- Facebook: A more established, widely used media platform that typically engages an older audience, professionals, and college students
- Instagram: A more visually-oriented platform that draws a range of users including college students and is most popular among 18-24 year olds
- Snapchat: A media platform ideal for posting images with short captions that attracts college students and Millennials
- TikTok: Relatively newer media platform for posting brief videos that attracts primarily college students, Gen Z, and younger Millennials
- Twitter: Great for shorter posts and typically engages a range of users including college students, Millennials, Gen X, and professionals

Launch and Brand Your Account



During these socially-distant times, online engagement is critical to maintaining relevance and promoting your work to reach your peers, colleagues, partners, school administration, and other key stakeholders on campus. Andrew Goodman Campus Teams should focus on the Andrew Goodman Vote Everywhere brand, using the program's description, tagline, and visuals when posting content or writing articles.

Naming

When setting up a social media account, usually choosing a username is one of the very first tasks at hand. Names are important! This is how you and others will identify your brand and how you will align it with ours. We recommend one of the two following options:

- Use the national brand. Incorporating our name into yours is a solid go-to. Examples look like "Vote Everywhere UA" or "Gators Vote Everywhere."
- Create a brand with local flavor. For example, the Andrew Goodman Campus Team at Louisiana State University is known locally as "Geaux Vote LSU." If you choose this option, be sure to link your brand to AGF in your account description.

Messaging

Description: Andrew Goodman Vote Everywhere is a nonpartisan, civic engagement program led by The Andrew Goodman Foundation on college and university campuses nationwide. Through the program, AGF trains and supports student Andrew Goodman Ambassadors to engage, educate, and mobilize their peers to register to vote and take action on social issues.

Tagline: Your Vote Is Your Voice!

- Although many organizing events have transitioned online, still be sure to use the name and tagline as part of the official title of your activity.
- Use the official program description to formally discuss Andrew Goodman Vote Everywhere on your website and in media features.

Visuals

Visual identifiers, like your logo, imagery, and graphics, are another key piece of your brand development. Create a visual identity that is on message with the goal of your Campus Team.

- The AGF/VE logo must appear on all digital marketing materials, including flyers, social channels, websites, brochures, and more.
- Andrew Goodman Vote Everywhere brand colors should also be used in all digital marketing materials.

Hex Code	R	G	B	C	M	Y	K
#ee4d32	255	102	51	0	75	85	0
#3b9c97	51	153	153	77	21	41	1

Andrew Goodman Vote Everywhere
Color Palette

Co-Branding

Campus Teams and individual Ambassadors may collaborate with complementary groups to carry out civic engagement work. In person, this could take the form of co-hosting events or supporting each other's initiatives. Collaborative efforts online may mean tagging a complementary organization in a post or sharing their content on your page and vice versa, for example. However, remember that even when participating in digital civic activity, whether it be collaborative or individual, it is important that all Andrew Goodman Vote Everywhere initiatives are branded with the name, AGF/VE logo, and description.

Tips & Tricks for Posting

Use Graphic Design Tools: Websites like Canva are great options for creating a memorable post. Through graphic design websites, you will often be able to select a template for a particular platform and customize it with your own visual identifiers, like AGF's colors.

Use the Platform to Your Advantage: Maximize your online presence by utilizing unique features of each media platform to optimize the visibility of the post. For example, Instagram stories are a great mechanism to share shorter bits of information that you might not use a whole post for and to enable other types of interactions, and Instagram highlights are a quick and easy way to curate and spotlight important information at the top of your account.

How to Make Your Content Stand Out

- Be consistent with branding. Use the colors and of the Vote Everywhere and The Andrew Goodman Foundation brands.
- Stay on message. Write clearly and concisely, as it helps make the material more accessible. Be considerate of length. A caption or post that is very wordy can be distracting.
- Post eye-catching images. Photos should be bright and show movement and interaction rather than be posed.

Build Your Audience

- **Quality Communications**
 - If people like what they see, they'll give your account a follow and stick around! To enhance your appeal and value, it's important not just to provide information, but also to give your followers something to do, or a "call to action." Call your followers to action by asking them to visit [my.VoteEverywhere](https://my.VoteEverywhere.org) or opt in to your messages from SimpleTexting.
- **Media Engagement Techniques**
 - Use hashtags, respond to comments, like back, and tag relevant people or organizations in your post to boost engagement.
 - Include direct links to any articles you post.
- **Reaching Out on Social Media**
 - Partner with various student groups and community organizations to grow your audience, visibility, and following.
 - Follow back, as it can help build connections to similar organizations.

Creating a Campaign



Social media campaigns are great marketing strategies to increase followers' engagement, bring in new followers, and demonstrate your consistent brand. Check out these ideas, and try your hand at a few!

- **Meet the Team:** Introduce your Campus Team. Share a photo and bio of each member to help your followers put a face to the organizing. Introducing the team also helps give a more personal feel to the page.
- **Election Dates and Reminders:** Post information about election dates (especially because many states have changed their primary election date due to COVID-19) and reminders regarding polling locations and voting options, like vote by mail and early voting. Consider doing a countdown!
- **Why I Vote:** Tell a story and connect with your audience. Why is voting important to you? Describe the first time you voted. Strengthen your campaign by using messaging related to issues, identity, empowerment, and companionship when it comes to voting.
- **Pledge to Vote:** Encourage your followers to make a commitment to voting.
- **Takeovers:** Have a member of your team, another Andrew Goodman Campus Team, or another student organization take over your account's Instagram story to build excitement and attract new followers.

Promote Posts and Buy Ads

- **Grow Your Audience by Promoting Your Account**
 - Ask a complementary organization or a group your team has previously collaborated with to shout out or tag your post on their account. You can also encourage your followers to tag other people in the comments who they think may like a post.
- **Promote Important Content to a Specific Audience with Ads**
 - Consider purchasing ads on Facebook, Twitter, or Instagram. This can be a great way to spread the word about an upcoming event or important voting information.

Maintain Your Brand

- **Post Consistently**
 - An active account is more likely to gain followers and have stronger engagement. It is also important not to overwhelm your followers with content. Think realistically and ask yourself how frequently you will be able to produce content to share.
- **Monitor Your Engagement**
 - Use analytics to keep track of the traffic coming to your page. Certain social media platforms will enable you to monitor the activity on your page by allowing you to view interactions and searches.
- **Pass Credentials Down to Future Campus Team Members**
 - Share account details such as usernames and passwords with future Campus Team Leaders so that you do not have to create a new account every time the leadership transitions.

Case Study: Louisiana State University Informs Students with Geux Vote Account

Problem: When Louisiana State University (LSU) students had to leave campus and the Louisiana Primary Election was postponed from its original date as a result of the COVID-19 pandemic, LSU's Andrew Goodman Campus Team faced unexpected obstacles in mobilizing student voters. Both factors created much confusion for students about their residency status, as well as absentee voting.

Solution: The LSU Campus Team strategized ways to maintain communication and keep students engaged and informed despite being physically separate. They posted on their Geaux Vote Instagram and Twitter accounts. The LSU Campus Team used social media to provide updates to students about voter registration, voting date changes, early voting information, polling location information, and more. Because a lot of students at LSU are from Texas, the Campus Team made a concerted effort to post information regarding the Texas Primary as well.

Impact: The LSU Campus Team's utilization of social media was a successful strategy overall, particularly because they were able to field a lot of people's questions via direct messaging (DM). The Ambassadors were responsive and made it clear that they were available to help. DMs were particularly effective because they allowed for communication between the Campus Team and their audience, who were able to ask questions or offer suggestions directly.



Advocating for Change Online



Andrew Goodman Ambassadors are strong, vocal advocates for equal voting rights for all, and especially for college students. Ambassadors have successfully advocated for on-campus polling places, student IDs that are compliant with voter ID requirements, favorable voting legislation, and more. Continuing your advocacy doesn't require being in person. Read on to find out how you can take your advocacy online!

What can you advocate for online?

Many advocacy campaigns can be transitioned from in person to online. Use your platforms to advocate for action items people can do online or by phone. Some action items include the following:

- Online or automatic voter registration: Why is automatic voter registration important? What does it mean? How does it vary by state? Use your platform to answer common questions related to online or automatic voter registration and to advocate for them in all 50 states. Calls to action could include asking your audience to sign a petition in favor of online or automatic voter registration or to contact your Secretary of State to make the case for implementing them.
- No-excuse absentee voting or vote by mail: No-excuse absentee voting means that any individual who requests for an absentee ballot does not have to provide a reason for requesting one. Vote by mail is a process by which elections officials automatically mail ballots to your registered address without voters needing to request them. Make students aware of their current voting options—and ones they can advocate for—by posting information on your social media platforms and your my.VoteEverywhere page.
- Online absentee ballot applications: Currently, most states require individuals to mail in their absentee ballot applications. Advocate for safe and accessible options for requesting absentee ballots by promoting online alternatives.
- Safe in-person voting options: While states continue to hold in-person voting during the COVID-19 pandemic, ensure individuals are aware of best practices for safe voting and advocate for your local Board of Elections to provide hand sanitizer, post markings every six feet, and more.
- Reduced voter ID requirements or virtual or portable options: States have varying Election Day voter ID requirements. Share information regarding what your state dictates. Advocate for fewer voter ID requirements and explain how strict voter ID laws contribute to voter suppression.
- Proof of residency from campus: Some states will accept student IDs and on-campus living addresses as proof of residency, however, this does not apply to all states. Work with your campus administrators by phone or email to develop a system where proof of residency is offered to students should they need it to vote.

Creating Online Petitions

Making an online petition is a powerful demonstration of civic engagement. Petitions are effective ways to make your voice heard and commit to change. In your petition, describe the problem that you are addressing and your plan of action. Tell people why they should sign. Be clear and thorough. Once it is created, be sure to use your social media platform, my.VoteEverywhere page, campus-wide emails, or other digital options to spread the word about your petition. Here are some resources to help get your petition going:

- [Color of Change](#)
- [Change.org](#)
- [iPetitions](#)
- [Care2 Petitions](#)

Writing Op-Eds

Make a compelling and timely argument and submit your writing to online publications, local newspapers, national publications, or to your campus outlets. You could write about a project your Andrew Goodman Campus Team has been advocating for or how your state is dealing with holding primary elections amid the COVID-19 pandemic. Be creative and on message. Once it is published, be sure to post your article on your social media accounts.

Attending Virtual City Hall or Local Government Meetings

Get involved in local activism by attending city hall meetings—even virtually. This is a great way to stay informed about what is happening in your community. Most cities have information about the dates, times, and agenda of meetings.

Calling or Emailing Elected Officials

Make your voices known to elected officials. Call or write their offices arguing for change you want to see.

- Recruit volunteers for letter writing or phone banking
- Write a sample script about your issue and the argument that volunteers or students should make
- Plan strategic times for calls and emails

Case Study: University of Wisconsin-Madison Secures Virtual Voter IDs

Problem: In Wisconsin, it is very difficult for students to obtain a voter ID if they are not already Wisconsin residents or do not have Wisconsin-issued forms of identification. Currently, university-issued IDs that are valid as voter IDs must include a photo, signature, expiration date, and issuance date. Because UW-Madison's student IDs are not compliant with these requirements, students must acquire an alternative voter ID. Many students aren't aware that they need a separate ID, and because they had to leave campus due to COVID-19, many were unable to get the voter ID and cast their ballot prior to their departure.

Solution: For several years, the Andrew Goodman Campus Team at UW-Madison has been advocating for printing separate, compliant voter IDs at various locations around campus. Once the semester transitioned to online learning, the Campus Team worked with the ID office to make voter IDs accessible virtually. Students were able to request that voter IDs be emailed to them, and from there, students could print their IDs to bring to the polls or to mail in with their absentee ballot applications.

Impact: This was the first time that voter IDs were accessible online for UW-Madison students. Moving forward, UW-Madison's Andrew Goodman Ambassadors plan to work in collaboration with the university administration and the city of Madison to make voting more accessible to college students and continue providing online alternatives, like voter registration forms that can be filled out by email.

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