OVERVIEW

Focusing in on targeted voter registration and turnout in 2018 will set the stage for the next five years by ensuring equitable outcomes for our communities, creating the necessity for candidates to develop solutions to inequality including the census, redistricting and voting rights, and building capacity in key states. It is through the NAACP infrastructure in states, our critical partnerships, and shared resources that we will shape our ability to be a formidable force this election.

KEY MESSAGES

We need elected officials who appoint police commissioners and run the criminal justice system to know the black community is watching and will not tolerate continued police brutality.

Our children and our schools are not receiving a fair and adequate share of resources and the black community needs to elect people who will give priority to the education of our children.

If the black community doesn’t vote, other people will continue to make decisions that affect our lives without our input.

The black community needs more jobs and better wages and we need to elect people who will make that happen.

The best way to take control of our future is through voting and civic participation.

THE STRATEGY

Engage followers in a way that makes them feel like they are part of the solution -- thereby creating an army of empowered individuals that are able to use resources and messaging provided by the NAACP to influence their own networks. Through share-worthy content, specific calls-to-action and messaging directed to the individual, and not the general social-sphere, we will inform, inspire and influence followers to take action.

The most effective way to convert a low-propensity voter to commit to vote is through direct conversations with people, partners and brands that they trust.
RECOMMENDED SOCIAL MEDIA PRACTICES

The NAACP is a non-partisan organization and does not promote, demote or share content from political parties and/or its candidates. Because of this, our message remains purely about the right to vote and the importance of participating in civic opportunities. We recommend that our partners employ the same approach to communicating about the elections on November 6.

- Keep posts succinct and centered on a single message
- Allow commentary and dialogue but DON’T engage with trolls or difficult conversations
- All social media platforms allow for filtering of certain words that protect your followers from offensive language

SAMPLE POSTS

We are less than 20 days from the Nov. 6th midterm elections. WE must vote in this election, our lives depend on it. #NAACP

Why is it important for US to vote on Nov. 6th? Because we need to elect officials and police commissioners that will not tolerate continued police brutality. Retweet if you agree. #NAACP

If we increase black voter turnout by 5% we can affect real change. That means our community could receive better resources for our schools, job opportunities and increased wages. WE must vote on Nov. 6th – our lives depend on it. #NAACP

It’s time to mobilize, we can’t afford to be silent around our family and friends. Nov. 6th is when we let the world know that WE will no longer allow other people to make decisions that affect our lives without our input. #NAACP

Have you reminded someone about the Nov. 6th elections today? No? Well we’ve made it easy for you, all you have to do is retweet this. WE must vote! our lives depend on it. #NAACP

Want to do something #ForTheCulture? Encourage 5 people in your network to vote on Nov. 6th — our lives depend on it. #NAACP

Did you know the number one way to turn a non-voter into a voter is through a direct conversation with someone they trust? Take a moment and have a conversation about voting with your friends and family – our lives depend on it. #NAACP
Social Media Guide
Vote! Our Lives Depend On It.

SAMPLE POSTS (CONT’)

BLACK PEOPLE ARE 3X MORE LIKELY TO BE KILLED BY POLICE THAN WHITE PEOPLE.

REASON #4,356 TO VOTE:
OUR children and OUR schools are not receiving a fair and adequate share of resources and the black community needs to elect people who will give priority to the education of OUR children.

ONLY 40.6% OF ELIGIBLE BLACK VOTERS VOTED IN THE 2014 ELECTION.

INSTAGRAM
In addition to posts highlighting local news, branch activity and events, statement cards and infographics are a key point of our engagement strategy. These posts are designed to drive engagement which allows for posts to be shown to more users. These posts may be reposted from the NAACP national channels or obtained from the social media toolkit available at NAACP.org.

All posts may include the call-to-action of “Visit NAACP.org to learn more and volunteer.”
Social Media Guide
Vote! Our Lives Depend On It.

SAMPLE POSTS (CON’T)

Facebook

Engagement is the best way we can spread this message and drive voters to the polls. Here are some ways to increase engagement on your organic posts:

- Ask open-ended questions that encourage dialogue amongst followers
- Share news articles, from reputable sources, on topics that are consistent with campaign key messages
- Share content provided in the social media toolkit available at NAACP.org

THE NAACP & OUR PARTNERS

With a reach of over 3 million, the NAACP is the civil rights organization with the largest digital following. However, to affect real change we must expand our reach exponentially and the best way for us to do so is through our partners. Together we can make a difference and affect real change. We must Vote! Our lives depend on it.

- Aba Blankson
  Vice-President, Communications, NAACP

www.naacp.org/comms