SHARPEN YOUR SOCIAL MEDIA SAVVY

Advice from a legislative social media coordinator

Kylee Zabel
Web and Social Media Coordinator
Washington State House Republicans
WA House Republicans

• Team of 8, including a Communications Director and Deputy Director

• Three specialists – Broadcast Coordinator, Web and Social Media Coordinator, Outreach Coordinator

• Assigned 4-7 Republican legislators
All About Kylee

Three roles:
• Social Media Coordinator
• Webmaster
• Public Information Officer

Also:
• An unabashed cat person (although loves her canine friends)
• Loves soccer and contemporary dance
• Shopping is my cardio
SOCIAL MEDIA: IT’S A BIG DEAL

- Adults aged 18-34 are most likely to follow a brand via social networking (95%).
- As platforms have moved from being desktop-based to mobile-based, visual content reigns supreme.
- An average of 2 hours and 22 minutes is spent on social networks and messaging each day.
- Nearly a quarter of U.S. adults use social media to keep up with their political candidates.
## Social Media: It's a Big Deal

### Supporters go to candidates' social media posts – even of the opposing candidate

<table>
<thead>
<tr>
<th></th>
<th>Clinton supporters who go to...</th>
<th>Trump supporters who go to...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Their own candidate's</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media posts</td>
<td>23%</td>
<td>21%</td>
</tr>
<tr>
<td>Website</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Emails</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>The opposing candidate's</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media posts</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Website</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Emails</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note: Based on registered voters.
Source: Survey conducted June 7-July 5, 2016
Pew Research Center
SOCIAL MEDIA STRATEGIES

What is your ultimate goal?
SOCIAL MEDIA STRATEGIES

• Share relevant news and information;
• Get more likes/retweets/followers/etc.;
• Increase engagement;
• “Control the narrative.”
SOCIAL MEDIA STRATEGIES

ULTIMATE GOAL: Brand Loyalty
How to foster brand loyalty:
• Be compelling
SOCIAL MEDIA STRATEGIES

COMPELLING adjective

compel·ling | \kəm-ˈpe-lēŋ

: that compels: such as

a : FORCEFUL
// a compelling personality
// a compelling desire

b : demanding attention
// The novel was so compelling that I couldn't put it down.

c : CONVINCING
SOCIAL MEDIA STRATEGIES
FIND YOUR WHY
#LoveIsLove
Democrats in #waleg are working hard to expand #AccessToDemocracy in 2019 by creating a presidential primary, passing the Native American Voting Rights Act and ensuring pre-paid ballot postage is here to stay. #VotingRights #ForThePeople

It’s your democracy.
How to foster brand loyalty:

• Be compelling
• Be authentic
SOCIAL MEDIA STRATEGIES

WA House Republicans

Headed to TVW studio for State of the State response
SOCIAL MEDIA STRATEGIES

WA House Republicans

Washington State House Republicans was live — at Washington House of Representatives. Published by Vimeo • March 29 • Olympia, WA


SOCIAL MEDIA STRATEGIES

Congresswoman Alexandria Ocasio-Cortez
SOCIAL MEDIA STRATEGIES

WA House Democrats

We have a 2019-21 budget #WAleg
5:41 a.m. We’re going home.

Back at it later this afternoon. #waleg
"Madam Speaker, show me the money. Show me the money. It's not in this." - Rep. David Taylor #waleg

Corry: "I can't help but think of Charlie Brown trying to kick the football. In this instance, Charlie Brown is the taxpayer and Lucy is the Legislature." #waleg
SOCIAL MEDIA STRATEGIES

How to foster brand loyalty:

• Be compelling
• Be authentic
• Be consistent
In his latest weekly update of the 105-day regular session, House Republican Leader J.T. Wilcox says the majority’s plan is to impose new tax increases this weekend while not providing any time for Washingtonians to weigh in.
SOCIAL MEDIA STRATEGIES

How to foster brand loyalty:

• Be compelling
• Be authentic
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• Be engaging
SOCIAL MEDIA STRATEGIES

U.S. Navy
We’re having our own #debatenight 🍕. Which will be higher: pizza sales or the next president’s approval ratings? bit.ly/2deL6EK

77% Everybody loves pizza.

23% POTUS FTW.

40,255 votes • Final results
SOCIAL MEDIA STRATEGIES

“Engagement Bait”

Vote baiting

React baiting

Share baiting
"I'm concerned about this record of Senator Harris. She put over 1,500 people in jail for marijuana violations and laughed about it when she was asked if she ever smoked marijuana."

House Republican budget lead Rep. Drew Stokesbary: "The budget was written by the two majority parties behind closed doors without meaningful input from this side of the aisle. We’re rushing it through about 20 minutes before we’d go into special session." #waleg
Despite historical growth in tax collections and a $2.8 billion surplus, Democrats chose to increase taxes by $5.4 billion over the next four years. These financial burdens will fall on individuals and families through higher property taxes, higher gas prices, higher energy costs and more expensive services.

### Democrats' Tax Tally

<table>
<thead>
<tr>
<th>Tax Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Property Tax (SB 5313)</td>
<td>$3B*</td>
</tr>
<tr>
<td>B&amp;O Tax on Services (HB 2158)</td>
<td>$946M</td>
</tr>
<tr>
<td>Graduated REET (SB 5998)</td>
<td>$598M</td>
</tr>
<tr>
<td>Hazardous Substance Tax (SB 5993)</td>
<td>$361M</td>
</tr>
<tr>
<td>B&amp;O Tax on Banks (HB 2167)</td>
<td>$339M</td>
</tr>
<tr>
<td>Non-Resident Tax Exemption (SB 5997)</td>
<td>$113M</td>
</tr>
<tr>
<td>Travel Agent Tax Increase (SB 6004)</td>
<td>$11M</td>
</tr>
</tbody>
</table>

**TOTAL = $5.4B**

* Assumes local levy collections at maximum authority.
SOCIAL MEDIA STRATEGIES

WA House Republicans

Gasoline prices would rise by 18 cents per gallon under Gov. Inslee's carbon-tax proposal, with annual increases to follow.

Energy prices could increase 4-5% around 10% for natural gas and 6-9% for gasoline under Gov. Inslee's carbon-tax proposal.

Washington's manufacturing sector has lost 48,000 jobs since 2000.

SOCIAL MEDIA STRATEGIES

NowThis News
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Facebook Live
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