

THE ULTIMATE GUIDE TO FACEBOOK AND TWITTER FOR POLITICAL CHANGE



HERITAGE
ACTION
FOR AMERICA

FELLOW CONSERVATIVE,

As you know, the online landscape has transformed how we send and receive news in an innovative and exciting way. People are now more connected than ever before, accessing the Internet and social media outlets such as Facebook and Twitter via their smartphones, iPads and laptops. You can send pictures, share news articles and more at the touch of a button.

Media outlets, lawmakers and government institutions have joined online conversations too, but because there are so many users, people are relying more on their friends and peers for credible information. We trust those we know personally more than politicians in Washington, and rightfully so.

It's time to get active and engaged online. This guide will help you navigate the online world, starting with the basics. You'll be an expert in no time, utilizing Facebook and Twitter for true and conservative political change.

Sincerely,



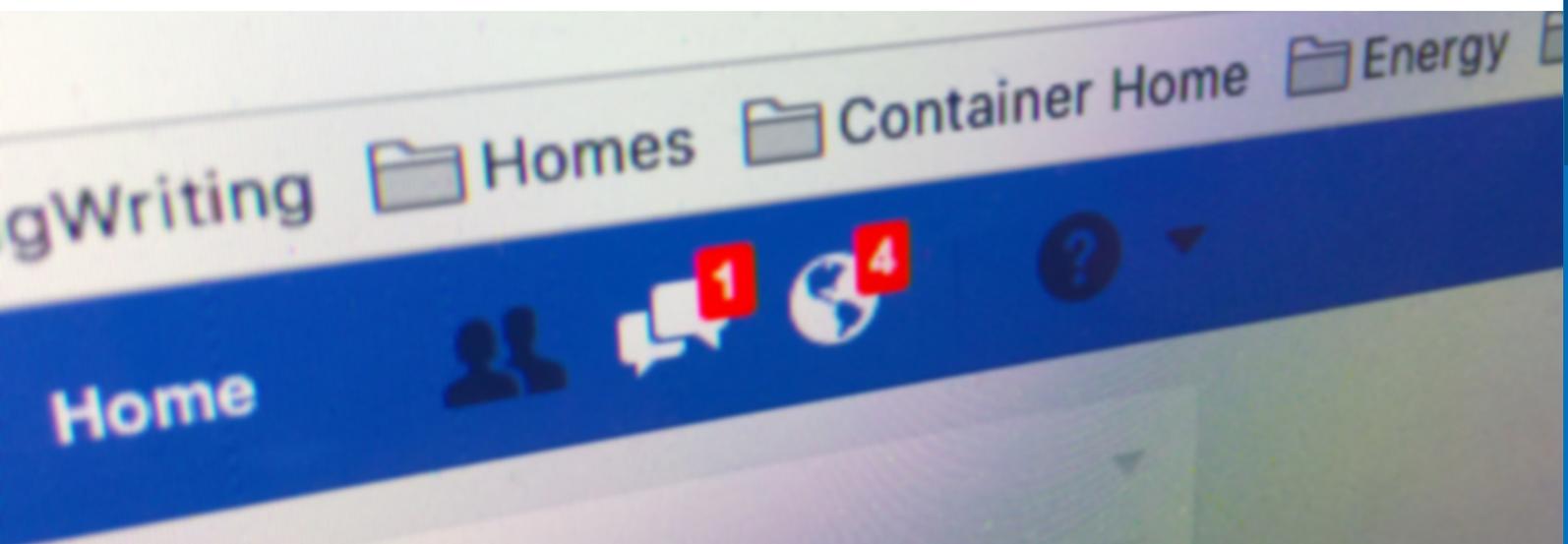
Mike Needham
CEO, Heritage Action for America



CONTENTS

The Ultimate Guide to Facebook and Twitter for Political Change

Facebook	04
Build Your Profile	04
Connecting with Others	05
How to Post on Facebook	06
Creating a Facebook Event	07
Twitter	08
Create Your Account	08
Learn and Use the Lingo	09
Building Lists	10
Other Useful Tools	10
What is a Sentinel?	11



THE ULTIMATE GUIDE TO FACEBOOK AND TWITTER FOR POLITICAL CHANGE



FACEBOOK

BUILD YOUR PROFILE

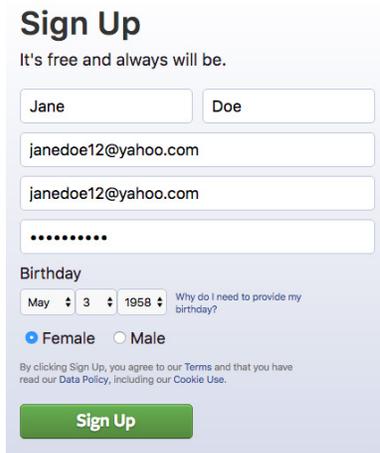
- ▶ Complete the signup form by going to www.facebook.com.
- ▶ Go down to the **“Sign Up”** section and fill in your information in the appropriate sections.
- ▶ Add your email as the user name.
- ▶ For your “New Password”, this will be the password you use when signing in. It must be at least six letters, numbers or punctuation marks.
- ▶ After you have filled in all the appropriate information, hit the **“Sign Up”** button.

UPDATE YOUR PROFILE BY FILLING OUT YOUR INFORMATION

- ▶ Add as much personal information, or as little, as you’d like.

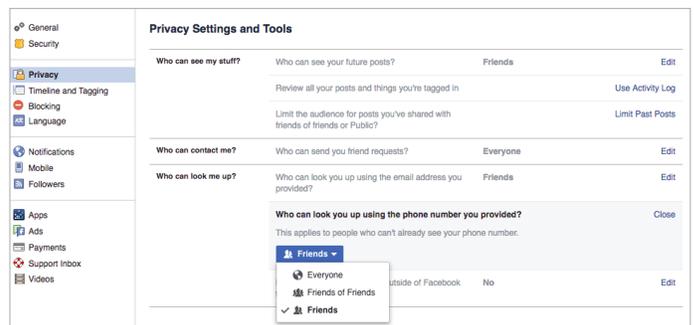
SET YOUR PRIVACY OPTIONS

- ▶ Decide how private or public you want your information to be. (Example: Do you want only your friends to see pictures you post?) You can also edit privacy options on posts individually.



HOW TO VIEW PRIVACY WHEN USING FACEBOOK FOR POLITICAL CHANGE

Your privacy is of the utmost importance. When it comes to using Facebook for political change, it’s important to note that content you share will have the most impact the more public it is. This will enable people you’re not friends with to share and view your posts, increasing reach.

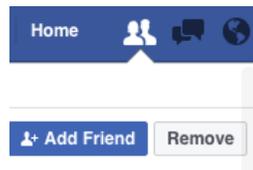


ADD FRIENDS

- ▶ Add friends and family, but also think of this as an online networking tool. For example, if you meet someone at your local tea party meeting, send them a friend request to add them as a friend and stay connected. Share details about upcoming events, swap information about issues, and ultimately work together to hold your members accountable.

How to add friends:

- Use the **“Search Facebook”** toolbar to look for someone by name or email. When you’re on their page, send them a request by clicking **“Add Friend”**.
- Along the blue header at the top of Facebook, you’ll see an icon that looks like the outline of two people—that’s where you’ll go to accept and deny friend requests people send to you.



Pro Tip:
Download the **Facebook** and **Messenger** apps on your smartphone so you can scroll through your newsfeed and messages on-the-go!

CONNECTING WITH OTHERS

▶ Newsfeed

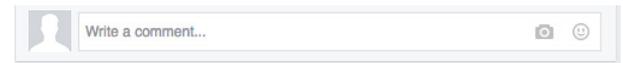
This is a great source of news! Any posts your friends make and any page you like that shares content will show up here on your homepage, after you’ve already logged into your account of course. Stay updated by scrolling through your newsfeed.



▶ Comments

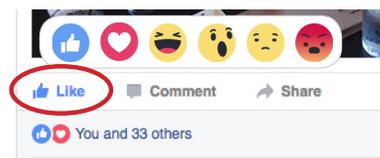
Engage in the conversation.

By commenting on a post you can add facts, anecdotes and use this platform to directly talk with people about the issues.



▶ Like

Facebook has recently made updates so you can go further than just “liking” something - you can react (love, anger, etc.). If you see something you agree with, give it a thumbs up. This feature is useful to engage with others without having to



comment on everything that pops up on your newsfeed.

▶ Sharing

If you see a compelling status, video, infographic, etc., feel free to share that content with your friends.



Simply scroll to the bottom of the post you want to share, and hit the **share** button. Facebook will give you an option to **“share now”** (immediately and with all your friends), **“share”** (you can share directly on a friend’s wall), or to **“send in a private message”**.

MESSENGER

- ▶ This is a great tool to directly talk with someone. Messenger keeps it between you and whoever is looped in on the conversation—a private way to communicate so all your friends don't see.

Sending:

- Start a private one-on-one conversation, or make it a group message with multiple people. To compose, click the **"Messages"** icon along the blue header at the top of Facebook. Then click **"New Message"** and enter the name of who you want to send your message to.

Receiving:

- You'll receive a notification that you have unread messages. To check your inbox click on the **"Messages"** icon.
- Messages from non-friends have to be accepted, sometimes they get sent to your **"Message Requests"** folder that you can access by going to the Messages icon and clicking **"Message Requests"** to the right of **"Recent"**.

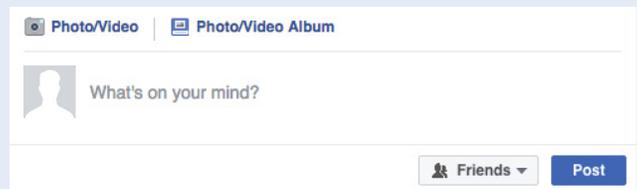


HOW TO POST ON FACEBOOK

On your homepage there is a white box posing a question, **"What's on your mind?"** By clicking there you can add text, a picture, or the link to a video or news article. Then you can set who you want to see the post. When it's complete, click **"Post"**.

Tip: Keep it short and to the point. It's easy to keep scrolling through your newsfeed, which is why lengthy posts that take some time to read tend to get overlooked.

Show your friends what you're doing! Whether you're going to your Member of Congress's town hall or a community event, snap a picture and share.



Join Conservative Groups

THIS IS VITAL TO YOUR ONLINE ACTIVISM EFFORTS

Find local tea party organizations, the county GOP, conservatives in your area, and more by utilizing the **"Search Facebook"** toolbar at the top of Facebook. It'll make some suggestions, but if you look at the bottom of the results, a **"See all results"** option will appear—click that. That will bring you to all the results, and click the tab that says **"Groups"**. When you find what you're looking for click **"Join"**. Private groups will have to accept you, so you might not have immediate access.

This is a great way to find out about events, share information and connect with people in your community. Comment or post within that group to engage and contribute to important conservative conversations.

"LIKE" PAGES

- ▶ It's important to make sure you **"like"** your Representative and Senators' Facebook pages. Use the search bar to look up their name. Once you get to their page click **"like"**.
- ▶ This will add anything they post (press releases, statements, vote updates, co-sponsorships, etc.) to your newsfeed.
- ▶ You can also like pages of organizations (Example: [Heritage Action for America](#)). Any content posted by that organization will also appear in your newsfeed.

CREATING A FACEBOOK EVENT

- ▶ On your homepage, there is a toolbar on the left. There is a tab titled “Events” that you can go to. Click “Create” and update the information. Make sure you decide if you want the event private or public. You can always go back and make edits.
- ▶ Invite friends to the event and share on your own Facebook wall to encourage your friends to invite guests.
- ▶ Create the event at least two weeks in advance, and post in the event page the day before to remind guests—they’ll get a notification from Facebook.

Create Private Event ✕

Private Event
Visible only to people invited
If you change the privacy of guests, you won't be able to change it to public.

Public Event
Visible to anyone on or off Facebook

Theme 📷 Upload Photo

Recommended Themes ✕

Event Name

Location

Date/Time + End Time

Description

Guests can invite friends

Cancel Create Private Event

Suggested Facebook profiles to “like”:



- ▶ Heritage Action for America
- ▶ The Heritage Foundation
- ▶ The Daily Signal
- ▶ Jim DeMint
- ▶ The legislative and campaign accounts for your Representative and Senators
- ▶ Media outlet accounts: Fox News, Daily Signal, The Hill, Morning Consult, Washington Examiner, etc.



TWITTER

CREATE YOUR ACCOUNT

- ▶ Set your privacy settings – for Twitter it works best on **public**

That being said, if someone is bothering you *don't hesitate to block them.*



- ▶ Follow people



Your Member of Congress, news outlets, conservative organizations, etc.

- ▶ After you have filled in all the appropriate information, hit the **“Sign Up”** button.

Suggested Twitter accounts to follow:

- ▶ Heritage Action: [@Heritage_Action](#)
- ▶ Heritage Foundation: [@Heritage](#)
- ▶ Heritage on the Hill: [@HeritageOTH](#)
- ▶ The Daily Signal: [@DailySignal](#)
- ▶ Jim DeMint: [@JimDeMint](#)
- ▶ Michael Needham: [@MikeNeedham](#)
- ▶ Dan Holler: [@danholler](#)
- ▶ Fox News: [@FoxNews](#)
- ▶ Morning Consult: [@MorningConsult](#)
- ▶ The Hill: [@thehill](#)
- ▶ Washington Examiner: [@dcexaminer](#)
- ▶ The legislative and campaign account of your Members of Congress

Create Content—
Tweet!

Don't be afraid to
directly engage in a
conversation.

LEARN AND USE THE LINGO

- ▶  **RT (Retweet)**
Repost or forward a message posted by another user.
- ▶  **“Like”**
Liking a Tweet indicates you appreciate it. Find all of your likes by clicking the likes tab on your profile.
- ▶ **Mention**
A mention is a Tweet that contains another user’s username with the @ symbol before their name, anywhere in the body of the Tweet.
- Example tweet: “@JimDeMint explains why America stands with the UK <http://dailysign.al/28Ojw18>”

- ▶ **Bio**
Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to describe your persona on Twitter.
- ▶ **Verification**
A process whereby a Twitter account receives a blue check icon to indicate that the creator of these Tweets is a legitimate source. Verified users include public figures and those who may have experienced identity confusion on Twitter.

- ▶ **Hashtag**
The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.



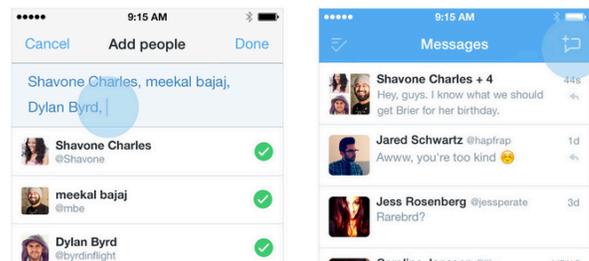
▶ Replies

A reply is a response to another user’s Tweet that begins with the @username of the person you’re replying to. Reply by clicking the Reply button on a Tweet.



▶ Direct Message (DM)

Direct Messages are private messages sent from one Twitter user to another Twitter user. Use Direct Messages for one-on-one private conversations, or between groups of users. You must follow each other to send messages.



▶ How to participate in a Tweetfest or Twitter chat

Usually there will be a hashtag used to brand the conversation. If you click the hashtag and go to the “live” tab you can follow in real time.

LISTS

► Building Lists

A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the accounts on that list.

TO CREATE A LIST ON TWITTER FOR IPHONE:

1. From the **Me** tab, tap the **gear** icon.
2. Select **View lists**.
3. Tap the **plus icon** to create a new list.
4. Select a name for your list, and a short description of the list. The default setting for your list is public (anyone can subscribe to the list). To make the list only accessible to you, slide the switch next to Private to on.
5. Tap **Save**.

TO CREATE A LIST ON TWITTER FOR ANDROID:

1. In the top menu, you will either see a navigation menu icon or your profile icon. Tap whichever icon you have, then select **Lists**.
2. Tap the **plus icon** to create a new list.
3. Select a name for your list, and a short description of the list. The default setting for your list is public (anyone can subscribe to the list). To make the list only accessible to you, tap the checkbox next to **Keep Private**.
4. Tap **Save**.

TO CREATE A LIST VIA THE WEB:

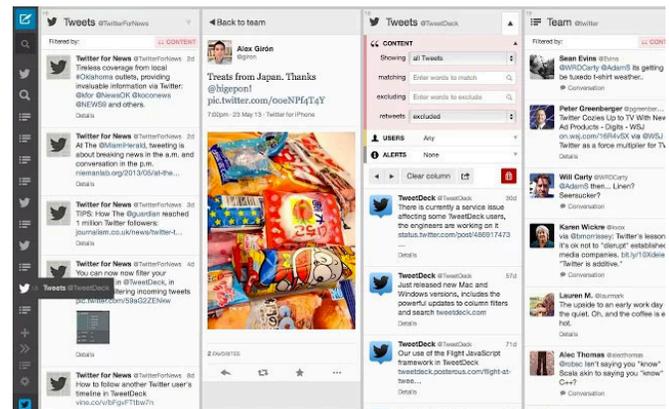
1. Click on your profile icon to show the drop down menu.
2. Click on **lists**.
3. Click **Create new list**.
4. Select a name for your list, and a short description of the list. Then select if you want the list to be private (only accessible to you) or public (anyone can subscribe to the list).
5. Tap **Save**.

OTHER USEFUL TOOLS

► TweetDeck

There are some useful websites that can make navigating the world of Twitter more convenient, and **TweetDeck** is one of them. Log in using your Twitter account and it will create a dashboard.

- You can send tweets immediately, or schedule them to be sent out later. Create custom columns tailored to what you want to view in your newsfeed. (Mentions, direct messages, lists, trends, favorites, search results, hashtags, or all tweets by or to a single user)



► Bitly

By going to <https://bitly.com/>, you can copy a URL to a video, news article, or any link, and this website will generate a new, shorter link for you to include in your tweet.

► Canva

Sometimes it's nice to change up your social media posts to include a graphic. Websites like www.canva.com are a great place to start.

- Pick what layout you want to use based on what platform you plan on posting your graphic to (is this for Facebook? Twitter?) This will ensure you have the correct dimensions.
- Add some text to a picture, it'll grab attention and convey your message effectively. Play around with some of the templates, but **remember to keep it simple**.

WHAT IS A SENTINEL?

Sentinels are knowledgeable conservative activists who take meaningful action to hold their Member of Congress accountable.

Sentinels come from all backgrounds across the country with the common goal of holding Congress accountable. Heritage Action works with you individually, building your knowledge, growing your influence, and preparing you to take meaningful action. Sentinels commit to partnering with us to stand guard for freedom, lead in their circles of influence, and communicate with elected officials. They know the issues, grow their activist skills and networks and go out and lead in their communities.

Take the first step today to becoming an even more effective conservative activist.

4 SIMPLE STEPS TO BECOME A HERITAGE ACTION SENTINEL

01

COMPLETE AN INFLUENCE PROFILE

Submit a 3 minute questionnaire about your past experience and more information.

02

SPEAK WITH OUR PLACEMENT SPECIALISTS

A Heritage Action DC team member will arrange a phone call to discuss your specific interests, answer any questions you have and help identify what training, support and coaching you need to deepen your activist journey.

03

MEET YOUR ACTIVISM COACH

You will meet your Heritage Action grassroots representative who will work with you to build your activism skills, provide direct information from DC and walk alongside you in the journey to turn the country around.

04

BECOME A HERITAGE ACTION SENTINEL

Get exclusive access to a weekly briefing call direct from Heritage Action's DC based team, access to issue briefs, FAQ sheets and an online community of activists.



Complete your influence profile today:

<http://heritageaction.com/sentinel>

 [@heritageforamerica](https://www.facebook.com/heritageforamerica)

 [@heritage_action](https://twitter.com/heritage_action)

Make a Donation: 202.548.5280

As a 501 (c)(4) and sister organization of The Heritage Foundation, Heritage Action for America is a widely respected government relations team and group of committed conservative activists doing the hard work of Congressional accountability.