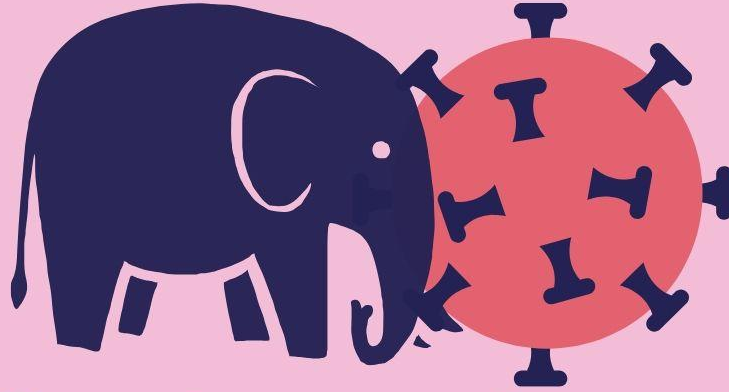


# Use the Power of Social for GOOD

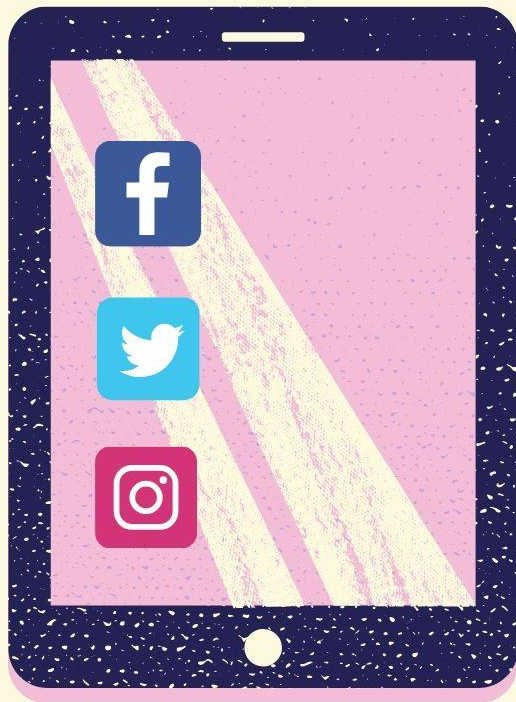
with J. Sailor Jones for #CreateGood20  
@jsailorjones | sailor@democracync.org



# Let's talk about that elephant in the Zoom<sup>®</sup>...er, room.

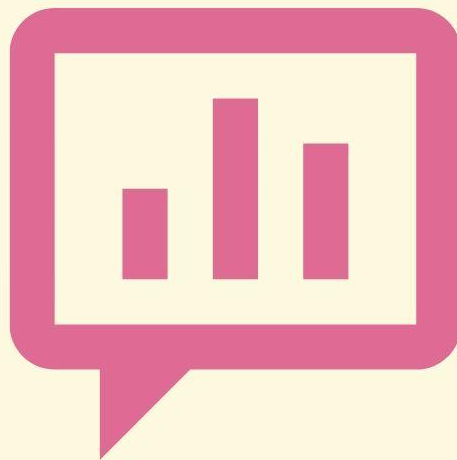
COVID-19 (+those impacted) is on everyone's mind.  
I'm so glad you're safe and able to be here.

Let us know if we can help: [@jsailorjones](#) or [#CreateGood20](#)



# There are differences.

Obvi: FB, Twitter, and IG appeal to different folks — a consideration we should all look to when determining whether our orgs should participate and build impact.



## **QUICK POLL: Which do you use?**

Tell us which of the three — Facebook, Instagram AND/OR Twitter — you're using to reach your organization's audiences OR if you're ALL IN.



### **Who's there?**

Facebook has broad appeal across age, race, and ethnicity — 68% of American adults report using the platform — and is more popular with college grads, younger adults and among those who identify as women.

### **Why should you be there?**

Everyone who uses social media as a means of connection uses Facebook.

**Potential COVID-19 Impact:**  
Popularity of Facebook Groups



### **Who's there?**

Young folks cannot survive without Instagram. 71% of U.S. 18- to 24-year-olds have an Instagram account and drops off significantly for older Americans.

### **Why should you be there?**

With everything from LIVES to DMs, you can truly create an interactive community.

### **Potential COVID-19 Impact:**

Use of Instagram LIVE explodes





**Who's there?** About 24% of adult Americans say they have a Twitter account. Men and women represent its users nearly equally. Like with Facebook, users skew younger, but may be more affluent, city-folk ("influence-makers").

**Why should you be there?** Twitter is meant for sharing ideas, and catching up with news and trends around the world. You have ideas, want to be news, and would like to connect with what people care about.

**Potential COVID-19 Impact:** Where you'll find gatekeepers and individual experts, news orgs, and public health leaders.



# Assumptions.

You have no budget.

You are one person.

You still need to be social.





# IMPACT FOR GOOD "TOP 10"

Plus examples so you know I'm not making it up...

# #1 – Do it before you talk about it.

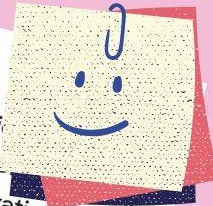
Whether you're a nonprofit brand or not, people are wary of brands that use issues as marketing ploys. What your org says needs to match what it does.

**Walk the walk.**



## Over 25 Years of Speaking Truth to Power

Democracy North Carolina grew out of Democracy South which began as a project of the Institute for Southern Studies. [For more than 25 years](#), we have challenged the culture of money in NC politics and promoted greater voter participation. We are conservative because we champion the core principle of a democratic republic: one person, one vote. We're liberal because we trace our roots to the Civil Rights Movement and champion equal rights. We are non-partisan: we do not favor one candidate or party over another; we advocate for policies, not politicians. We've taken on powerful industries and politicians of both parties. Here's a sample of our reports and complaints filed against Democrats and Republicans since 1991. Most can be found on the [Research Library](#). For a downloadable version, [click here](#).



**"WE ADVOCATE FOR POLICIES,  
NOT POLITICIANS. WE'VE TAKEN  
ON POWERFUL INDUSTRIES AND  
POLITICIANS OF BOTH PARTIES."**

 Tweet This Quote

**1997:** Complaint filed with State Board of Elections about \$100,000 given by Stephen Pierce, owner of NC's largest chain of rest homes, to Gov. Dennis Wicker (D), etc. A 3-part series (with the influence of nursing and rest home industry money in controlling affecting elder care. Several reports focus on secretive donation disclosure, which lead to enactment of major reform: disclosure

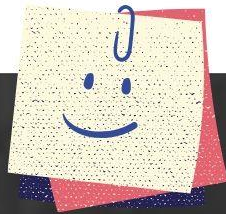
**1997:** Board of Transportation scandal – several reports document Gov. Jim Hunt (D) to BOT and their misuse of office; we call State Auditor and FBI get involved; BOT members resign; legislative

**1996:** Pollution Lobby – investigative series (with Independent polluters and developers decides the fate of environment shows correlation of states with high voter turnout and

**1995:** Special-Interest Legislature – produced series (other donations financing state legislators' campaign on money from hog industry; our research is used in

**1994:** Bank Heist – analysis of a tax break for NC banks, which is protected by the industry's \$1 million annual spending on campaign contributions

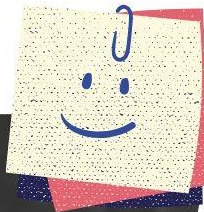


[Home](#)[Español](#)[Platform](#) 

# NC United for Survival & Beyond

We are a coalition of organizations that have co-created 10 demands of the NC General Assembly and Governor to respond to the most vulnerable communities during COVID-19... and beyond.

[SIGN ON](#)[OUR PLATFORM](#)

[Home](#)[Español](#)[Platform](#) ▾

North Carolina has available dollars — approximately \$1.2 billion in the Rainy Day fund and \$2 billion in unappropriated funds. This is the time to use this money for vital services, pass a comprehensive budget, and enact a more equitable and fair revenue structure. The time is now to use this money to mitigate the harm facing North Carolinians during this pandemic. We urge our Governor and the North Carolina General Assembly to act as soon as possible on the following demands in accordance with the values we have named above:

- 1) Expand Medicaid and Protect Our Hospitals:** Expand Medicaid without impediments to access such as work requirements. During a public health crisis, it's more important than ever that every North Carolinian has access to care. The State should act immediately to ensure that everyone has access to free and widespread testing, prioritizing the testing of frontline care professionals who work in home and community settings (healthcare professionals, home health aides, cleaning and custodial staff, etc.), without their information being shared with local or federal law enforcement, including ICE, in addition to health insurance and access to mental health care regardless of their pre-existing conditions, immigration status, employment status, or sexuality. North Carolina should also look at emergency appropriations to support our weakened public health infrastructure, particularly investing in rural hospitals.
- 2) Protect Immigrants:** North Carolina leaders should instruct Department of Public Safety employees to cease notifying ICE agents of upcoming probation appointments by immigrants; as recently as last week immigrants have been taken into custody with the active participation of DPS employees. Where people are detained in ICE custody, such as the Alamance County Detention Center, ensure all facilities are prioritizing the health and well-being of people detained, including a provision for quarantining anyone who tests positive for the virus at a hospital, not at a prison or jail.
- 3) Protect Incarcerated People:** According to public health experts, incarcerated individuals “are at special risk of infection, given their living situations,” and “may also be less able to participate in proactive measures to keep themselves safe;” “infection control is challenging in these settings.” North Carolina should use compassionate release to free North Carolinians incarcerated in prisons and jails who are non-violent offenders and are also particularly vulnerable to COVID-19, including people over age 65, people who are pregnant, people with serious illnesses, and those with compromised immune systems. North Carolina should also end cash bail and suspend pretrial confinement since it creates the ideal environment for the transmission of contagious disease.



[Home](#)[Español](#)[Platform](#) ▾

**Democracy NC**  
@democracync

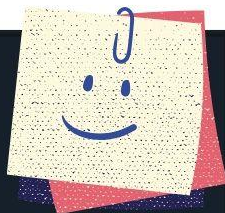
👏 Protect our democracy (and our people) amid **#COVID19** @NC\_Governor, @timmoorenc, @SenatorBerger — it's time to eliminate barriers to online voter registration and voting by mail. [survivalandbeyond.info](https://survivalandbeyond.info) #united4survival #ncpol



12:40pm · 24 Mar 2020 · TweetDeck



**Democracy NC**  
@democracync



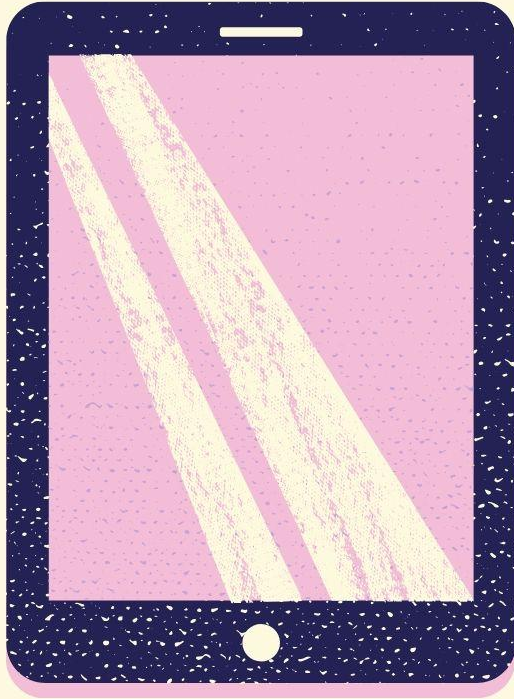
We're fighting for a **#COVID19** response that protects you and our elections: [demnc.co/protect](https://demnc.co/protect) **#ncpol**



**Democracy NC's Elections Recommendations Amid CO...**  
[democracync.org](https://democracync.org)

45pm · 27 Mar 2020 · TweetDeck

...it creates the ideal



## **#2 – Influencers are everywhere.**

Social media is dominated by influencers who are getting paid exorbitant amounts to promote brands.

Find YOUR pro-bono influencers.

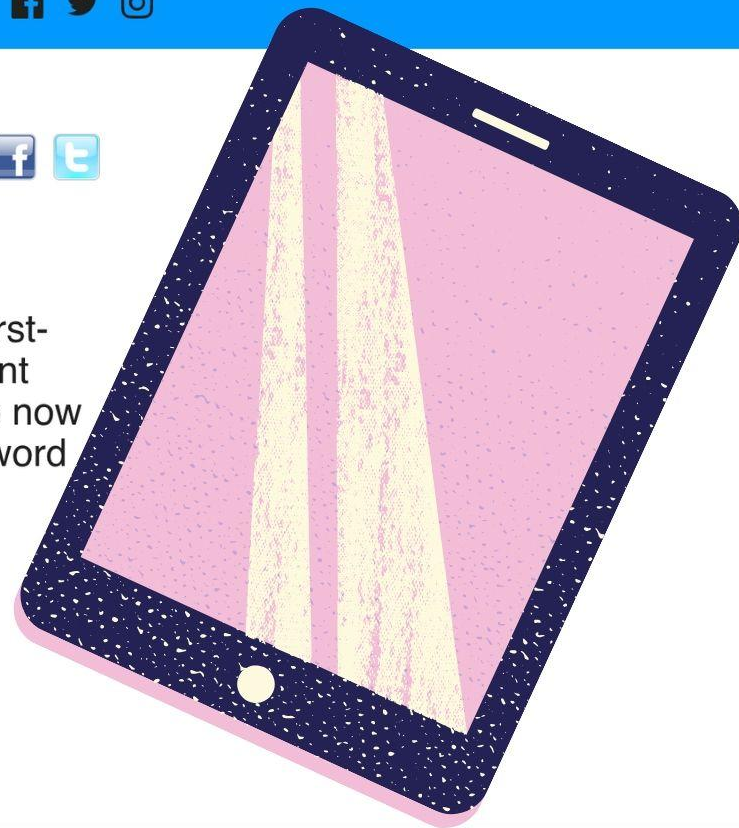


## Sign Up to Be a Digital Democracy Defender!

Democracy NC's Digital Democracy Defenders (or #3D) is our first-ever online crowdspeaking team that amplifies our most important messages on social media by helping us say it together. Sign up now for upcoming information on how to spread the Democracy NC word where you already are -- on social media.

First Name\*

Last Name\*







**Aylett Colston**

@EveryVoiceNC · FOLLOWS @JSAILORJONES

North Carolinian. Attorney. Advocate for fair elections & the rule of law. Davidson College, W&L Law alumna. Dum spiro, spero.

North Carolina, USA · EveryVoiceNC.org

Joined May 2016

TWEETS  
15,502

FOLLOWING  
1,226

FOLLOWERS  
2,799

LISTED  
33

Following



Followed by [Michael Wilson](#), [Gail Young For NC](#), [Anita Earls for NC Supreme Ct.](#) and [more](#).



TWEETS



MENTIONS



LIST



COLLECTION



LIKES



**Tyler Walker**

@tj\_walker14 · FOLLOWS @JSAILORJONES

Good Friends Good Family Good Life NCCU Democracy Matters Chapter President

Joined Aug 2014

FOLLOWING  
90

FOLLOWERS  
93

LISTED  
0

Following



Followed by [Democracy NC](#).



MENTIONS



LIST



COLLECTION



LIKES



**Teri Kanefield** @Teri\_Kanefield  
 16/ Get busy. Find a voter protection organization and join. Turn our anxiety and outrage into action.

When courts made terrible decisions, say, "This was a terrible decision. We need to win the next few elections so that we can get better judges onto the courts."

6 102 328



**Aylett Colston** @EveryVoiceNC  
 Replying to @Teri\_Kanefield

In North Carolina, I suggest people follow @democracync & sign up for their emails with specific calls to action. Election laws vary state-by-state, so a state organization is likely best (especially in NC).

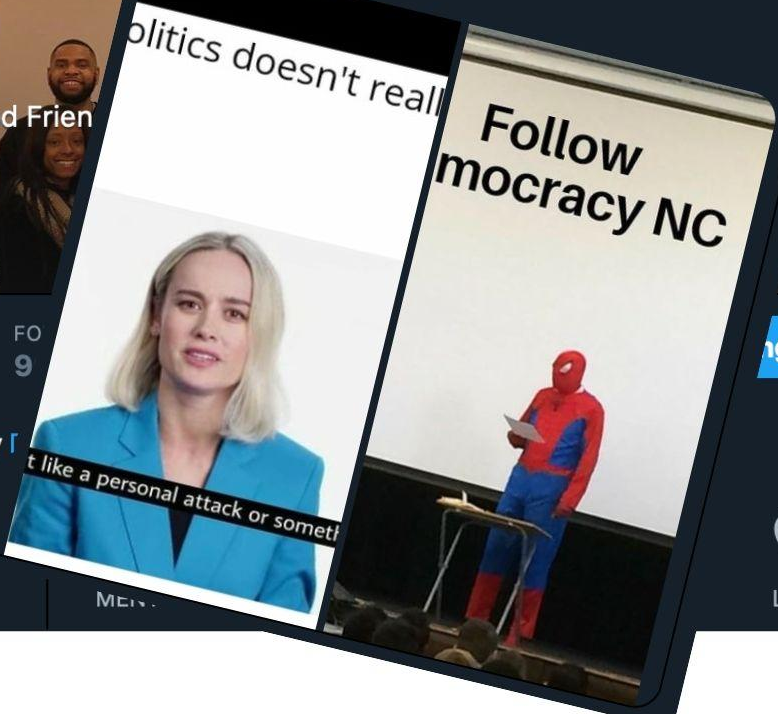
democracync.org



the rule of... spero.



**Tyler Walker** @tj\_walker14  
 Follow @democracync  
 #ForThePeople  
 #NorthCarolina



LIKES



TWEETS

MENTI

LIKES

MENTI

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y

TWEETS  
15,502

FOL  
1,21

Followed by Michael and mor



# #3 – Lead from the top.

Building a reputation for your leaders on social is key to earning trust, sharing accurate information, and lending conviction to your organization's purpose.

Your boss (and/or directors) probably need to be tweeting.



**Michael Li 李之樸** ✓

@mcpli

Redistricting & voting counsel at @brennancenter at @NYUlaw.  
Opinions mine. Usual caveats about retweets. From TX, so lots of  
tweets about the Lone Star State.

Brooklyn, NY · [brennancenter.org/expert/michael...](https://brennancenter.org/expert/michael...)

Joined Nov 2008

TWEETS  
**48,738**

FOLLOWING  
**2,173**

FOLLOWERS  
**14,588**

LISTED  
**496**



Followed by [Allison Riggs](#), [Aylett Colston](#), [Billy Corriher](#) and [more](#).



TWEETS



MENTIONS



LIST



COLLECTION



LIKES



**Michael Li 李之樸** ✓  
@mcpli

The interesting thing about this election is that it will highlight more than most how we vote under very different voting rules depending on where we live - with the franchise being broader in some states than others & it being much easier to vote in some states than others.

**Jesse Wegman** ✓ @jessewegman

Biden has 6-point lead in national polls, but "the election will be decided in the battleground states."

The founders didn't plan for "battleground" states. James Madison tried to amend the Constitution to get rid of them.

A national popular vote is the only answer.

[twitter.com/UpshotNYT/stat...](https://twitter.com/UpshotNYT/status/124...)  
[twitter.com/jessewegman/status/124...](https://twitter.com/jessewegman/status/124...)

1:51pm · 13 Apr 2020 · Twitter Web App

TWEETS  
48,738

Followed by



TWEETS

MENTIONS



LIST



COLLECTION



LIKES



**Michael Li 李之樸** ✓  
@mcpli

People keep talking about these things called 'pants'

**Jeff Strater** ✓ @jeffstrater  
👖👖 Today I will attempt to wear pants that have a button & zipper... rather than pants with an elastic waistband.  
Wish me luck. 👖👖

11:15am · 15 Apr 2020 · Twitter for iPhone



**Michael Li 李之樸** ✓  
@mcpli

The interesting thing about this election is that it will highlight more than most how we vote under very different voting rules depending on where we live - with the franchise being broader in some states than others & it being much easier to vote in some states than others.

**Jesse Wegman** ✓ @jessewegman  
Biden has 6-point lead in national polls, but "the election will be decided in the battleground states."

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A national popular vote is the only answer.  
[twitter.com/UpshotNYT/stat...](https://twitter.com/UpshotNYT/status/124...)  
[twitter.com/jessewegman/status/124...](https://twitter.com/jessewegman/status/124...)

1:51pm · 13 Apr 2020 · Twitter Web App





Michael Li 李之樸  
@mcpli

People keep talk  
things called 'r

Jeff Strater  
Today I  
have a butt  
with an el  
Wish me

11:15am · 15 Apr 2020



Michael Li 李之樸 Retweeted

Brennan Center

@BrennanCen... 6d

Much like how the Reagan  
Administration discounted scientific  
expertise around HIV/AIDS for  
political purposes, we're seeing the  
Trump Administration refuse the work  
of medical and public health experts  
with [#COVID19](#). [bit.ly/3a67fPb](https://bit.ly/3a67fPb)

4 53 85



Michael Li 李之樸  
@mcpli

The interesting thing about  
this election is that it will  
highlight more than most how

TWEETS  
48,738

Followed by



TWEETS

MENTIONS



LIST



COLLECTION

LIKES



**Allison Riggs**

@AllisonJRiggs FOLLOWS @JSAILORJONES

Interim Executive Director and Chief Counsel for Voting Rights at the Southern Coalition for Social Justice. \*views are my own\*

Durham, NC · [scsj.org](https://scsj.org)

Joined Jan 2019

TWEETS

343

FOLLOWING

240

FOLLOWERS

784

LISTED

11

Following

Followed by [Daniel I. Weiner](#), [Isela Gutierrez](#), [Lynn Bernstein](#) 🗳️ and more



TWEETS



MENTIONS



LIST



COLLECTION

LIKES



**Allison Riggs**  
@AllisonJRiggs

New NC voter purge lawsuit. Aggressively pursuing a voter suppression strategy during a pandemic, when US election administrators are scrambling to create safe access to the franchise? Real classy. Also, FYI: not on our watch.  
[newsobserver.com/news/stat](https://newsobserver.com/news/state/nor...)  
[e/nor...](#) @scsj @AP @LWVNCarolina

**The News & Observer**

**Group sues for more robust N. Carolina voter roll cleanup**  
[newsobserver.com](https://newsobserver.com)

4:27pm · 9 Apr 2020 · Twitter Web App

3 Replies 29 Retweets 55 Likes





**Michael Li 李之樸**

@mcpli

I agree with Allison here, plus will add that \*not killing people\* has to be paramount. It literally is not possible to imagine people going door to door in the Bronx right now. And that's what census follow up entails, hundreds of thousands of census workers going door to door.



**Allison Riggs**  
@AllisonJRiggs

New NC voter purge lawsuit. Aggressively pursuing a voter suppression strategy during a pandemic, when US election administrators are scrambling to create safe access to the franchise? Real classy. Also, FYI: not on our watch.  
[newsobserver.com/news/statelibrary/nor...](https://www.newsobserver.com/news/statelibrary/nor...) @scsj @AP @LWVNCarolina

The News & Observer

Group sues for more robust N.C. voter roll cleanup  
[newsobserver.com](https://www.newsobserver.com)

4:27pm · 9 Apr 2020 · Twitter Web App  
3 Replies 29 Retweets 55 Likes

**Allison Riggs** @AllisonJRiggs  
Me too! But bad data? Not an option either. Rock <-> hard place. #BeCounted #2020Census #COVID19 @scsj  
[twitter.com/hansilowang/status/125053839...](https://twitter.com/hansilowang/status/125053839...)  
[twitter.com/AllisonJRiggs/status/125053839...](https://twitter.com/AllisonJRiggs/status/125053839...)

10:41am · 16 Apr 2020 · Twitter Web App

COLLECTION

TWEETS  
343

FOLLOWING  
240

Followed by [Daniel I. Weiner](#), [Is](#)



TWEETS



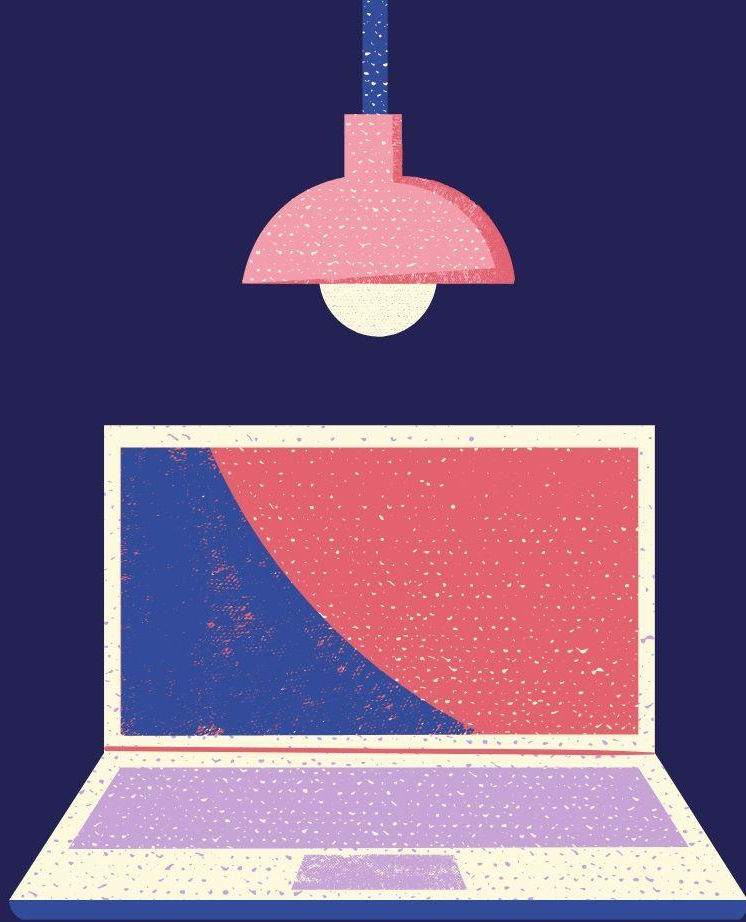
MENTIONS



COLLECTION



LIKES



# #4 – State Your Convictions.

You're not just data points or talking points.  
You believe things — share them for a BIG impact.

**AND be able to back. them. up.**



**Allison Riggs**

@AllisonJRiggs

New NC voter purge lawsuit. Aggressively pursuing a voter suppression strategy during a pandemic, when US election administrators are scrambling to create safe access to the franchise? Real classy. Also, FYI: not on our watch.

[newsobserver.com/news/stat  
e/nor...](https://newsobserver.com/news/state/nor...) @scsj @AP  
@LWVNCarolina

## The News & Observer

**Group sues for more robust N.  
Carolina voter roll cleanup**

[newsobserver.com](https://newsobserver.com)

4:27pm · 9 Apr 2020 · Twitter Web App

3 Replies 29 Retweets 55 Likes





Democracy NC  
@democracync

Condemn white supremacy? Be willing to fight racist gerrymandering and any laws that target Black voters w/ "surgical precision."  
#justsayin



2:00 PM - 13 Aug 2017



Allison Riggs

@AllisonJRiggs

New NC voter purge lawsuit. Aggressively pursuing a voter suppression strategy during a pandemic, when US election administrators are scrambling to create safe access to the franchise? Real classy. Also, FYI: not on our watch.

[newsobserver.com/news/stat  
e/nor...](https://newsobserver.com/news/state/nor...) @scsj @AP  
@LWVNCarolina

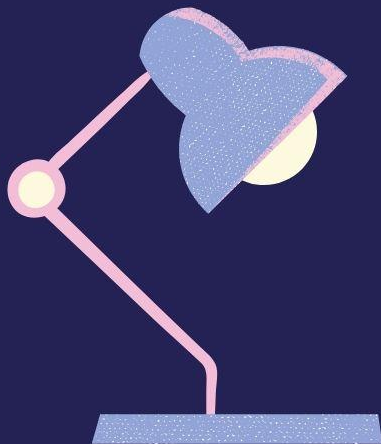
The News & Observer

Group sues for more robust N.  
Carolina voter roll cleanup  
[newsobserver.com](https://newsobserver.com)

4:27pm · 9 Apr 2020 · Twitter Web App

3 Replies 29 Retweets 55 Likes





## #5 – Be the Hope.

The coronavirus pandemic has driven interest in uplifting headlines way up.  
It's time to give people a reason to keep fighting.

**It's time to get serious about optimism.**

 Democracy NC  
@democracync

YES! In only a few days, nearly 1,000 North Carolinians have contacted their lawmakers at the [#ncga](#) in support of more (and safer) voting access amid the [#COVID19](#) crisis. Are you one?

We've made it easy: [demnc.co/access](https://demnc.co/access)



 J. Sailor Jones  
@jsailorjones

Victory amid a crisis! After less than a week, nearly 750 North Carolina voters have registered online why sheltering at home and are ready to vote in 2020. [#COVID19](#) [#ncpol](#)

 Democracy NC  
Bell: 748

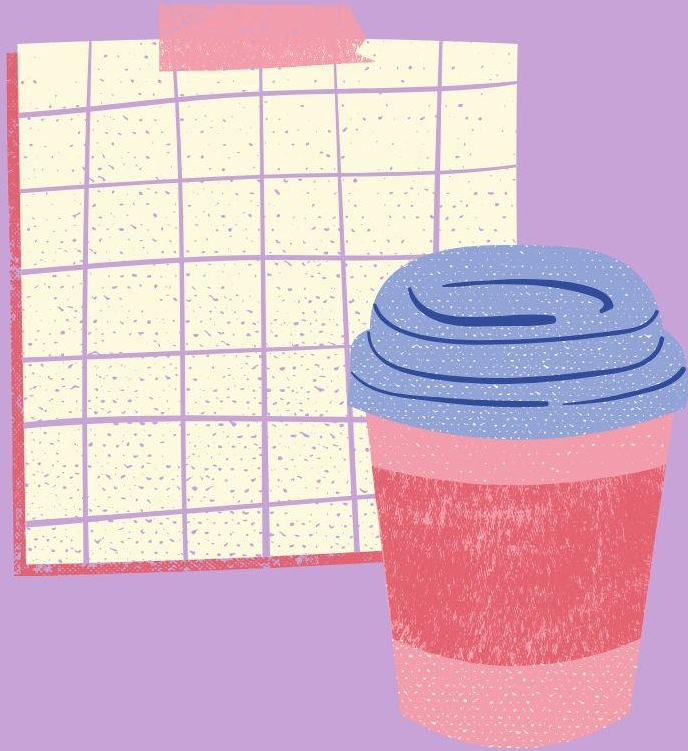
That feeling  
when you  
finally win  
Online Voter  
Registration.

13,905 VOTERS WERE  
ABLE TO UTILIZE  
**SAME-DAY**  
REGISTRATION  
DURING EARLY VOTING  
**THIS YEAR.**

DEMOCRACY NC

[#wewote](#)

DEMOCRACY NC



## # 6 - Compare yourself.

What are local, state, and national orgs in your sphere doing to reach your audience?

Compare — but ONLY to your peers.





WE TRAIN VOLUNTEERS TO



Register



## Holding Power Accountable

Text **CAUSE** to **97779** for news and al

Common Cause

### You Can Vote

@youcandotenc Follows you

We make democracy work! You Can Vote EMPOWER NC citizens to cast their vo'

📍 North Carolina, USA 🔗 [youcandot](#)

164 Following 565 Followers

 Followed by Saige Martin, Allison Riggs, and 201 others you follow

**Tweets**

Tweets & replies

Media

Tweets & replies

Media

Likes

### CommonCauseNC

@CommonCauseNC Follows you

A nonprofit and nonpartisan organization dedicated to encouraging citizen participation in democracy.

📍 Raleigh, NC 🔗 [CommonCause.org/nc](#) 📅 Joined May 2010

1,155 Following 3,824 Followers

 Followed by Saige Martin, EQV Analytics, and 201 others you follow

**Tweets**

Tweets & replies

Media

Likes



**Brennan Center** ✓

@BrennanCenter

We are a nonpartisan law and policy institute w  
defend our country's systems of democracy a

📍 New York & Washington D.C. 🔗 [brennar](#)

📅 Joined February 2009

3,370 Following 160.5K Followers

 Followed by Allison Riggs, Anita Earls fo

Tweets

Tweets & replies



**ACLU** ✓  
@ACLU

The ACLU is a nonprofit, nonpartisan, legal and advocacy 501(c)(4) organization.  
Visit our site for more about us and our affiliated org, the ACLU Foundation.

📍 All 50 states 🔗 [aclu.org](#)

📅 Joined February 2008

5,681 Following 1.6M Followers

 Followed by Mike Meno, Saige Martin, and 474 others you follow

Tweets

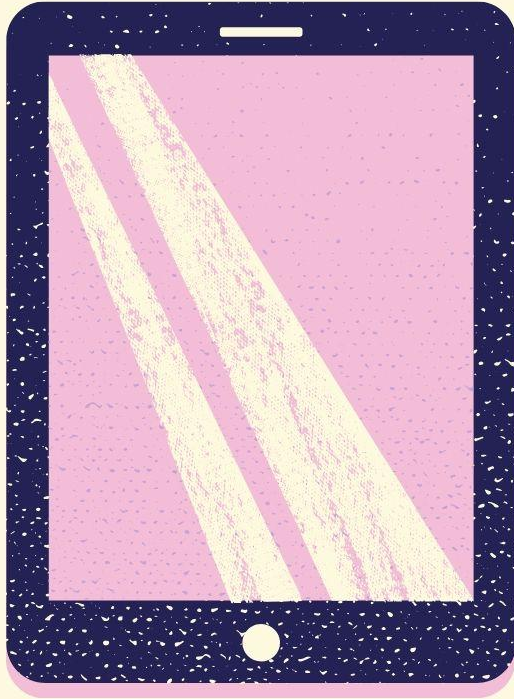
Tweets & replies

Media

Likes



Follow



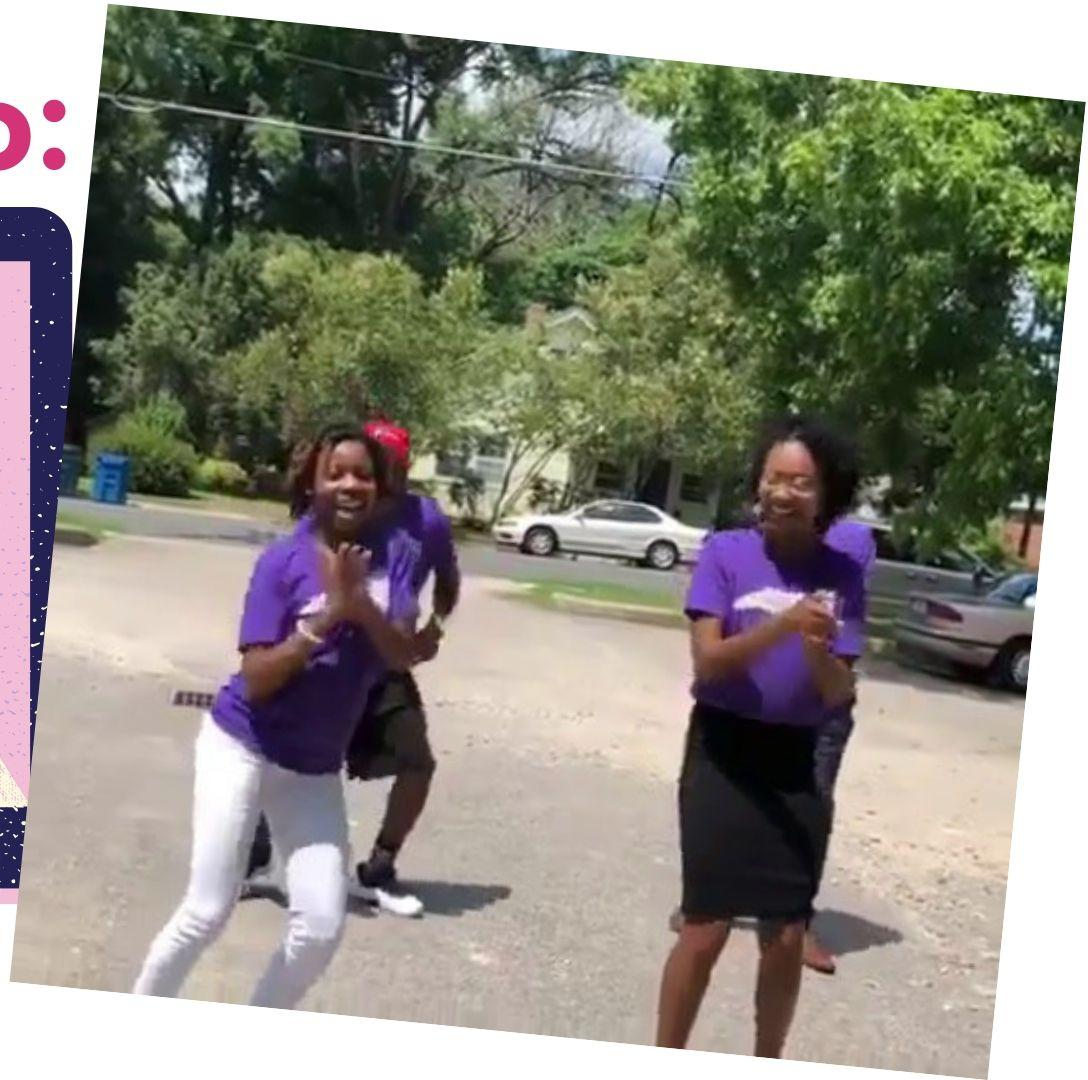
## #7 – TikTok But Not.

Whether it is short-form videos like those popular on TikTok or Stories or long-form content on YouTube, videos are the future of social media content.

**Be a part of the trend, not necessarily the platform.**



# A video:

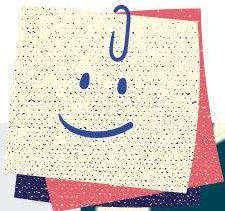


# #8 – Build Deeper Connections.

From fostering user-generated content to building smaller social communities, people want more connection, not less.

Like-minded folks want to connect.  
Help them.





# Democracy NC Buncombe Nonpartisan Voter Registration Partners

 Private group



Interacting as  
yourself

About

Discussion

Members

Events

Photos

Watch Party

Moderate Group

Group Quality



Joined ▼

✓ Notifications

➦ Share

⋮ More



Write Post



Photo/Video



Live Video



More



Write something...

GROUP BY



Democracy North Carolina

16,293 like this



Learn More



# Census 2020 & Election 2020

Private group



Interacting as  
Democracy North...

About

Events

Shortcuts

TurnOUT NC

1

My Home, NC

Democracy North ...

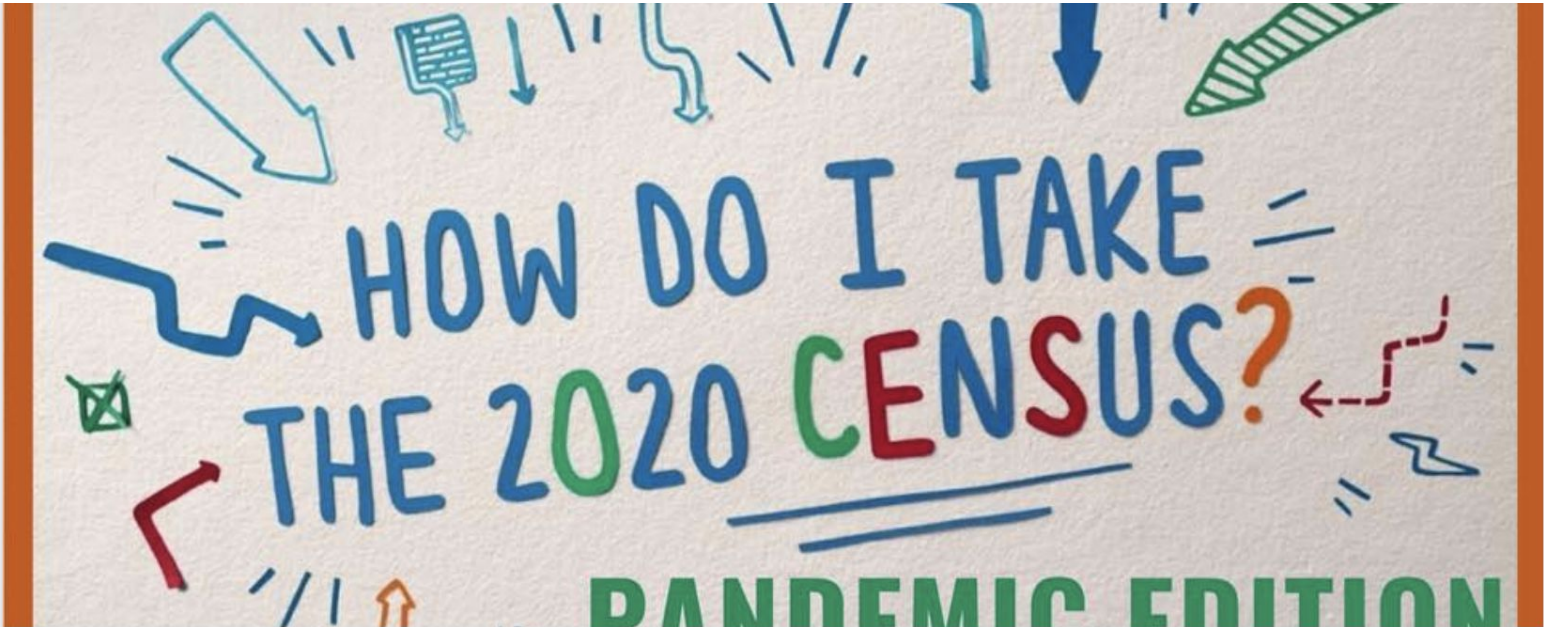
20+

NC Channel

HKonJ -- Historic T...

20+

Democracy NC Runcom

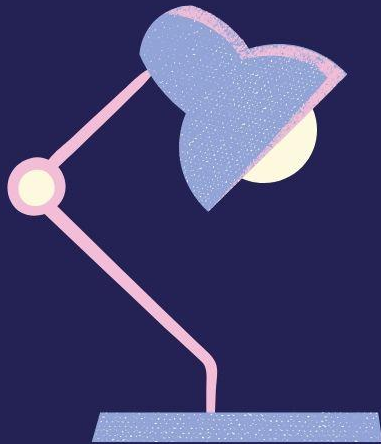


Pending ▾

... More

About This Group

HISTORY



## **#9 – Customer Service (but in private).**

As our social media “friend” lists become more unwieldy, and concerns about privacy grow, more folks are turning to private groups and messaging in order to connect.

**Direct communication provides good customer service to your supporters.**



## Connect to Instagram

Manage comments and Direct messages in Inbox. Other people who manage the Page also may be able to post and take other actions on the connected account. [Learn More](#)



Connect



Sarah Haley

Mar 11

You: Thank you for this!



Willard Bruce Seehorn

Feb 29

I voted without knowing, thanks anyway



Pam Pearson

Feb 28

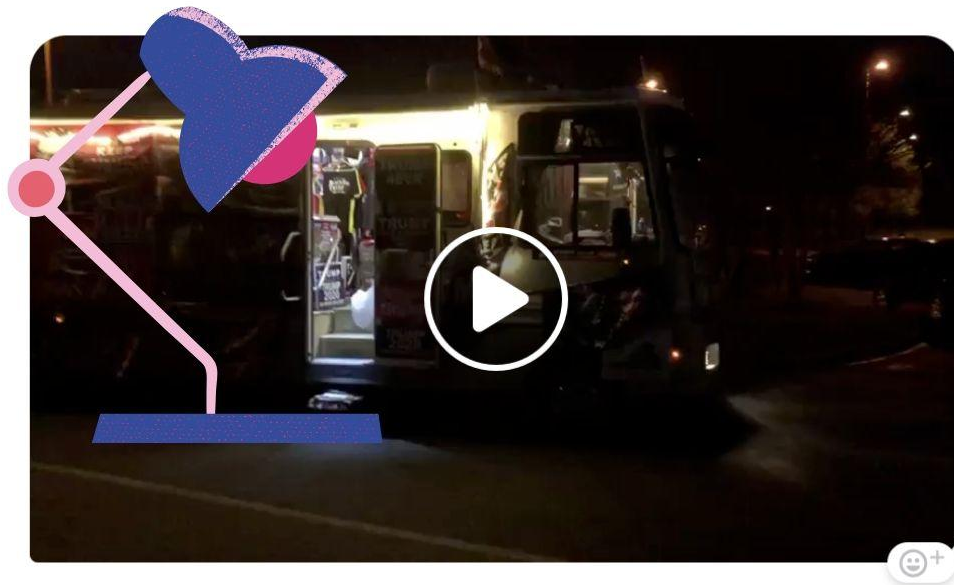
You: Hm I'm not sure what that was!



Lori Johnson

Feb 28

No worries. I found vote411 per my local...



Hi, this happened at precinct 227 tonight

Around 7 pm



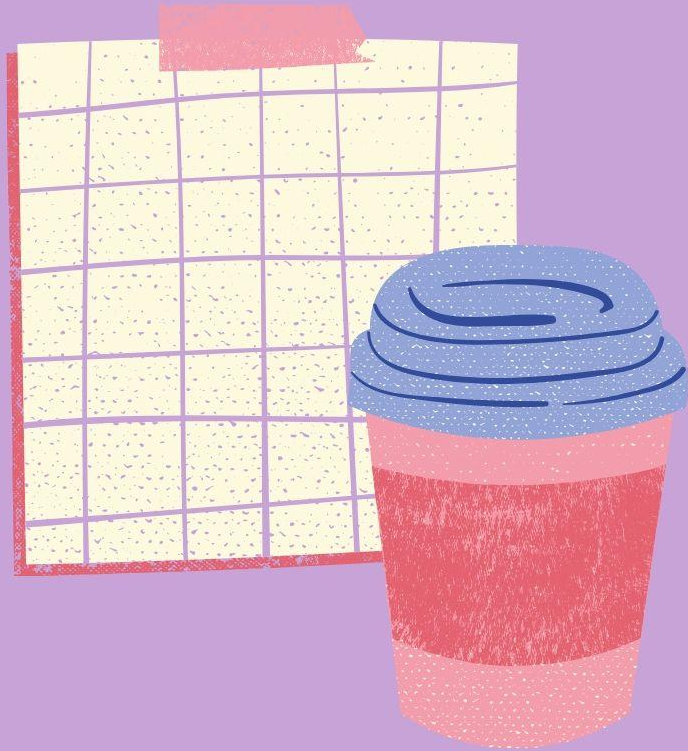
In Charlotte

MAR 11, 2020, 2:14 PM

Thank you for this!







# **# 10 – There is no online without offline.**

No Online Effort — social or otherwise — will be successful without Offline Relationships.

Focus on building trust in the "off season."



Welcome to @equalitync's #LGBT  
Health Care in the New  
Marketplace town hall -  
@followjenjones is ur moderator.  
PLS use hashtag: #NCLGBThealth

7:00pm · 22 Jan 2014 · TweetDeck

3 Retweets

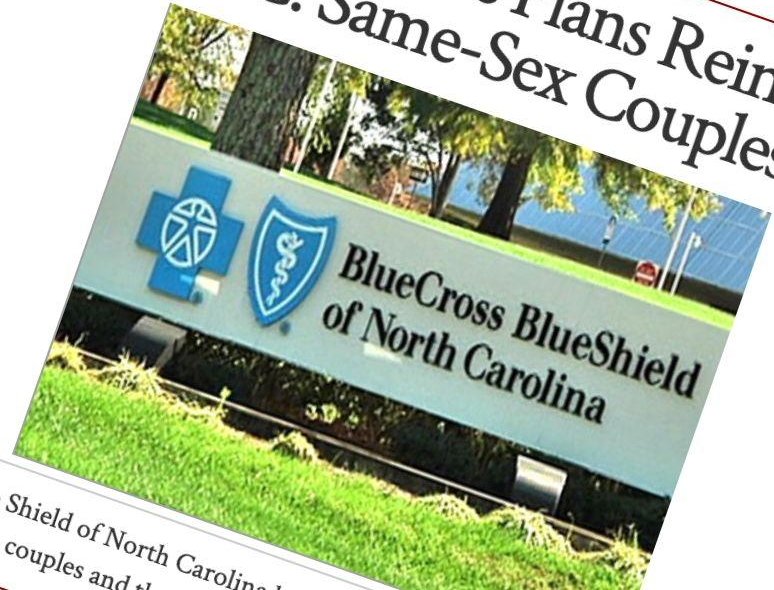


# Gay families are being excluded from Obamacare benefits in Ohio and other states

Updated Jan 12, 2019; Posted Feb 19, 2014



## HEALTH ► Canceled Insurance Plans Reinstated N.C. Same-Sex Couples



Blue Cross and Blue Shield of North Carolina  
couples and \$1



Ohio Politics

# Feds knew for years that same-sex couples could have trouble getting Obamacare family coverage

Updated Jan 12, 2019; Posted Feb 20, 2014

 **Thomas & Chad**  
@chad\_thomasNC

**#NCLGBThealth** BCBSnc will be releasing a statement tonight. Families have been called and insurance giving back.

12:35 PM · Jan 29, 2014 · [Twitter for iPad](#)

1 Retweet

Advertisement

**GARMIN**

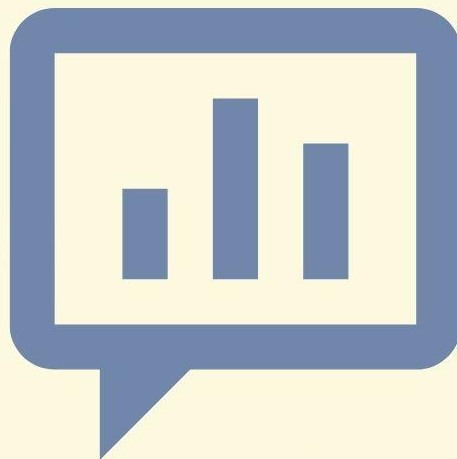


**Out2Enroll**  
@Out2Enroll

Replying to [@equalitync](#)

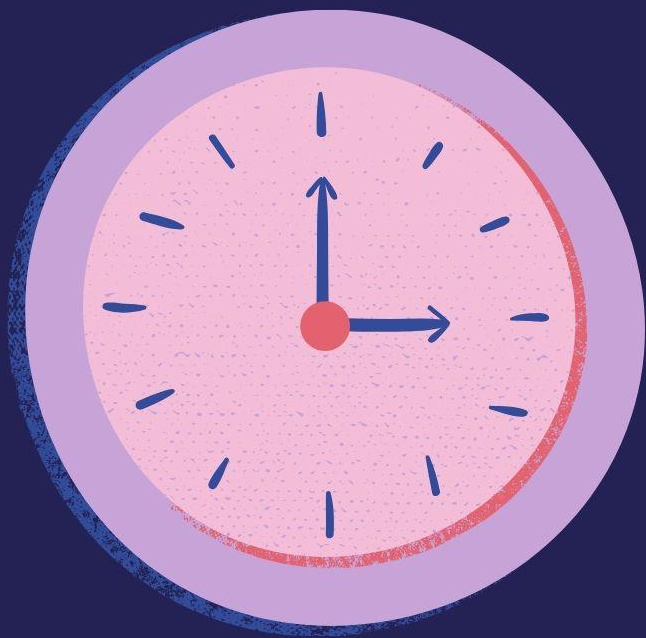
[@equalitync](#) Loved the town hall - thx for hosting & glad we could be here! Keep up the good work for [#NCLGBThealth](#) [#Out2Enroll](#) [#GetCovered](#)

8:03 PM · Jan 22, 2014 · [Twitter Web Client](#)



## **LAST POLL: Are you already doing this?**

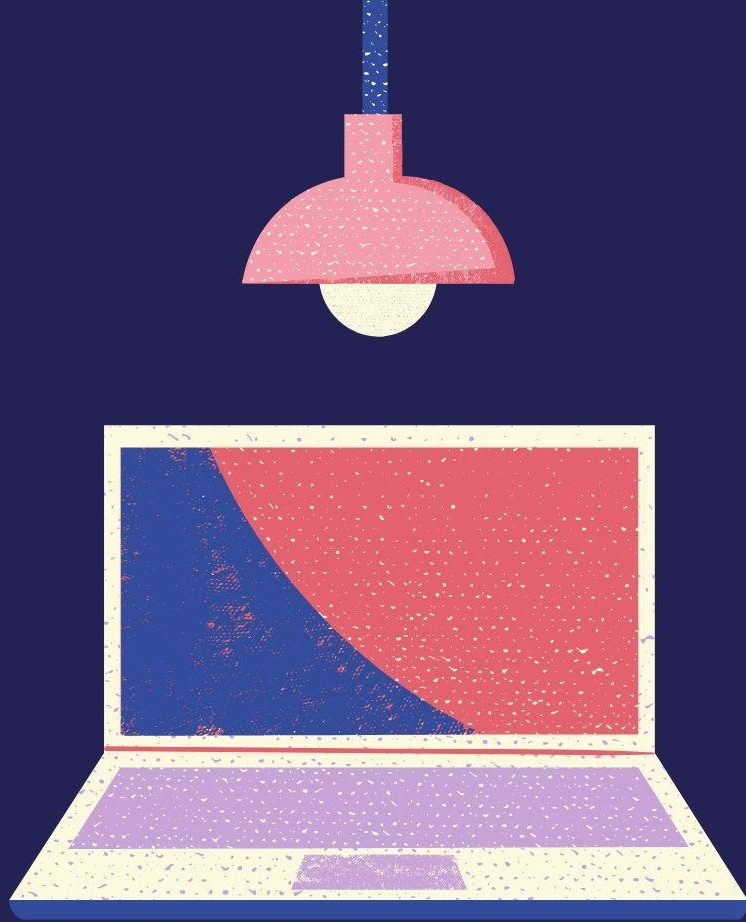
How many of today's topics are you using for GOOD already?  
(Check all that apply).



# Q&A.

LAST CALL: Do you have any burning questions?





# REMINDER: Use the Power of Social for **GOOD**

J. Sailor Jones for #CreateGood20  
@jsailorjones | sailor@democracync.org