

Notes & Recommendation									
The sample info within this file is from the 2023 Wisconsin Supreme Court campaign. Please make your own copy.									
In the future, given time, I would create a word doc for the bulk tags (found on Media on Twitter) and simply link the word doc within this one.									
The media contacts and bulk tags started to become unwieldy and a way to share them outside of Twitter would have been useful.									
Recommendation: A Media Contacts document (not spreadsheet) with contact info arranged by social media outlet.									
Strategy: Guides our post content and provides goals for campaign									
Rule of Thirds Strategy: 1/3 Promote election 1/3 CTAs 1/3 Interactive Posts									
Content + Calendar: The engine of the Campaign, go to sheet for our posts									
Instructions:									
1. Enter content here before, during, and after posting.									
2. Anyone can update this sheet, it is the engine of the campaign.									
3. Posters: Please select dates you are willing to post on social media.									
Hashtags									
Please add any hashtags that promote Wisconsin Supreme Court election, The Union, pro-democracy causes, and Defending Democracy									
Evergreen Content: When there are gaps, here are links to effective prior posts.									
PLEASE ADD LINKS AND TITLE THE CONTENT									

Wisconsin Supreme Court Social Media GOTV Plan						
SOCIAL MEDIA STRATEGY	1: Educate Followers Election is NOW + Election is CRITICAL for Democracy			2: Increase Pro-Dem Voter Turnout Dates & Action for Voters + GOTV actions + Links to polling places		
Goals	Increase Engagement across platforms		Consistently Post across platforms		Generate Top Notch Visuals to draw engagement	
Content Pillars	Education/Urgency	Calls to Action		Ask for Shares	Union Branding	
Foundational Content	Countdowns polling, GOTV, in-person	Calls to Action GOTV, partner content	Engagements solicit engagement	Repost Partner Content	Join our Cause	Host Live video from WI with partners
Social Media Ideas/Formats/Reqs	Twitter Posts	Facebook Posts	Posts with Partners	Instagram Stories	Twitter Threads	Other
Daily "Rule of Thirds" Strategy: 1/3 Promote election 1/3 CTAs 1/3 Interactive Posts						

Wisconsin Supreme Court Social Media GOTV Plan					Wordsearch city names / topics for inspiration																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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Wisconsin Supreme Court Social Media GOTV Plan					Wordsearch city names / topics for inspiration									
Posts can be duplicated across all social media platforms					Posters: Angus, Jacqueline, Peter, Mari, Bruce, Zan, Carlton, Monica, Amy, Katherine, Jo, add other names here									
Post Date	Time (time zone)	Volunteer Poster	Platform(s)	Init. Approved	Copy	Visuals (photo, video, illustration, infographic, gif, etc.)	Link to assets	Link to published post, including tracking info (i.e. UTM parameters)	Tags	UTM parameters (codes, campaign names, platforms, etc. if we get there)				
3/13	1pm EST		Jo Twitter		It will take all of us to protect democracy in #Wisconsin. The Union is proud to partner with great local groups like @polls_souls, @VoicesWisconsin, Milwaukee Turners, @NextGenAmerica, and others to talk to and register voters. Every single vote matters! JoinTheUnion.us	WI CTA D2 - Democracy Defenders Volunteers		https://twitter.com/JoinTheUnionWI/status/163532484846815974						
3/13	2pm EST		Jo Twitter		Are you ready to stand up and fight for democracy? Join us on The Union's Democracy Tour in #Wisconsin and be part of the change! https://jointheunion.us/democracytownhall/ #Madison #Ripon #Milwaukee #DemocracyRoadShow #SoulsToThePolls #BreakFree	Democracy Tour - Town Hall		https://twitter.com/JoinTheUnionWI/status/1635339948644506880						
3/14	10am EST		Jo Twitter		Join us in the Badger State for a fun & memorable weekend of action! Flipping the #Wisconsin Supreme Court to a pro-democracy majority can end Wisconsin's extreme gerrymandering & protect the integrity of the 2024 presidential election results. https://jointheunion.us/democracytownhall/ #Milwaukee	Democracy Tour - Town Hall		https://twitter.com/JoinTheUnionWI/status/1635641951897673729						
3/14	11am EST		Jo Twitter		We can't sit idly by as our democracy is attacked. It's time to take action and defend the principles that make our country great. Join the fight for democracy today! https://jointheunion.us/democracytownhall/ #DefendDemocracy #WIITakeAIOUis #YourVoteIsYourPower #StandUpForDemocracy	Democracy Tour - Town Hall		https://twitter.com/JoinTheUnionWI/status/1635657040097833392						
3/14	1pm EST		Jo Twitter		It will take all of us to protect democracy in #Wisconsin. The Union is proud to partner with great local groups like @polls_souls, @VoicesWisconsin, Milwaukee Turners, @NextGenAmerica, and others to talk to and register voters. Every single vote matters! JoinTheUnion.us	WI CTA D2 - Democracy Defenders Volunteers		https://twitter.com/JoinTheUnionWI/status/1635687236435066881						
3/14	2pm EST		Jo Twitter		Are you ready to stand up and fight for democracy? Join us on The Union's Democracy Tour in #Wisconsin and be part of the change! https://jointheunion.us/democracytownhall/ #Madison #Ripon #Milwaukee #DemocracyRoadShow #SoulsToThePolls #BreakFree	Democracy Tour - Town Hall		https://twitter.com/JoinTheUnionWI/status/1635702339091992576						
3/14	4pm EST		Jo Twitter		Let's get out there and #DefendDemocracy in the Badger State! Participate in person or remotely! #Wisconsin #YourVoteMatters #YourVoteIsYourVoice		https://twitter.com/JoinTheUnionWI/status/1635720531434620007							
3/14	6pm EST		Jo Twitter		QT from JoinTheUnionUS #Wisconsin #YourVoteIsYourVoice #DefendDemocracy Are you registered to VOTE? Do you know where to VOTE? https://myvote.wi.gov/en-us/	Democracy Tour - Town Hall WIDTANNOUNCE-23_3	https://twitter.com/JoinTheUnionWI/status/1635765749083164672	https://drive.google.com/163164672						
3/15	8am EST		Jo Twitter		Want to know why voting is important this year? https://jointheunion.us/democracytownhall/ Join us!	Democracy Tour - Town Hall WIDTANNOUNCE-23_3	https://drive.google.com/163164672	Scheduled for 3/15						
3/15	10am EST		Jo Twitter		#Wisconsin #YourVoteIsYourVoice #DefendDemocracy Are you registered to VOTE? Do you know where to VOTE? https://myvote.wi.gov/en-us/	Democracy Tour - Town Hall WIDTANNOUNCE-23_3		Scheduled for 3/15						
3/15	11am EST		Jo Twitter		Want to know why voting is important this year? https://jointheunion.us/democracytownhall/ Join us!	Democracy Defenders		Scheduled for 3/15						
3/15	1pm EST		Jo Twitter		It will take all of us to protect democracy in #Wisconsin. The Union is proud to partner with great local groups like @polls_souls, @VoicesWisconsin, Milwaukee Turners, @NextGenAmerica, and others to talk to and register voters. Every single vote matters! JoinTheUnion.us	WI CTA D2 - Democracy Defenders Volunteers		Scheduled for 3/15						
3/15	2pm EST		Jo Twitter		Are you ready to stand up and fight for democracy? Join us on The Union's Democracy Tour in #Wisconsin and be part of the change! https://jointheunion.us/democracytownhall/ #Madison #Ripon #Milwaukee #DemocracyRoadShow #SoulsToThePolls #BreakFree	Democracy Tour - Town Hall		Scheduled for 3/15						
3/15	3pm EST		Jo Twitter		Are you registered to VOTE? Know where to VOTE? https://myvote.wi.gov/en-us/	Democracy Tour - Town Hall WIDTANNOUNCE-23_3	https://drive.google.com/163164672	Scheduled for 3/15						
3/15	2:30pm EST		Jo Twitter		Want to know why voting is IMPORTANT this year? https://jointheunion.us/democracytownhall/ Join us! #Wisconsin #YourVoteIsYourVoice #DefendDemocracy Are you ready to start meeting our panelists for this Saturday's Town Hall meeting on democracy?? Sign up: https://jointheunion.us/democracytownhall/#WIITakeAIOUis #DefendDemocracy #WeThePeople #DemocracyTownhall #VoteInEveryElection	Nick Ramos - Panelist - Wisconsin Voter ID Coalition Coordinator, Vote Riders	https://twitter.com/JoinTheUnionWI/status/1636074437645673376	https://drive.google.com/1636074437645673376						
3/15	4:30pm EST		Jo Twitter		TOMORROW! We are getting out the vote in #Wisconsin! Join us as we take action with @AboutFreedomInc! In person, or virtually! http://bit.ly/3_16Volunteer	Freedom Inc Canvass GIF	https://twitter.com/JoinTheUnionWI/status/1636102415691686120	https://drive.google.com/1636102415691686120						
3/15	5pm EST		Jo Twitter		Are you ready to start meeting our panelists for this Saturday's Town Hall meeting on democracy?? Sign up: https://jointheunion.us/democracytownhall/#WIITakeAIOUis #DefendDemocracy #WeThePeople #DemocracyTownhall #VoteInEveryElection	Latoya White - Panelist - Wisconsin Voices	https://twitter.com/JoinTheUnionWI/status/1636109652569066273	https://drive.google.com/1636109652569066273		VoteVets VoteRiders mmaskaya Ana Lusia reeGen SoulsPolls LP ResoluteSq MiFamiliaVota LisaSenecal lampollicsgirl, wis dems Mueller She Wrote, MayordMKE, ForOurFutureW I, Truth, Intrepid, SwingBlueAllian				
3/15	5:30pm EST		Jo Twitter		TOMORROW! We are getting out the vote in #Wisconsin! Join us as we take action with @AboutFreedomInc! In person, or virtually! http://bit.ly/3_16Volunteer	Freedom Inc Canvass GIF	https://twitter.com/JoinTheUnionWI/status/1636115297695877336	https://drive.google.com/1636115297695877336						
3/15	6:30pm EST		Jo Twitter		Reply to: https://twitter.com/AmrPoliticGif/status/1635652686103351296 "At the end of the day, who turns out for this election will affect us all, so it's essential the justice who believes in democracy comes out on top. #Wisconsin @WisDems @janetforjustice"	Democracy Tour - Town Hall WIDTANNOUNCE-23_3	https://twitter.com/JoinTheUnionWI/status/1636134809071124484	https://drive.google.com/1636134809071124484						
3/15	7:30pm EST		Jo Twitter		You are certainly welcome to join us for our Democracy Town Hall in Milwaukee, WI on Saturday! JoinTheUnion.us/DemocracyTownHall TOMORROW! We are getting out the vote in #Wisconsin! Join us and take action with @AboutFreedomInc! In person, or virtually! Sign up: http://bit.ly/3_16Volunteer or https://tinyurl.com/jointheunionus #GOTV #RegisterToVote #PhoneBank #Canvass	Freedom Inc Canvass GIF	https://drive.google.com/1636134809071124484	Scheduled for 7:30 and 9:30pm						
3/15	7pm EST		Jo Twitter		You're cordially invited to attend our Democracy Town Hall this weekend in Milwaukee! Sat. 3/18, 10am-noonSt. Gabriel Church of God in Christ5363 N 37th St., Milwaukee, WI 53209 @justice_w @MadCityCouncil @kennia coronado @PortageWI @SenatorTestin @JustDane4Change @RepShankland	Townhall Save the date - 3-7_small	https://twitter.com/JoinTheUnionWI/status/1636144881562271745		jeffcodemaw, Ripon College Repubs, Ripon College GOP, Urban Milwaukee					
3/15	8pm EST		Jo Twitter		Coffee, Doughnuts and Democracy Need I say more? Two hours of your time, just crammed full of amazing speakers! - and doughnuts and coffee, did I mention?	Democracy Tour - Town Hall WIDTANNOUNCE-23_3	https://twitter.com/JoinTheUnionWI/status/1636154600699654848	https://drive.google.com/1636154600699654848						

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Posconsin Supreme Court Social Media GOTV Plan					Wordsearch city names / topics for inspiration																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Milwaukee Media	Twitter Handle	WI Political Media	Twitter Handle
FOX6 News	@fox6now	Wisconsin State Journal	@WISStateJournal
Spectrum News 1 Wisconsin	@SpectrumNews1WI	WisLawJournal	@WisLawJournal
Urban Milwaukee	@UrbanMilwaukee	Scott Bauer	@sbauerAP
Journal Sentinel	@journalssentinel	Wisconsin Watch	@WisconsinWatch
WISN 12 NEWS	@WISN12News	Matthew DeFour - StBurChf @WI Watch	@MattD4th
News/Talk 1130 WISN	@newstalk1130	Jack Kelly - pol rep @CapTimes	@byjackkelly
Waukesha Freeman	@WaukeshaFreeman	Nonpartisan polls on WI policy & politics	@MULawPoll
CBS 58 News	@CBS58		
WTMJ 620 Radio Station	@620wtmj	Molly Beck - politics Journal Sentinel)	@MollyBeck
WTMJ-TV Milwaukee	@tmj4	advisor in law & pubpol Marquette U	@MikeGousha
		Politics & st gov rep @CBS58	@Emilee_Fannon
		Editor, http://WisPolitics.com	@jrrosswrites
		Moving WI Forward, one joke at a time.	@AsGoesWisconsin
Individuals	Twitter Handle		
Mary Spicuzza - Reporter MJS	@MSpicuzzaMJS		
Patrick Paolantonio - Anchor/Rep WISN12	@ppaolantonio		
Molly Beck - politics Journal Sentinel)	@MollyBeck		
Joyce Garbaciak WISN	@JoyceGarbaciak	Victor Jacobo - Bilingual Reporter for @CBS58 & @TelemundoWI	
Megan Marshall - multimed journ Spectrum	@meganmarshalltv	@victorjacobos_	
Savanna Tomei - Journalist @SpectrumNews1WI	@SavannaTomei		
Megan Carpenter Anchor/MMJ @SpectrumNews1WI	@MegCarpenterTV	Black, Latino, Indig & AsianAmer communities in Madison & WI	
Andrew Havranek - Reporter @SpectrumNews1WI	@Andrew_Havranek	@madison_365	
Ryan Burk - Rep Spectrum	@StorytellerRyan		
Katarina Velazquez - MKE Rep Spectrum	@katarinav9		
Marla E Derrick - Produc Spectrum	@marlamidwest		
Alyson Bruner - Anch/Rep Spectrum	@AlysonBruner		
Andrea Albers - TMJ4 New today reporter/anchor	@AndreaAlbersTV		
Charles Benson TMJ4 News anchor/Chief Political Reporter	@CharlesBenson4		
Steve Chamraz - TMJ4 Primary news anchor	@TMJ4Steve		
Tom Durian - TMJ4 News today anchor	@TMJ4Tom		
Julia Fello - TMJ4 News/Anchor	@JuliaFello		
James Groh - TMJ4 Journalist/Reporter	@JamesGroh_		
Bruce Harrison - TMJ4 Journalist/Reporter	@HarrisonMKE		
Ryan Jenkins - TMJ4 Anchor/Enterprise Reporter	@RyanJenkins_TV		
Susan Kim - WTMJ4 News Anchor	@SusanKim4		
Rebecca Klopff - WTMJ4 Reporter	@RebeccaKlopf		
Vince Vitrano - WTMJ 620 Radio News Host	@Vincevitrano		
Erik Bilstad - WTMJ 620 Radio News Co-Host	@erikbilstadWTMJ		
Dan Shafer - The Recombobulation Area - Columnist MKE	@DanRShafer		
Bulk Tags:			
Reply to a Partner's post about our event with:		Image ALT Text & Tags for Town Hall:	Union Account Tags:
We are looking forward to having you there on 3/18 in #MKE! @madison_365 @victorjacobos_ @fox6now @SpectrumNews1WI @UrbanMilwaukee @journalssentinel @WISN12News @newstalk1130 @WaukeshaFreeman @CBS58 @620wtmj @tmj4 @WISStateJournal @WisLawJournal @sbauerAP @WisconsinWatch join us?		The Union Democracy Town Hall - Saturday, March 18, 2023. In person and virtual. St. Gabriel Church of God in Christ 5363 N 37th Street, Milwaukee, WI 11am ET/10am CT/9am MT/8am PT Signup: https://JoinTheUnion.us/DemocracyTownHall Images of Rev. Lewis, Maya May and Reed Galen, Logos of The Union Democracy Tour, Souls to the Polls, Wisconsin Voices, NextGen America, Milwaukee Turners, and Vote Riders. @erikbilstadWTMJ @RebeccaKlopf @SusanKim4 @RyanJenkins_TV @HarrisonMKE @JamesGroh_ @JuliaFello @TMJ4Tom @TMJ4Steve @CharlesBenson4 @AndreaAlbersTV @AlysonBruner @katarinav9 @marlamidwest @StorytellerRyan @Andrew_Havranek @MegCarpenterTV @SavannaTomei	@JoinTheUnionUS @JoinTheUnionAZ @JoinTheUnionCO @JoinTheUnionGA @JoinTheUnionKS @JoinTheUnionPA @JoinTheUnionNH @JoinTheUnionNV @JoinTheUnionNY @JoinTheUnionUT @JoinTheUnionVA
Follow it up with a second reply:		Panelist ALT Text & Tags for Town Hall:	Partner Account Tags:
The Town Hall on 3/18 in #MKE will be awesome! @MattD4th @byjackkelly @MULawPoll @MollyBeck @MikeGousha @Emilee_Fannon @jrrosswrites @AsGoesWisconsin @DanRShafer @MSpicuzzaMJS @ppaolantonio @JoyceGarbaciak @meganmarshalltv @SavannaTomei @CharlesBenson4 @vincevitrano join us?		Nick Ramos - Panelist - Wisconsin Voter ID Coalition Coordinator, Vote Riders Nick Ramos lives and breathes civic engagement. Using his legal and advocacy experience, he helps cut through the confusion of Wisconsin's strict voter ID law to ensure voters can cast their ballots. The Union Democracy Town Hall announcement for Saturday, March 18, 2023. Offered in person and virtually at 11am ET / 10am CT. Pre-register at: JoinTheUnion.us/DemocracyTownHall Physical location: St. Gabriel Church of God in Christ 5363 N 37th Street, Milwaukee, WI Tags: @JoinTheUnionUS @JoinTheUnionAZ @JoinTheUnionCO @JoinTheUnionGA @JoinTheUnionKS @JoinTheUnionPA @JoinTheUnionNH @JoinTheUnionNV @JoinTheUnionNY @JoinTheUnionUT @JoinTheUnionVA	@ResoluteSquare @VoicesWisconsin @ReSisters_CT @BeerHallProject @jan6index @flipthevote @LIDIDemocracy @147Operation @ShieldPAC @BackroadsPac @MoneyOutVA @VoterChoiceAZ @43ForAmerica @polls_souls @PublicWise @OurElection @RuralVoicesUSA @ProjectLincoln @RedWineBlueUSA @DemocracyMarker @SMART_elections @reedgalen @GrassrootsDemHQ @TheySeeBlue @fieldteam_6 @Rideshare2Vote @SwingBlueAlian @DemCastUSA @TheDemLabs @NetworkVirginia @ActivateVote @314action @TaraSetmayer @stuartpstevens @NextGenAmerica @VoteRiders @trygvoolson @ptlv @MiFamiliaVota @ThirdWayTweet @AntonioArellano @TheRickWilson @lscenecl @votevents
For a different list:			
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2/9	Twitter	Education	Great breakdown on the importance of the #WisconsinSupreme Court primary Vote to #DefendDemocracy.	https://twitter.com/JoinTheUnionUS/status/1623862165492109312?s=20&t=CmBFkuY89d-4VAaA9laRKg
2/9	Twitter	Education	Retweet: This #BlackHistoryMonth, we recognize the incredible words of @TheAmandaGorman as we "forge our union with purpose." We recognize the work done and work ahead as we pave the way by increasing voter turnout to move our nation forward. Join us: https://zcu.io/m2Hr .	https://twitter.com/Rideshare2Vote/status/1623748649024126976?s=20&t=CmBFkuY89d-4VAaA9laRKg
2/7	Twitter	CTA	Retweet "Democracy must not be a partisan issue. It must be an American issue." This is our moment to defend democracy and protect the freedom to vote for every American. Help VoteRiders fight back against the rising tide of voter ID laws! Join us @ http://VoteRiders.org #SOTU	https://twitter.com/VoteRiders/status/1623162023017316352?s=20&t=CmBFkuY89d-4VAaA9laRKg
2/11	Twitter	Education	Hey #Madison! Need to brush up on how / where / when to vote? @MadisonWIClerk has you covered! Absentee ballots? No problem! https://www.cityofmadison.com/clerk/elections-voting/voting/vote-absentee/in-person-absentee-voting-hours-and-locations #WIPolitics #TWIITakeAllOfUs #Vote #WISupremeCourt #yourvoteisyourpower #JoinTheUnionUS	https://twitter.com/JoinTheUnionWI/status/1624293636476215297
2/13	Twitter	Education	Voices to silence? GOP election tactics no surprise to Wisconsin's Black voters @madisondotcom Join us and make a difference! #JoinTheUnionUS #DefendDemocracy #WIPolitics #YourVoteIsYourPower #VoteYourVoice #Wisconsin #February21 #IWillTakeAllOfUs	https://twitter.com/JoinTheUnionWI/status/1625241646748127232
2/11	Twitter	Education	Maps! Truly, we actually "are" a country of nuance. Let's embrace it. This shows that we really aren't that far from our neighbors. It PROVES that EVERY VOTE MATTERS. #AlwaysVote #VoteInEveryElection #YourVoteMatters	https://twitter.com/JoinTheUnionWI/status/1624451684339441666