

## Using Social Media to Get the Word Out About Your Organizing Party

**Invite everyone you're connected to on Facebook.** Using your personal Facebook profile, create a Facebook event invitation. This invitation will be the home base for getting people excited about your party. Once you have logged on, click on the tab that says home, then click on events in the left corner of the screen . . .

a) When? \_\_\_\_\_

b) What are you planning? "Medicare for All Resolution Organizing Party"

c) Where? Don't just put the street address; make sure people know that you're making the extra effort to host the party because you really believe in this cause. Add a line like, "At my house, because I want to be there when this gets started!" Then add the street address or other instructions, such as where to park or how to call your apartment to be buzzed in.

d) More info? YES! Always include more info such as a link to [www.medicare4allresolutions.org](http://www.medicare4allresolutions.org). Let folks know why you're throwing this party. Here an example: *"Too many people do not have access to the quality and affordable health care – even if they have insurance. We need Medicare for All and our town is organizing to make it a reality! Please join our organizing effort, as hundreds of others across the country are coming together to do the same. Together, we will win guaranteed health care for everyone as a matter of right."*

e) Who's invited? Select guests from your Facebook friends. Invite people even if you know they can't attend – they may know someone they can tell about the event. Check yes next to the boxes for 'Show the guest list on the event page' and 'Non-admins can write on the wall'.

f) Add a photo or logo.

g) After you've created the event, go to use a URL shortener like <http://bit.ly/> to create a shortened URL, which will be more manageable for your invitation. A shorter URL is less likely to be lost in translation from one post to another.

**Expand the audience by targeting existing groups that have similar audiences or issues of concern.** Find the Facebook pages for local unions, local medical student groups, local chapters of Indivisible, Our Revolution and others, and post a link to your invitation on their wall. Customize your message to suit the group.

**Drill down to your inner circle and make a personal appeal to those closest to you.** Use Facebook's message feature to send a personal message to a handful of your closest friends, those who you believe will support your house party by attending, inviting others, or helping you in some other way. This message should be personal so they know it's coming from you, not from a faceless organization.

[Type here]

Here's an example: *Dear friends: You know I wouldn't clean my house unless I had a very good reason. I'm inviting you to an organizing party on DATE to talk about how we can get health care for everyone.*

*Because you're my friend and because I know the combination to your secret lair, I'm asking you to do two things for me:*

- 1. Please send this invitation to YOUR closest friends and ask them if they want guaranteed health care for everyone – anyone who answers yes is invited to the party on DATE! <http://bit.ly/example>*
- 2. Please join me on DATE to hear from some amazing organizers about how we will organize to win Medicare for All in our community.*

**Use Twitter to drive traffic to your Facebook invitation** by piquing the interest of those who follow your tweets. Starting conversations is helpful if you can commit the time to keeping them going.

- Right now, send a tweet letting people know about the party and include a link to your Facebook invitation. Important: ask people to Plz RT! Below are some samples. Remember the shorter your tweet, the more likely others will retweet (RT). The goal for twitter is to get as many retweets as possible so word of your party gets in front of more and more eyes!
  - *2/3 of families filing bankruptcy is due to crushing medical bills. It's time to fix health care once and for all. Come learn about #MedicareforAll <http://bit.ly/yourbitly>*
  - *100 Americans die each day because they lack adequate health care. We need #MedicareforAll. Come learn what we can do in TOWN. <http://bit.ly/yourbitly>*
  - *We can win affordable, quality health care for everyone in America, and we can start building support here in TOWN. Join our #MedicareforAll organizing party <http://bit.ly/yourbitly>*
- Identify people and groups you want to invite to the party and send tweets directly
  - *"Hey @TWITTER HANDLE, you're all invited to an impt meeting to plan our local strategy to win guaranteed health care for all <http://bit.ly/example>*
- Use the following tweet examples and write your own tweets. Make sure you are sending tweets at various times of the day, and feel free to repeat tweets that may have reached morning readers but not those who log on at night.