



# **Welcome! The webinar will begin shortly**

Please use the Q&A box to ask today's featured speaker questions about using Twitter for your voter registration event.

This webinar is being recorded. The video, slides, and referenced resources will be sent out next week and posted on our website.



# National Voter Registration Day

**Tuesday, September 22, 2020**

[www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org)  
[info@nationalvoterregistrationday.org](mailto:info@nationalvoterregistrationday.org)



# Webinar: Using Twitter for Voter Registration

## Agenda

- National Voter Registration Day update
- Resources and support from the team at National Voter Registration Day
- Twitter





# National Voter Registration Day 2020

**September 22, 2020!**

- Our goal: biggest National Voter Registration Day ever!
- 90+ Premier Partners; 2,600+ community partners
- Navigating the new normal
  - Webinars
  - Training resources



# Our Speaker



**Lauren Devoll**

Senior Public Policy Associate, Twitter

@LaurenDevoll



*In 2018, 305K total Tweets for  
#NationalVoterRegistrationDay*

*2x growth as compared to 2016  
conversation volume*



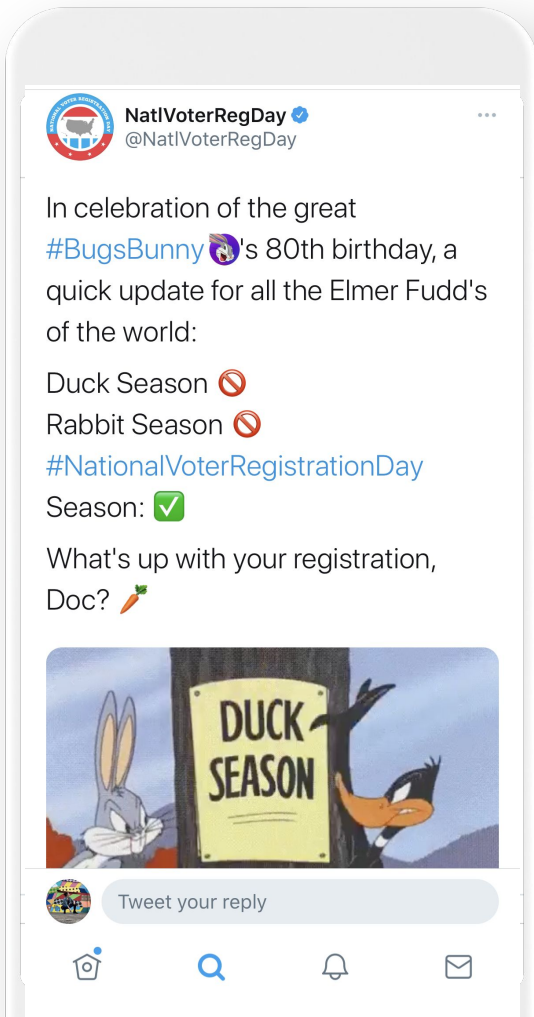
- 1 Your profile & Tweets**
- 2 Hashtags & conversation**
- 3 Twitter action items for NVRD**
- 4 Questions**



# Create trust with your profile.

Make a strong impression and generate community trust by completing your profile. Include:

- A **Profile picture** and **Header Image** to look visually complete.
- A **website link** that leads to your official site where people can learn more.
- A **Bio** that describes you.
- An official **#hashtag** in your Bio or Display Name.



## Best practices to keep in mind when you Tweet.

- Tweet like a human talks.
- Use **emojis** to visualize key messaging and **space** to break up dense text.
- Keep it **concise**. < 100 characters is engaging.
- Optimize for mobile viewing by **directly uploading videos or photos and crop within Twitter**.
- Showcase **authenticity** and **relevance**.



- 1 Your profile & Tweets
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## Official Hashtags

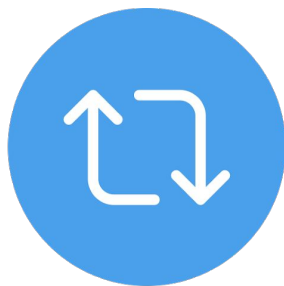
- 1 **#NationalVoterRegistrationDay**
- 2 **#iVotedEarly / #yoVotéTemprano**
- 3 **#iVoted / yoVoté**
- 4 **#VoteReady**



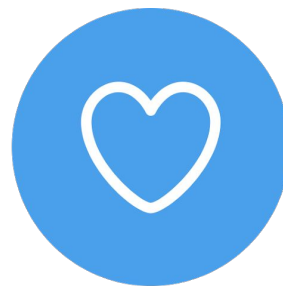
# Incorporate conversation to talk with your audience.



**Reply**



**Retweet**



**Like**

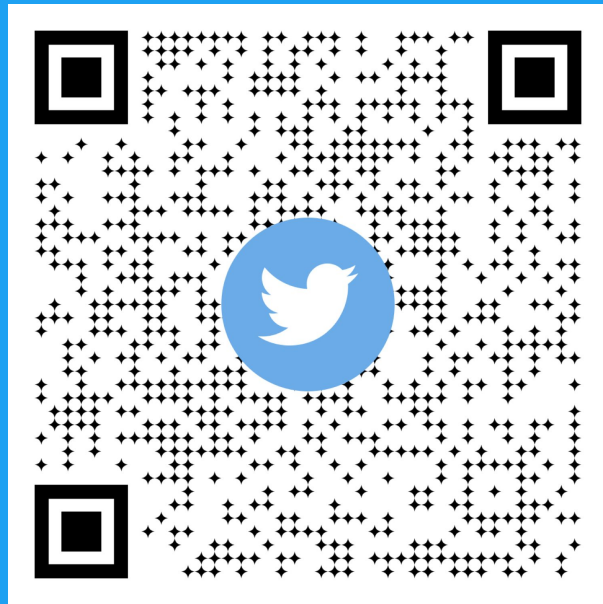
**Check it out!**



## Want to learn more?

 [business.twitter.com/basics](https://business.twitter.com/basics)  
 [media.twitter.com](https://media.twitter.com)  
 [elections.twitter.com](https://elections.twitter.com)

## Follow this List





## Promoting civic engagement on Twitter

Political advertising is not allowed on Twitter **however,**

We do allow caused based advertising including for **nonpartisan civic engagement purposes.**

You can reach out to [nonprofits@twitter.com](mailto:nonprofits@twitter.com) and our team can provide guidance on the next steps.

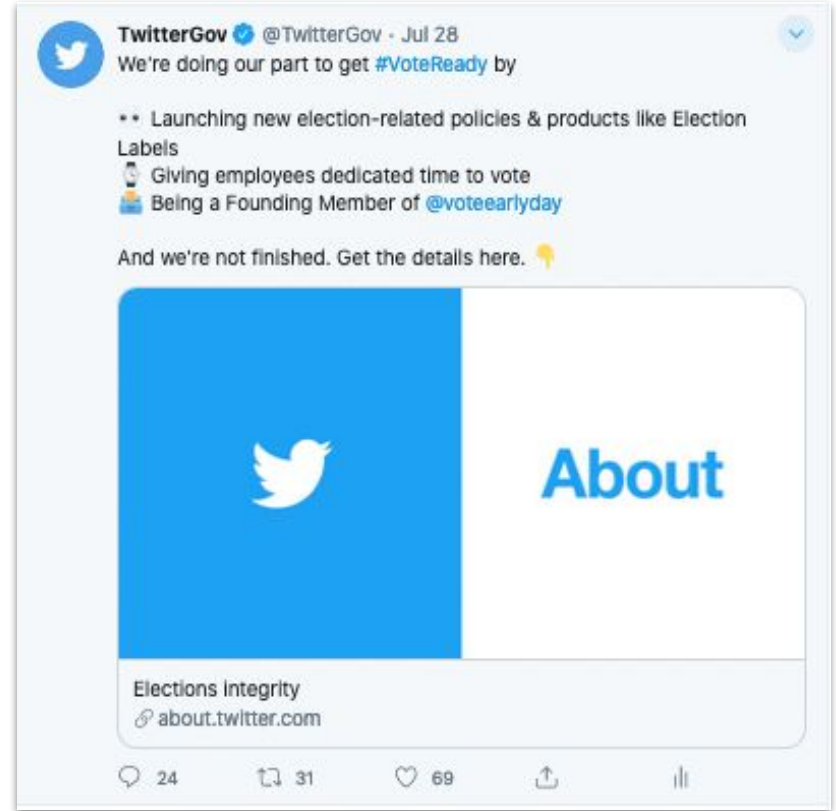


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## things you can do on NRVD

1. **Publish** (at least) one Tweet using **best practices** that encourages people to get registered to vote. Use **#NationalVoterRegistrationDay** and/or **#VoteReady** in the Tweet.
2. **Pin** that Tweet to your profile.
3. **Join the conversation** to increase your reach **by Replying, Retweeting or Liking** at least three other Tweets.





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*Let's take it to the next level.* 



- 1 Your profile & Tweets
- 2 Hashtags & conversation
- 3 Twitter action items for NVRD
- 4 **Questions**



# Questions?





# National Voter Registration Day

THANK YOU!