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.
Webinar: Using Twitter for Voter Registration

Agenda

● National Voter Registration Day update
● Resources and support from the team at National Voter Registration Day
● Twitter
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
2. Hashtags & conversation
3. Twitter action items for NVRD
4. Questions
Official Hashtags

1. #NationalVoterRegistrationDay
2. #iVotedEarly / #yoVotéTemprano
3. #iVoted / yoVoté
4. #VoteReady
Incorporate conversation to talk with your audience.
Check it out!
Want to learn more?

✨ business.twitter.com/basics
✨ media.twitter.com
✨ elections.twitter.com
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 and our team can provide guidance on the next steps.
1. Your profile & Tweets
2. Hashtags & conversation
3. Twitter action items for NVRD
4. Questions
3 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.
In 2018, 305K total Tweets for #NationalVoterRegistrationDay

2x growth as compared to 2016 conversation volume

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!