

The background of the slide is a blurred image of an American flag. In the foreground, the heads and shoulders of several people are visible, all wearing sunglasses, suggesting a sunny outdoor event or rally. The text is overlaid on this background.

UNLOCKING MORE POWER FROM SOCIAL MEDIA

Online Activism for the Conservative Woman

- An American Majority Presentation -


Plugged In

We check our
smartphones 85 times
and spend a total of 5
hours on our device
EACH DAY

Study: "Beyond Self-Report: Tools to Compare
Estimated and Real-World Smartphone Use" 10/28/15

The background of the slide is a blurred image of the United States flag, showing the stars and stripes. The text is overlaid on this background.

**We're on social media in
unprecedented numbers -
89% of 18-29-year-olds use
social networking sites.**

The background of the slide is a blurred image of the United States flag, showing the stars and stripes in shades of blue, white, and red. The text is centered over this background.

Facebook and Google account for more than 3x the total number of minutes spent with all other apps.



@aubrey nb #CBLPI #NCWS



Aubrey Blankenship

@aubrey nb



Aubrey Blankenship @aubrey nb · Jul 30

Politics + Twitter!



10



45



RETWEETS

7

LIKES

9





Build Your Own Training Program



CAMPUS TRAINING


Learn about the foundational values that built our nation as well as how to practically approach advocacy and activism both on and off campus.

americanmajority.org

The background of the slide is a blurred American flag, showing the stars and stripes in shades of blue, red, and white.

**Facebook is the main source of
political news for millennials,
Gen X-ers.**

- Pew Research, June 2015,
Social Media - the Local TV for the Next Generation?

The background of the slide is a blurred image of the United States flag, showing the stars and stripes in shades of blue, white, and red.

Researchers at the MacArthur Research Network on Youth & Participatory Politics report that **young people who are politically active online are twice as likely to vote than those who are not.**



"The first step for political activism is to be informed. The next step is activism. Social media is an amazing tool to amplify the conservative message."

- Deneen Borelli #YWLS2016



THE BIG THREE



FACEBOOK

Friends

Facebook hit peak of **1 billion** users on a single day.
1.65 billion monthly active users on average.



INSTAGRAM

Photos

Instagram hits 400 million monthly active users.





FACEBOOK

Friends

Facebook hit peak of
1_billion users on a single day.
1.65 billion monthly active
users on average.



INSTAGRAM

Photos

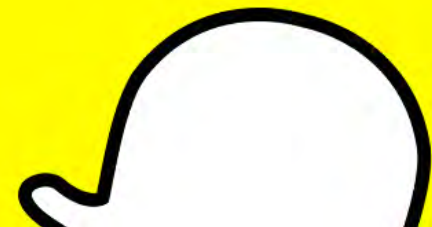
Instagram hits 400 million
monthly active users.



.@H
dele

RETWEET
31,12

12:46 P





Donald J. Trump ✓



Follow



Reince Priebus ✓
@Reince



Follow

.@HillaryClinton If anyone knows how to use a delete key, it's you.

RETWEETS
31,123

LIKES
52,402



12:46 PM - 9 Jun 2016



31K

52K



160K

250K



THE NATURE OF INFLUENCE IN 2016

—
"People are most
persuaded
by people they
know."



- \$41.8 million raised
- 700K new donors

USE YOUR PLATFORM

Social
decision

People
the review
and brand

fluence

ns and
er ads

-Nielsen

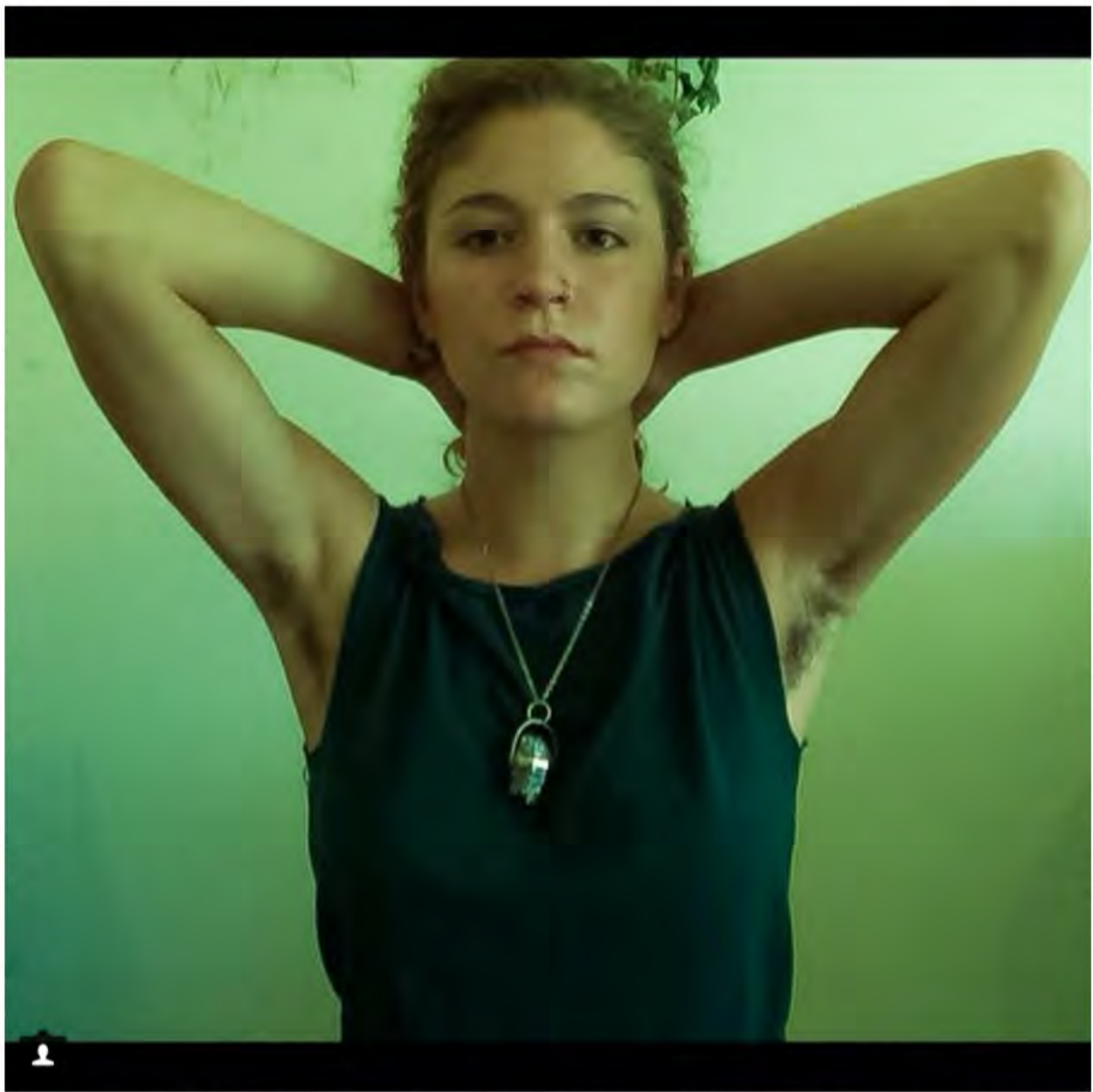


social
decision
people
the review
and brand



ladypithair · 11 months ago

+ Follow



some serious pits from @bones_on_bones. does anyone want to work for #ladypithair ? I need some like minded people to help me post pics and block trolls. if interested send a short bio to ladypithair@gmail.com #bodypositive #bodyhairdontcare #fuckyourbeautystandards #donttellmewhattoshave #noshaveever #bodyposi #feminist #feminism

268 likes 9 comments

Instagram

fluenc
ns and
er ads
-Nielse



AN EFFECTIVE ONLINE PRESENCE STARTS WITH SELF AWARENESS

And ask a friend!

- Write down 3 words that describe you
- Name 3 things you're passionate about

**MAKE IT SIMPLE,
BUT SIGNIFICANT.**

DON DRAPER

*The United States Military
Second Amendment rights
Coffee
Graphic design
Texas
My college football team
Pronouncing 'gif' with a soft g
My cat...*



HOW MAKE

- Tell who y
- Know wh
- Define wh
- Tell your s

SELF AWARENESS

And ask a friend!

- Write down 3 words that describe you
- Name 3 things you're passionate about

MAKE IT SIMPLE,
BUT SIGNIFICANT.

DON DRAPER

*The United States Military
Second Amendment rights
Coffee
Graphic design
Texas
My college football team
Pronouncing 'gif' with a soft g
My cat...*

A student trained by American Majority uses her Twitter account to promote her on-campus event.

Twitter, Inc. [US] <https://twitter.com/KikiFosho11>



Home Notifications Moments Messages Search Twitter

BEN HILL GRIFFIN STADIUM AT FLORIDA

CLIMB UF

OCTOBER 24

CLIMB STADIUMS TO CURE CYSTIC FIBROSIS!



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
6,787	1,630	1,647	5,824	10


Keira Lyn Hornyak
@KikiFosho11 FOLLOWS YOU

Following Christ's plan | Proud American | Dream, Believe, Achieve | Romans 5:3-4 | Register for @ClimbUF to help @UF find a cure for cystic fibrosis!

📍 Gainesville, Florida
fightcf.cff.org/site/TR/Climb/...
🕒 Joined August 2011




Tweets Tweets & replies Photos & videos

Pinned Tweet

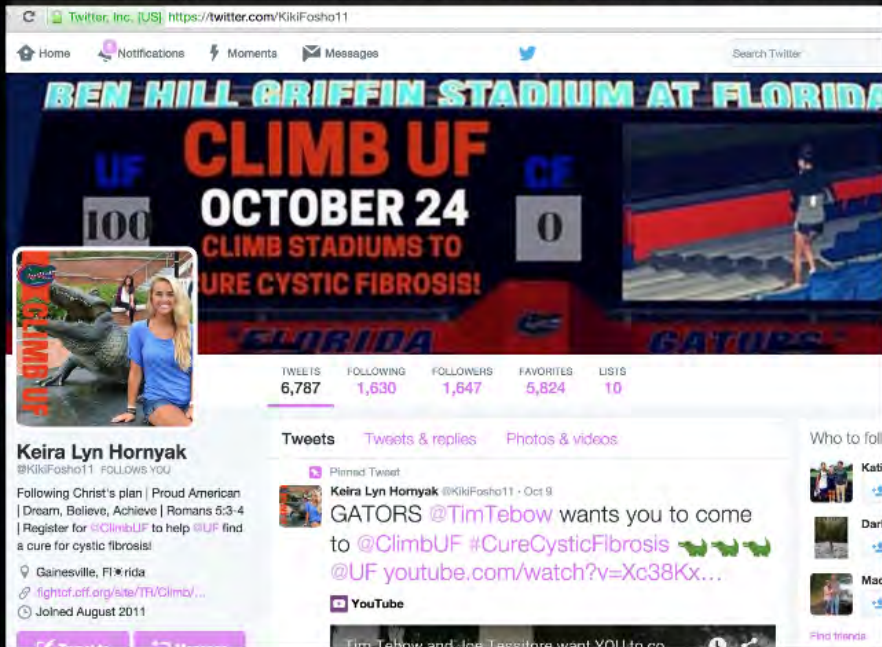
 **Keira Lyn Hornyak** @KikiFosho11 · Oct 9
GATORS @TimTebow wants you to come to @ClimbUF #CureCysticFibrosis 🐊🐊🐊
[@UF youtube.com/watch?v=Xc38Kx...](https://www.youtube.com/watch?v=Xc38Kx...)

YouTube

Tim Tebow and Joe Tessitore want YOU to co

Who to follow
 **Kati**
 **Dar**
 **Mac**
[Find friends](#)

A student trained by American Majority uses her Twitter account to promote her on-campus event.



HOW TO MAKE IT HAPPEN

- Tell who you are
- Know what you want to say
- Define who you're talking to
- Tell your story
- Don't go it alone
- Be generous
- Call them out
- Stay positive (& serious)



THE BIG THREE



FACEBOOK
Photo



INSTAGRAM
Photo



TWITTER
Photo



TELL WHO YOU ARE

Avatar:
Cover photos:

www.whois.com



TELL WHO YOU ARE

Why am I on... Twitter, Facebook, Instagram?
What do I know? What do I want to know?

"Every profile is your professional profile." - Guy Kawasaki

Avatar:

- likeable
- trustworthy
- competent

Bio:

- descriptive
- reflects your personality

Cover photos:

- tell a story
- go dark



- Guy Kawasaki



TWEETS 148K FOLLOWING 128 FOLLOWERS 1.46M FAVORITES 769

Following

Guy Kawasaki

@GuyKawasaki

Mantra: I empower people. Chief evangelist of @Canva canva.com. Author of thirteen books. Former chief evangelist of Apple.

Silicon Valley, California

guykawasaki.com

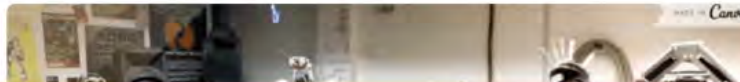
Joined August 2007

Tweets Tweets & replies Photos & videos



Guy Kawasaki @GuyKawasaki · 8m

Just a bunch of robotic musicians playing heavy metal [video] holykaw.alltop.com/just-a-bunch-o...



Who to follow · Refresh · View all



Brennan Halveland @Brenn... X

Follow



Darling Magazine @darling... X

Follow



Enchanting Ent Co @encha... X

Followed by Hannah Blanke...


Follow

- Guy Kawasaki

How does Sam's cover photo tell a story?

Twitter, Inc. [US] https://twitter.com/sam_ponder

Home Notifications Moments Messages Search Twitter Tweet



TWEETS 11.6K FOLLOWING 769 FOLLOWERS 276K FAVORITES 2,381 Following

Sam Ponder @sam_ponder
Wife to Christian & Mom to Scout.
Current sports broadcaster, future Wal-
mart greeter.
Phoenix, AZ
prothirtyone.com
Joined August 2009

Tweets Tweets & replies Photos & videos

Sam Steele Ponder @sam_ponder · May 29
Breaking: u can be sad a gorilla died, not
hate parents who lost track of a child, & be
glad a kid was saved ALL AT THE SAME
TIME

Who to follow · Refresh · View all

- Students for Life MI @SFL... Follow
- US Catholic Bishops @... Follow
- Our Sunday Visitor @OSV Follow

How is Keira's bio descriptive?

Twitter, Inc. [US] https://twitter.com/KikiFosho11



Home Notifications Moments Messages Search Twitter Tweet

BEN HILL GRIFFIN STADIUM AT FLORIDA FIELD

CLIMB UF

OCTOBER 24

CLIMB STADIUMS TO CURE CYSTIC FIBROSIS!



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
6,787	1,630	1,647	5,824	10

Following

Keira Lyn Hornyak


@KikiFosho11 FOLLOWS YOU

Following Christ's plan | Proud American | Dream, Believe, Achieve | Romans 5:3-4 | Register for @ClimbUF to help @UF find a cure for cystic fibrosis!

Gainesville, Florida
fightcf.cff.org/site/TR/Climb/...
Joined August 2011

Tweets Tweets & replies Photos & videos




Pinned Tweet

 **Keira Lyn Hornyak** @KikiFosho11 · Oct 9

GATORS @TimTebow wants you to come to @ClimbUF #CureCysticFibrosis 🐊🐊🐊 @UF youtube.com/watch?v=Xc38Kx...

YouTube

Who to follow · Refresh · View all

-  **Katie Pasielski** @kpasielski2 ×
Follow
-  **Darling Magazine** @darling... ×
Follow
-  **Maddie** @MaddieTudder ×
Follow

Find friends

Social Media

Tune-Up

**People like to know
the name and face
behind your
social media posts.**



ImagiBrand



What do your posts say about you right now?

KNOW WHAT YOU WANT TO SAY.

- ◆ Why will people listen to me?
You already have a unique platform... what is it?
- ◆ What am I passionate about?
- ◆ What messages do I want to amplify?
- ◆ What problem am I solving?
- ◆ What is my goal/call to action?

'If someone is on Twitter and I think they know everything about this topic, and they say it well, then I'm going to follow them.'

***WE REGRET TO INFORM YOU
THAT YOUR AUDIENCE
DOESN'T NEED YOU.***



DEFINE WHO YOU'RE TALKING WITH

If you're talking to everybody, you're talking to nobody.

?

*Who are you
helping?*

?

*Who is your
squad?*

?

*Who is your
target
audience?*

What do they care about? Who *isn't* your audience?

INCREASE YOUR VISIBILITY



- Twitter: Public account
- Reach 2000 followers
 - ManageFlitter.com
- Find applicable hashtags
- Post consistently
- Create lists
 - Public/private
 - Media list, engage 1x/week
- Post for engagement
- Create good content

*Create content that
answers their
questions or
scratches their itches*

- Vince DiCaro,
Care Net's Chief Outreach Officer

Privacy

Photo tagging

- Allow anyone to tag me in photos
- Only allow people I follow to tag me in photos
- Do not allow anyone to tag me in photos

Tweet privacy

Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

SMSS15 attendees by Peg Fitzpatrick

New friends from SMM15

1403 Members



Art of Socialites by Peg Fitzpatrick

1409 Members



Fab tweeters! by Peg Fitzpatrick

A great list of social media pros to help boost your Twitter strategy

11 Members



Fab Friends by Peg Fitzpatrick

11 Members



Fabulous Corporate Tweets by Peg Fitzpatrick

Companies that are rocking their Social Media

7 Members



My Book Club Friends by Peg Fitzpatrick

Intelligent & fun people who come to my Book Club! <3

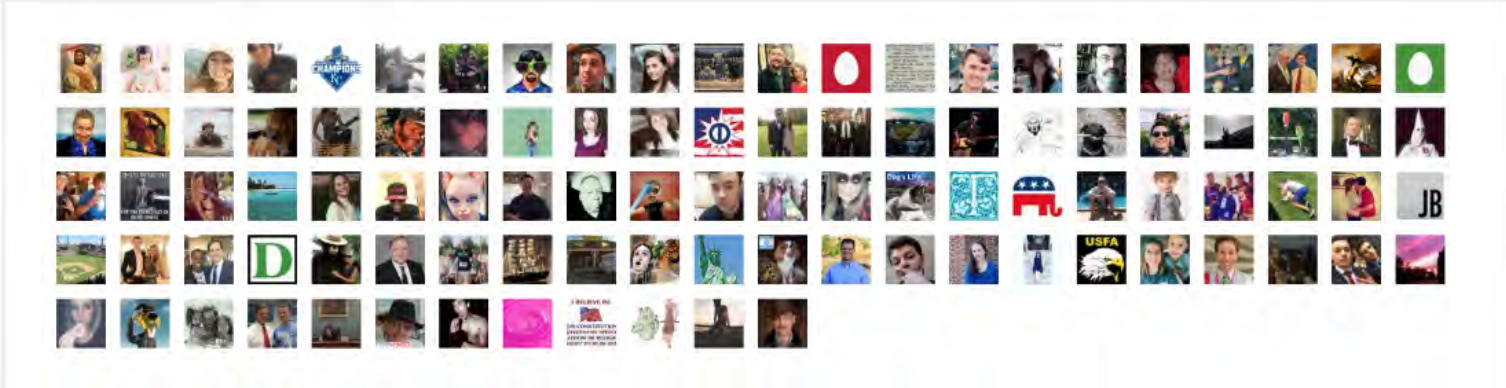
32 Members



770 people made 1308 tweets about #BigGovSucks since 1 week ago → [Tweet this](#)

Overview Order Display

Page **1** 2 3 ... 7 8 next >



Follow



Sarah Holbert @sarahoholbert 2 hrs ago
RT @TurningPointUSA: America Is Freedom #BigGovSucks
pic.twitter.com/6KACFmeeqs

2 hrs ago
Tweeted

Follow



Carly Conley @carly_conley 2 hrs ago
Like Uber? Like your iPhone? Like Netflix? You like capitalism. #BigGovSucks pic.twitter.com/W6VBDSifMH

2 hrs ago
Tweeted

Follow



Caleb @CalebHarrison2 2 hrs ago
RT @TurningPointUSA: America Is Freedom #BigGovSucks
pic.twitter.com/6KACFmeeqs

2 hrs ago
Tweeted

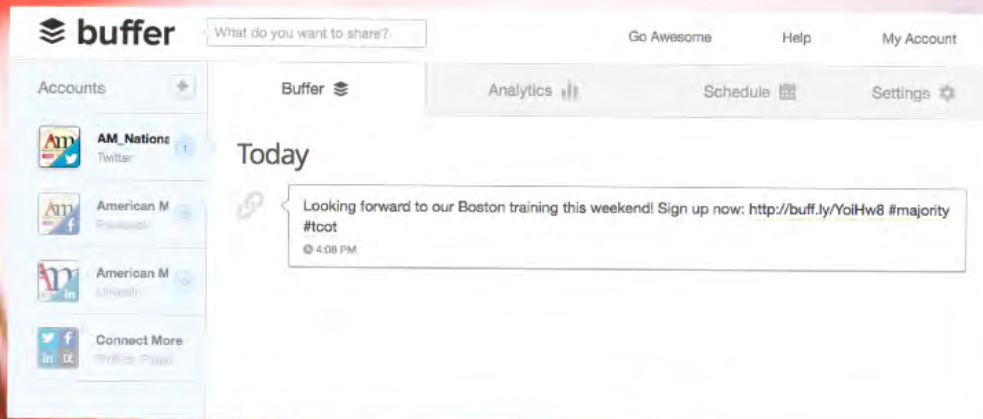
Follow



Dan Slimm @daslimm 2 hrs ago
RT @TurningPointUSA: America Is Freedom #BigGovSucks
pic.twitter.com/6KACFmeeqs

2 hrs ago
Tweeted

Post for engagement



buffer.com - schedule tweets

- The sweet spot is 4-5x tweets a day
- The highest % of retweets: 5pm ET
- The highest % of people who click on links: noon and 6pm est
- Twitter links get the most attention: end of the week & weekends
- Schedule tweets

TELL

YOUR STORY

“Storytelling is the engine that can inspire action, generate donations, and build your supporter base. Telling strong stories in compelling ways is how you build a modern movement.”

**– Michael Crawford, Director of Digital and Creative,
Freedom to Marry**

K
C
NO
LO



happyhippiefdn · 11 months ago

+ Follow



mileycyrus

#Repost @mileycyrus · · · I'm launching #InstaPride today, in partnership with @Instagram, to share stories of transgender and gender expansive people from around the country. Over the next 2 weeks, you'll meet them and the people in their lives who support them, as we highlight their stories of resilience 🏳️‍🌈 #happyhippiepresents @happyhippiefdn

13.5k likes 70 comments

Instagram

ough

entarily,
it on as a
to
hat
e are no
ention
irn to
nomy

stories

ory

• tell the stories of others

Fight for people, not against things



THE BEST PROTECTION FOR WOMEN FROM DISCRIMINATION AND POOR WORKING CONDITIONS IS A ROBUST ECONOMY, WHICH PUTS PRESSURE ON EMPLOYERS TO TREAT EMPLOYEES WELL OR RISK LOSING THEM. - IWF

When you tell a story:

- **Talk about the people behind the statistics**
- **Show that you fight for people who are harmed by liberal policies**

Example: Day care over-regulation

- **Show that you fight for people who are helped by conservative policies**

Ursula was a client of her local Care Net pregnancy center who not only received pregnancy assistance and advice, but a college scholarship as well. She graduated two weeks ago from Regent University and is thankful for the help she received in getting her life back on track.



A Care Net center in Waco, Texas just opened a twenty-four-bedroom facility for homeless pregnant women. In addition to shelter, women will receive much needed education and support as they get back onto their feet.

Help people tell their stories



standforLIFE

October 8 at 9:11pm · 🌐

"Seventeen years ago, I was a 16 year-old junior in high school. I started to suspect that I was pregnant. I was staring, wide eyed, at a positive pregnancy test. Once the reality set in, I was overwhelmed with fear and anxiety. What was I going to do? How could I ever tell my parents or my friends? Despite my impassioned pro-life arguments with pro-choice friends, in that moment, I (falsely) saw abortion as a rewind button, a way to undo the past without anyone ever really k... [See More](#)



#standforlife

Within 24 hours, over 16,000 pictures were processed under the filter, and the hashtag #standforlife was trending.

"We are a generation that responds to beauty—to creativity."

started to
e
ar and
or my
ce
n, a way to



I wanted to put a different face on the movement—to change the abortion conversation. I wanted to show that most pro-life supporters are just normal, every-day people that say no to killing the most defenseless among us—our unborn children... As a movement, we want to gather stories about families who have chosen life, show grace towards individuals who have been hurt by abortion, and to share them in a way that displays the beauty of every human being given the chance at life.

- Jess Barfield



#standforlife

Within 24 hours, over 16,000 pictures were processed under the filter, and the hashtag #standforlife was trending.

“We are a generation that responds to beauty—to creativity.”



Write well

"Make writing your secret weapon. Everything online is content. Your writing voice is content. Everything gives your writing personality. When people recognize your personality, they attribute it to your (campus group), Facebook page, etc. Your writing alone conveys something."

- Burns Marketing

The most shared articles tend to trigger feelings of:

- Awe (25%)
- Laughter (17%)
- Amusement (15%)
- Joy (14%)

Think like PIXAR





fe

1,128 others Top Comments ▾

Hope Everyone sees the
res. This is a GREAT post, Guys

33 · June 8 at 12:06pm

a hero. Save a whale. Save a

8 · June 8 at 12:46pm

life replied · 7 Replies

want this on a bumper
t like bumper stickers.

6 · June 8 at 2:12pm

oot it would make a great

June 8 at 11:20pm

ply...

das Maybe some pro-choice
e page do the talk and like to
out about abortion, as if their parents
r precious and sacred life to the
e something about your life, do
L...



Aubrey Blankenship @aubreybn · 17 Jun 2014

Baby girl. A child - whether born or unborn - is still a child. <3 this.

fineartamerica.com/featured/the-w...



Posts with images are (on average) twice as likely to be shared

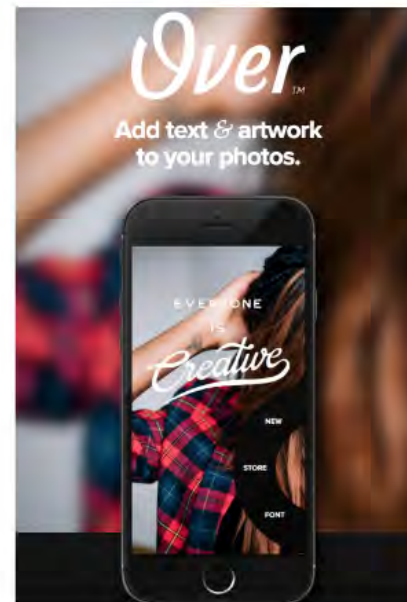
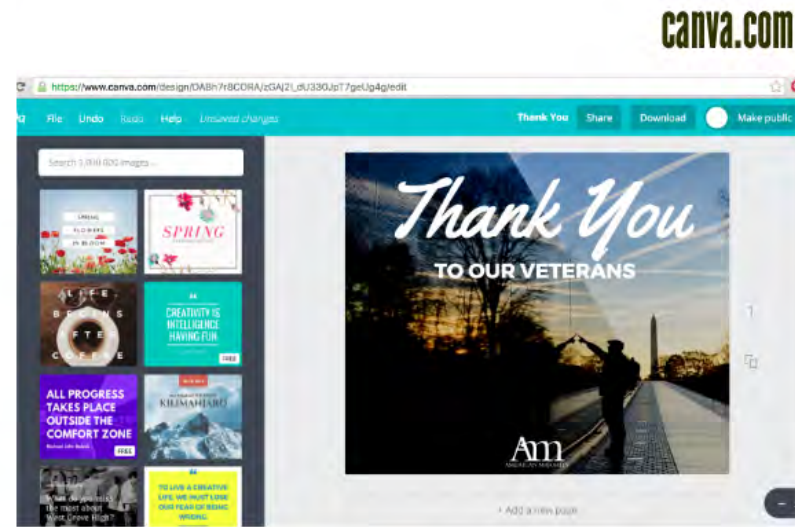


buffer.com/pablo

ADD AWESOME
TEXT
TO YOUR
PHOTOS
— IN —
SECONDS



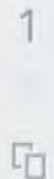
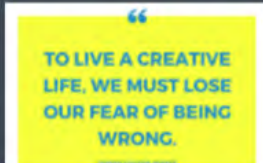
wordswag app



over app



Search 1,000,000 images...



+ Add a new page



American Majority

Published by Joyce Blankenship [?] · September 17 at 11:35am · 🌐

Happy Constitution Day! The document establishing the fundamental framework of America's system of government was signed by 39 delegates on this day 228 years ago in Philadelphia.

"The strength of the Constitution, lies in the will of the people to defend it."

THOMAS EDISON



157,515 People Reached

6,295 Likes, Comments & Shares

4,421
Likes

1,929
On Post

2,492
On Shares

174
Comments

34
On Post

140
On Shares

1,700
Shares

1,681
On Post

19
On Shares

2,835 Post Clicks

466
Photo Views

2
Link Clicks

2,367
Other Clicks *i*

NEGATIVE FEEDBACK

51 Hide Post

33 Hide All Posts

0 Report as Spam

2 Unlike Page

BRIAN MAST: DOUBLE AMPUTEE SPECIAL OPERATIONS* VETERAN RUNS FOR CONGRESS



Author: Muriel Truax | August 13, 2015

★ COMMENTS

99

👍 2.1k

1

 Tweet

 Like

 G+1

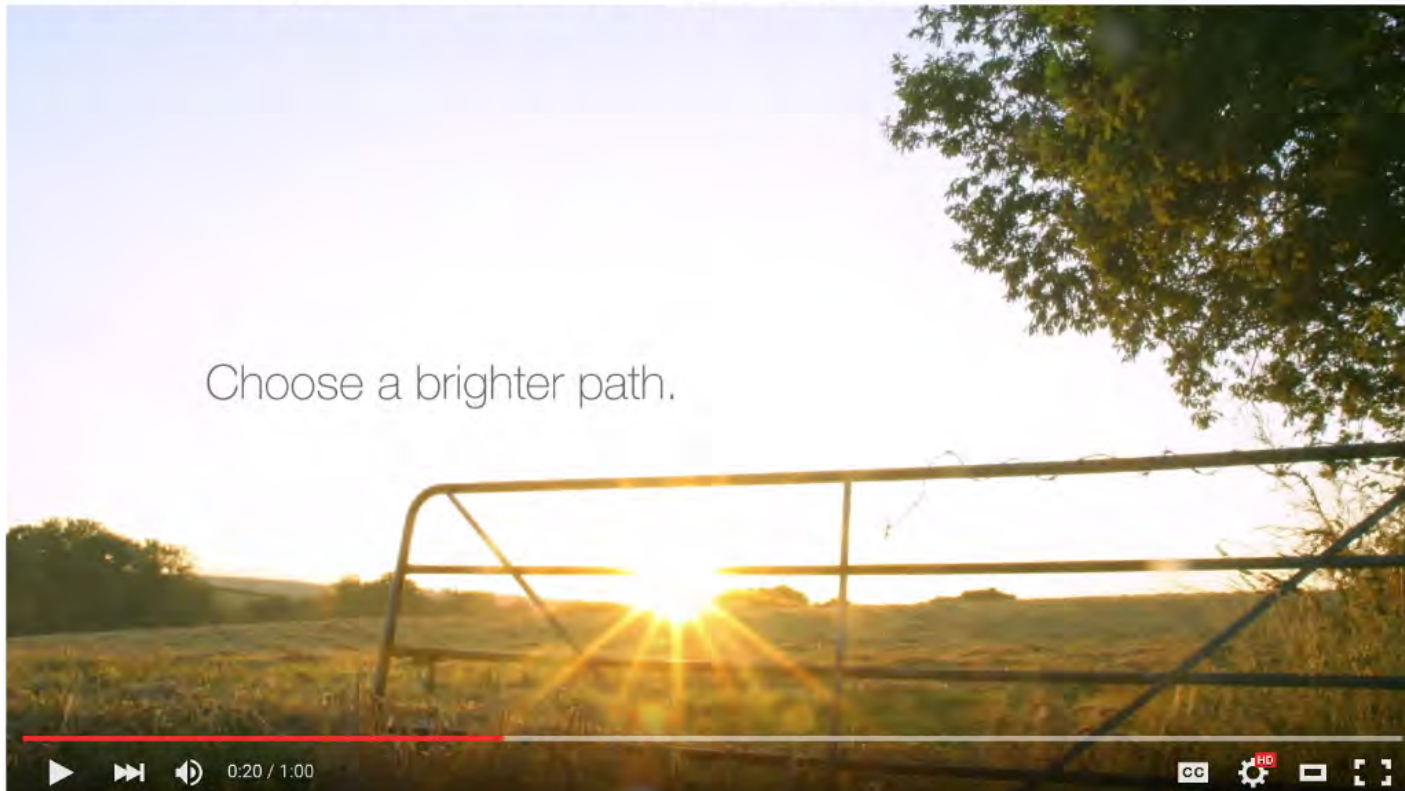
 Pin it

Brian Mast:
**Double Amputee
Special Operations Veteran**
Runs for Congress



Post authentic photos

Jeb Bush Super Pac ad... with a problem



Amber waves of grain... in England.

Just say no: there's no excuse for stealing photos





Ryan Joseph Buckingham

October 9 at 12:36pm · 🌐

Today at UTA we're celebrating the lives of unborn children by giving out free cupcakes 😊
#prolifemavs #prolifecupcakes



122 Likes 9 Comments



hillaryclinton

FOLLOW

17.4k likes

9w

hillaryclinton '80s fashion wasn't all bad. #tbt #blackandwhite

view all 717 comments

ironfist03 #poser #Benghazi #wallstreet #whitewater

Itzering You are so beautiful, next and the first madam president.

Itzering I have high hopes for this election!

whiteamus Didn't need to see this presidentbernieanders #BernieSanders2016 #weneedbernie

cerenerdogdu @kdnziu

magic.jacobscott 🍷 🍷

magic.jacobscott Hillary is my favoritw

lauralei @sara_aff

milyrsdlhm @chazzykat

black_grl_poli I want this Hillary in 2016

Log in to like or comment.



Dr. Gene Lingerfelt

@GeneLingerfelt

#Hillary contemplating the plight of the poor from her humble home.

#WhyImNotVotingForHillary

1:12 AM - 13 Apr 2015

🔄 151 ⭐ 102

1999 COST OF LIVING	
<u>LIVING</u>	
New House	\$131,710.00
Average Income	\$40,816.00 per year
New Car	\$21,022.00
Average Rent	\$645.00 per month
Tuition to Harvard University	\$31,132.00 per year
Movie Ticket	\$5.06 each
Gasoline	\$1.22 per gallon
First-Class Postage Stamp	33¢ each
<u>FOOD</u>	
Granulated Sugar	\$1.25 for 5 pounds
Vitamin	\$0.01 per gallon



Myah Bowermaster 🗳️ @Myah1997 · 23h

Harvard was 31K a year?

Tuition inflation is ridiculous! #BigGovSucks

🔄 8 ❤️ 14



Ryan Joseph Buckingham

October 9 at 12:36pm · 🌐

Today at UTA we're celebrating the lives of unborn children by giving out free cupcakes 🍩

#prolifemavs #prolifecupcakes



122 Likes 9 Comments





hillaryclinton

FOLLOW

17.4k likes

9w

hillaryclinton '80s fashion wasn't all bad.
#tbt #blackandwhite

view all 717 comments

ironfist03 #poser #Benghazi #wallstreet
#whitewater

ltzering You are so beautiful, next and the
first madam president.

ltzering I have high hopes for this election!

whiteamus Didn't need to see this

presidentberniesanders #BernieSanders2
016 #weneedbernie

cerenerdogdu @kdnzui

magic.jacobscott 😊 😊

magic.jacobscott Hillary is my favoritw

lauralei @sara_aff

mlyrsdllhm @chazzykat

black_grl_poli I want this Hillary in 2016

Log in to like or comment.





Dr. Gene Lingerfelt

@GeneLingerfelt



[#Hillary](#) contemplating the plight of the poor from her humble home.

[#WhyImNotVotingForHillary](#)

1:12 AM - 13 Apr 2015



151



102

1999 COST OF LIVING

LIVING

New House	\$131,710.00
Average Income	\$40,816.00 per year
New Car	\$21,022.00
Average Rent	\$645.00 per month
Tuition to Harvard University	\$31,132.00 per year
Movie Ticket	\$5.06 each
Gasoline	\$1.22 per gallon
First-Class Postage Stamp	33¢ each

FOOD

Granulated Sugar	\$1.25 for 5 pounds
Vitamin	0.01 per gallon



Myah Bowermaster ⚖️ @Myah1997 · 23h

Harvard was 31K a year?

Tuition inflation is ridiculous! **#BigGovSucks**



But there's plenty of politicians who've figured out how to win at Instagram. Namely, try and forget you're a politician and make people feel jealous about how great your life is.

Because that's how normal people use Instagram.



RULE OF THUMB

**If you don't want to share it,
you probably shouldn't post it.**

**DON'T GO IT
ALONE**

**BUILD
REAL RELATIONSHIPS
ONLINE**

BUILD YOUR SQUAD



instagram



Aubrey Blankenship

@aubreynb



Following

G.K. Chesterton reminds us that self-absorption robs our joy.

"How much happier you would be if you only knew that these people cared nothing about you! How much larger your life would be if your self could become smaller in it; if you could really look at other men with common curiosity and pleasure; if you could see them walking as they are in their sunny selfishness and their virile indifferences! You would begin to be interested in them because they were not interested in you. You would break out of this tiny and tawdry theater in which your own little plot is always being played, and you would find yourself under a freer sky, in a street of splendid strangers." - G.K. Chesterton

RETWEETS

10

LIKES

11



11:52 AM - 25 May 2016



G.K. Chesterton reminds us that self-absorption robs our joy.

"How much happier you would be if you only knew that these people cared nothing about you! How much larger your life would be if your self could become smaller in it; if you could really look at other men with common curiosity and pleasure; if you could see them walking as they are in their sunny selfishness and their virile indifferences! You would begin to be interested in them because they were not interested in you. You would break out of this tiny and tawdry theater in which your own little plot is always being played, and you would find yourself under a freer sky, in a street of splendid strangers." - G.K. Chesterton

RETWEETS

10

LIKES

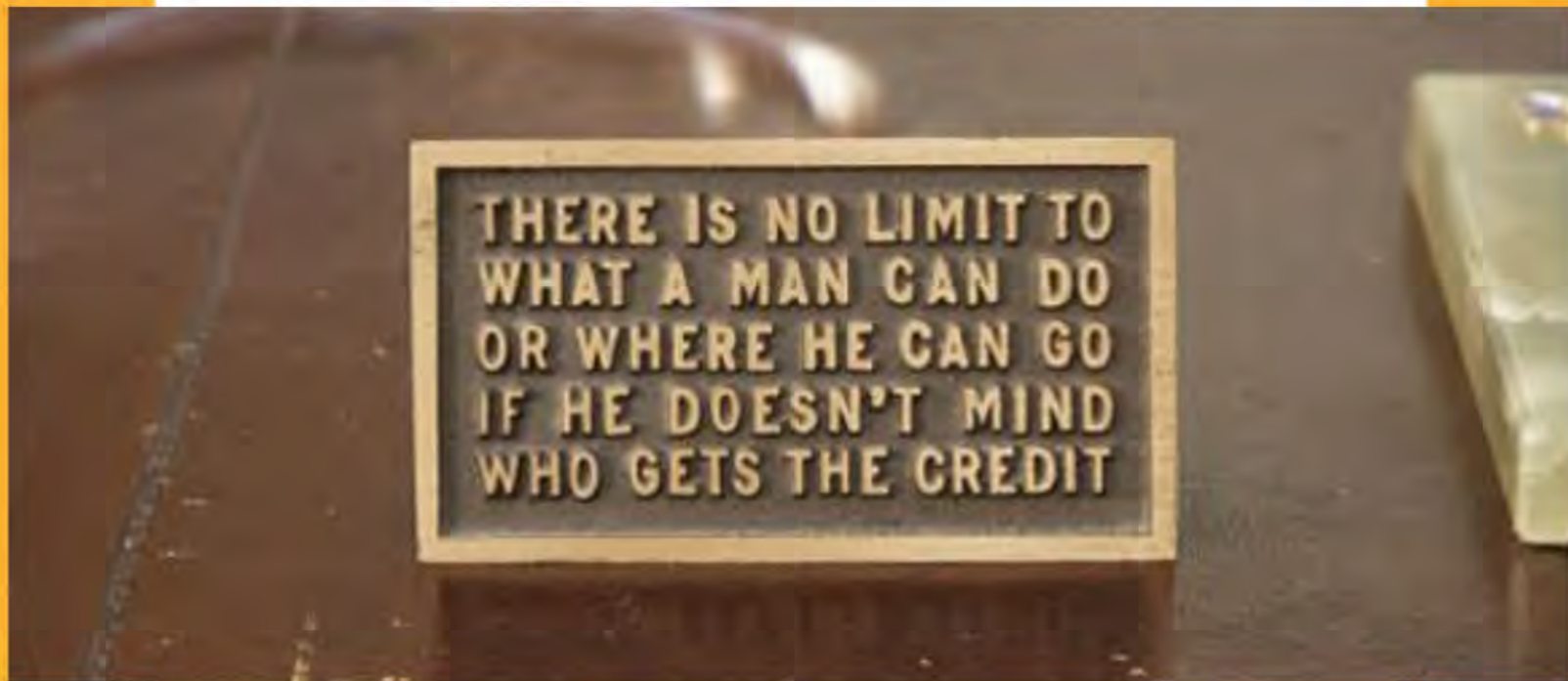
11



BE GENEROUS

On Twitter: Retweet 2 out of 3 tweets

*"Do what you do best and link to the rest."
- Elyse Siegel, RebelMouse*



An easy way to do this: Attribute by tagging the author. It builds a relationship.

REACH OUT

Brandon Hendrickson @vikingslover26 11 Apr
Well I know who I'm voting for in 2016, In my eyes its a done deal. Hillary Clinton all the way!! :) fb.me/1AMUhjRUM

Sara Marino @smarino92 [Follow](#)
.@vikingslover26 Thanks for your support! I'm the organizer for #MasonCity for @HillaryforIA - let's get coffee to talk about the campaign!
2:49 PM - 14 Apr 2015 · Mason City, IA, United States

← ↻ ★ 3



People who like **Rand Paul** and are older than 18 and younger than 22 and live in **La**

Fewer Than 100 People [Share](#)

Gender	Add...
Relationship	Add...
Employer	Add...
Current City	Las Vegas, Nevada ▾
Home town	Add...
School	Add...
Friendship	Add...
Name	Add...
Likes	Rand Paul = Add
Age Range	18 to 22 ▾

[SEE MORE FILTERS](#)



YOUNG AMERICANS *for* LIBERTY



People who like **Rand Paul** and are older than 18 and younger than 22 and live in **Las Vegas, Nevada**

Fewer Than 100 People

[Share](#)

Gender

Relationship

Employer

Current City

Hometown

School

Friendship

Name

Like



Brandon Hendrickson

@vikingslover26

11 Apr

Well I know who I'm voting for in 2016, In my eyes its a done deal. Hilary Clinton all the way!! :) fb.me/1AMUhjRUM



Sara Marino

@smarino92

 Follow

.@vikingslover26 Thanks for your support! I'm the organizer for #MasonCity for @HillaryforIA - let's get coffee to talk about the campaign!

2:49 PM - 14 Apr 2015 · Mason City, IA, United States

   3

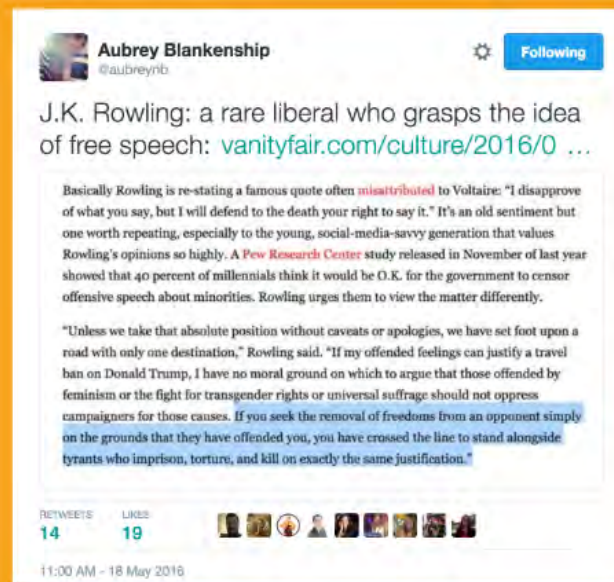
ENGAGE WITH PEOPLE YOU DISAGREE WITH



"From our years together at the D.C. Circuit, we were best buddies. We disagreed now and then... It was my great good fortune to have known him as working colleague and treasured friend."

"Justice Scalia was able to **separate ideas from people**. Understand a person's moral framework before you argue with them. He could critique from his own point of view but also point out inconsistencies in their own philosophy."

- Susan Engel, former law clerk to Justice Scalia



A screenshot of a tweet from Aubrey Blankenship (@aubreyrb) dated May 18, 2016. The tweet discusses J.K. Rowling's stance on free speech, quoting her as a "rare liberal who grasps the idea of free speech" and linking to a Vanity Fair article. The tweet includes two paragraphs of text and shows 14 retweets and 19 likes.

Aubrey Blankenship @aubreyrb Following

J.K. Rowling: a rare liberal who grasps the idea of free speech: vanityfair.com/culture/2016/0 ...

Basically Rowling is re-stating a famous quote often **misattributed** to Voltaire: "I disapprove of what you say, but I will defend to the death your right to say it." It's an old sentiment but one worth repeating, especially to the young, social-media-savvy generation that values Rowling's opinions so highly. A **Pew Research Center** study released in November of last year showed that 40 percent of millennials think it would be O.K. for the government to censor offensive speech about minorities. Rowling urges them to view the matter differently.

"Unless we take that absolute position without caveats or apologies, we have set foot upon a road with only one destination," Rowling said. "If my offended feelings can justify a travel ban on Donald Trump, I have no moral ground on which to argue that those offended by feminism or the fight for transgender rights or universal suffrage should not oppress campaigners for those causes. **If you seek the removal of freedoms from an opponent simply on the grounds that they have offended you, you have crossed the line to stand alongside tyrants who imprison, torture, and kill on exactly the same justification.**"

RETWEETS: 14 LIKES: 19

11:00 AM - 18 May 2016



Aubrey Blankenship

@aubrey nb



Following

J.K. Rowling: a rare liberal who grasps the idea of free speech: vanityfair.com/culture/2016/0 ...

Basically Rowling is re-stating a famous quote often **misattributed** to Voltaire: "I disapprove of what you say, but I will defend to the death your right to say it." It's an old sentiment but one worth repeating, especially to the young, social-media-savvy generation that values Rowling's opinions so highly. A **Pew Research Center** study released in November of last year showed that 40 percent of millennials think it would be O.K. for the government to censor offensive speech about minorities. Rowling urges them to view the matter differently.

"Unless we take that absolute position without caveats or apologies, we have set foot upon a road with only one destination," Rowling said. "If my offended feelings can justify a travel ban on Donald Trump, I have no moral ground on which to argue that those offended by feminism or the fight for transgender rights or universal suffrage should not oppress campaigners for those causes. If you seek the removal of freedoms from an opponent simply on the grounds that they have offended you, you have crossed the line to stand alongside tyrants who imprison, torture, and kill on exactly the same justification."

RETWEETS

14

LIKES

19



11:00 AM - 18 May 2016

CALL THEM OUT!

- Follow and engage your elected officials
- Call out inconsistencies among progressives
- Hijack conversations online

FOLLOW & ENGAGE YOUR ELECTED OFFICIALS

Goal: Create a one-on-one connection
on a public platform

**House and Senate staff
were polled:**

< 30 comments on a post are enough to get their attention

- Congressional Management Foundation

Politics is so much more than national politics

- Educate yourself and your followers on what's at stake in your community
- Be willing to criticize your own side

 **Brandon VerVelde**
@bvvelde

  Follow

Breaking: Dane County Judge who blocks [#voterID](#) signed Walker [#recall](#) petition. bit.ly/xomrNE [#waight](#)

RETWEETS
5



WISCONSIN STATE JOURNAL

Revelation that judge in voter ID case signed recall petition raises questions

ED TRELEVEN | Wisconsin State Journal | etreliven@madison.com | 608-252-6134 | @WSJcourts
Mar 5, 2017 • 0



judgeflanagan.com
Dane County Circuit Court Judge David Flanagan.

After news broke of the court ruling that temporarily derailed Wisconsin's voter ID law, conservative activists began **tweeting** that Circuit Judge David Flanagan had signed a petition to recall Gov. Scott Walker, who is officially a defendant in the lawsuit Flanagan had ruled on.

CALL OUT INCONSISTENCIES AMONG PROGRESSIVES

Challenge the premise that they are on the
“side of the angels”





Aubrey Blankenship
@aubreyhb

So New York governor limits freedom... in response to a bill that he believes limits freedom. How is this a thing!?



New York Governor Bans Travel to Mississippi After State P...

New York Gov. Andrew Cuomo (D) banned all non-essential travel to Mississippi in an executive order after the Magnolia State passed a religious liberty bill that he described as "hateful injust...
theblaze.com

RETWEETS
11

LIKES
15



10:20 AM - 7 Apr 2016



Charlie Kirk
@charliekirk11

⚙️ Follow

Here's a radical idea. If you work 40 hours a week, 8 hours of work shouldn't disappear to taxes.

Bernie Sanders @BernieSanders

Here's a radical idea: If you work 40 hours a week, you should not be living in poverty.

RETWEETS
276

LIKES
500



7:16 PM - 29 May 2016



Progressive Organizations 🔒

e.g. "the enemy" juuust kidding....

24 Members



The Atlantic
@TheAtlantic

⚙️ Follow

Should women be able to abort a fetus just because it's female? theatlantic.com/story/1NDEzAU



RETWEETS
30

LIKES
26



8:56 AM - 22 May 2016



Bonnie Blankenship @bonnieblankenship



Watch: college students can't explain why a short white guy isn't a tall Asian woman

Need absolute proof that col lege is one big waste of time?

NYTREG.COM | BY BIRBOLD, PAUL

Like Comment Share



Aubrey Blankenship

@aubrey nb

So New York governor limits freedom... in response to a bill that he believes limits freedom. How is this a thing!?



New York Governor Bans Travel to Mississippi After State P...

New York Gov. Andrew Cuomo (D) banned all non-essential travel to Mississippi in an executive order after the Magnolia State passed a religious liberty bill that he described as "hateful unjust..."

theblaze.com

RETWEETS

11

LIKES

15



10:20 AM - 7 Apr 2016





Charlie Kirk

@charliekirk11



 Follow

Here's a radical idea. If you work 40 hours a week, 8 hours of work shouldn't disappear to taxes.

Bernie Sanders @BernieSanders

Here's a radical idea: If you work 40 hours a week, you should not be living in poverty.

RETWEETS

276

LIKES

500



7:16 PM - 29 May 2016



7:16 PM - 29 May 2016



Progressive Organizations

e.g. "the enemy" juuust kidding....

24 Members



 [Follow](#)

be able to abort a fetus just
male? theatln.tc/1NDEzAU



Bonnie Blankenship shared a link.
April 19 · 





The Atlantic ✓
@TheAtlantic



 **Follow**

Should women be able to abort a fetus just because it's female? theatlantic.com/story/should-women-be-able-to-abort-a-fetus-just-because-it-s-female/411111/



RETWEETS
30

LIKES
26



8:58 AM - 22 May 2016





Bonnie Blankenship shared a link.

April 19 · 👤



Watch: college students can't explain why a short white guy isn't a tall Asian woman

Need absolute proof that college is one big waste of time?

PATHEOS.COM | BY BRISTOL PALIN


Like

Comment


Share


HIGHJACK HASHTAGS

 **Hillary Clinton** @HillaryClinton 12 Aug
How does your student loan debt make you feel?
Tell us in 3 emojis or less.


 **Nina Maria** @Nina_Miller22 [Follow](#)


[@HillaryClinton](#) Hillary your my gal, but just no
4:14 PM - 12 Aug 2015
1 4

 **Hillary Clinton** @HillaryClinton 12 Aug
How does your student loan debt make you feel?
Tell us in 3 emojis or less.


 **Ben Jacobs** @Bencjacobs [Follow](#)


[@HillaryClinton](#) How does finally handing over your server to
federal investigators make you feel?
Tell us in 3 emojis or less.
3:01 PM - 12 Aug 2015
495 795

 **Hillary Clinton** @HillaryClinton 12 Aug
How does your student loan debt make you feel?
Tell us in 3 emojis or less.

 **LouisatheLATE** @LouisatheLast [Follow](#)

[.@HillaryClinton](#) You know what people who went to college can
use? Words.
3:27 PM - 12 Aug 2015
134 277



 **josh russell** @josh_emerson [Follow](#)

my school lunch today #ThanksMichelleObama
3:50 PM - 21 Nov 2014
121 38

It's picked up
by the media!



Hillary Clinton ✓

@HillaryClinton

12 Aug

How does your student loan debt make you feel?
Tell us in 3 emojis or less.



Nina Maria

@Nina_Miller22

 Follow

[@HillaryClinton](#) Hillary your my gal, but just no

4:14 PM - 12 Aug 2015

  1  4



Hillary Clinton 
@HillaryClinton

12 Aug

How does your student loan debt make you feel?
Tell us in 3 emojis or less.



Ben Jacobs 
@Bencjacobs

 **Follow**

[@HillaryClinton](#) How does finally handing over your server to
federal investigators make you feel?

Tell us in 3 emojis or less.

3:01 PM - 12 Aug 2015

  495  795



Hillary Clinton ✓
@HillaryClinton

12 Aug

How does your student loan debt make you feel?
Tell us in 3 emojis or less.



LouisatheLATE
@LouisatheLast

 Follow

.@HillaryClinton You know what people who went to college can use? Words.

3:27 PM - 12 Aug 2015

  134  277



josh russell

@josh_emerson

 Follow

my school lunch today #ThanksMichelleObama

3:50 PM - 21 Nov 2014

  121  38

- Don't feed the trolls *they're bored & want attention!*
- Allow other people to defend you
- Be funny (not combative!)
- Include good behavior guidelines
- Link to an article/blog post
- Know that trolls gonna troll so stop caring what they think!



STAY POSITIVE

(But this isn't fun & games)

Celebrate - Show Your Enthusiasm



Hopeful....
but serious

Celebrate: Your freedom

3. Punctuate your posts: Try an exclamation point

Exclamation points are considered an abbreviation. However, exclamation can convey the level of emotional value that helps levels content, as a more human feel. For example, we found that using exclamation points in a post correlates with more engagement.

Use exclamation marks in your comments! 70.7% of posts with exclamation marks in their posts did not use them, and 2.7% of posts with exclamation marks in their comments did not use them.

How many do you need? Overall, we found a positive correlation between post effectiveness and number of exclamation points. (A post with 7 exclamation marks received 7.8% more likes and comments than a post with 0 exclamation marks.)

Am



What's the best way to celebrate? In a recent survey, 80% of respondents said they would use exclamation points in their posts to show their excitement. 70.7% of posts with exclamation marks in their comments did not use them. 2.7% of posts with exclamation marks in their comments did not use them.

HAVE FUN!

KEEP IN TOUCH

Aubrey Blankenship

@aubreybn

aubrey@americanmajority.org

americanmajority.org

Celebrate - Show Your Enthusiasm



Celebrate: Your freedoms

3. Punctuate your posts: Try an exclamation point

Punctuation is often times considered an afterthought. However, punctuation can convey the kind of **emotional value** that helps brands connect at a more human level. For example, we found that using exclamation points in a post correlates with more engagement.

An exclamation mark isn't commonly used on Facebook—71.17% posts studied did not use them. But the posts that do use them see 2.7 times more engagement on average.

How many do you need? Overall, we found a positive correlation between post effectiveness and number of exclamation points. (A post with 7 exclamation marks receives 7.84 interactions on average. Now that's something to get excited about!)

buffer.com



Hopeful....
but serious



“Ronald Reagan saw himself as a player in history. His ability to see America’s place in destiny and America’s role in the world was so strong and graphic that it gave him the ability to communicate it and feel the danger.

We have to look at it in the long term and retain the degree of hope that Reagan always had about the future. **You are the best hope.** We are the soldiers of the future. [Our goal is to] bring everyone to the place where everyone has the ability to exercise their God-given individual liberty and rights.”

*- James Rosebush, former senior adviser to Ronald Reagan
and Chief of Staff to Nancy Reagan*

The background of the slide is a blurred image of an American flag. In the foreground, the heads and shoulders of several people are visible, all wearing sunglasses, suggesting a sunny outdoor event or rally.

UNLOCKING MORE POWER FROM SOCIAL MEDIA

Online Activism for the Conservative Woman

- An American Majority Presentation -