

Here's a simplified guide on what type of content to post on Facebook for a political campaign:

1. Policy Positions and Proposals

- Share clear, concise posts about the candidate's stance on various issues. Use infographics or short videos to break down complex policies into understandable chunks.

2. Event Announcements and Recaps

- Post about upcoming events, rallies, town halls, and webinars. After events, share photos, key takeaways, or video highlights to engage those who couldn't attend.

3. Personal Stories and Behind-the-Scenes

- Humanize the campaign by sharing personal stories, experiences, and behind-the-scenes glimpses of the candidate and the campaign team at work. These posts can help build a personal connection with the audience.

4. Volunteer Spotlights and Calls to Action

- Highlight the work of volunteers and campaign staff to show appreciation and encourage others to get involved. Include clear calls to action, like how to volunteer, donate, or participate in campaign activities.

5. Voter Information and Resources

- Provide essential information on voter registration, polling places, and important dates. Use Facebook's event features to remind followers of registration deadlines and election days.

6. News Coverage and Media Appearances

- Share articles, interviews, and media appearances that feature the candidate or discuss relevant campaign issues. This helps lend credibility and keeps followers informed.

7. Endorsements and Testimonials

- Post about endorsements from notable individuals, organizations, and community leaders. Share testimonials from constituents who support the candidate, focusing on how the candidate's policies will positively impact their lives.

8. Interactive Content

- Engage your audience with polls, questions, and live Q&A sessions. This type of content encourages participation and gives followers a voice, making them feel a part of the campaign.

9. Acknowledgments and Responses to Current Events

- React to current events with thoughtful posts that align with the candidate's views. Show how the candidate's leadership could positively influence ongoing issues.

10. Fundraising Campaigns

- Share compelling reasons to donate to the campaign with stories of what the campaign has achieved and plans to accomplish. Be transparent about fundraising goals and progress.

Content Strategy Tips:

- **Consistency is key:** Keep a regular posting schedule to maintain engagement.
- **Quality over quantity:** Focus on creating meaningful, impactful content rather than overwhelming followers with too many posts.
- **Engage with your audience:** Respond to comments, messages, and engage with followers to build a community around the campaign.

Remember, the content should always be authentic, respectful, and tailored to the interests and concerns of the target audience. The ultimate goal is to inform, engage, and motivate followers to support the campaign, both online and offline.

This article is presented with compliments from the 24th Legislative District Committee, serving the communities of Clallam County, Jefferson County, and Northern Grays Harbor County in Washington State.