



## Social Media Amplification and Re-Amplification Team (S.M.A.R.T)

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The purpose of S.M.A.R.T. is to help elevate and amplify information and messaging from SCDP and democrats statewide. To accomplish this, coordinated volunteers will use their existing social media platforms to share posts, links, or other shareable media to reach a wider audience and increase engagement online.

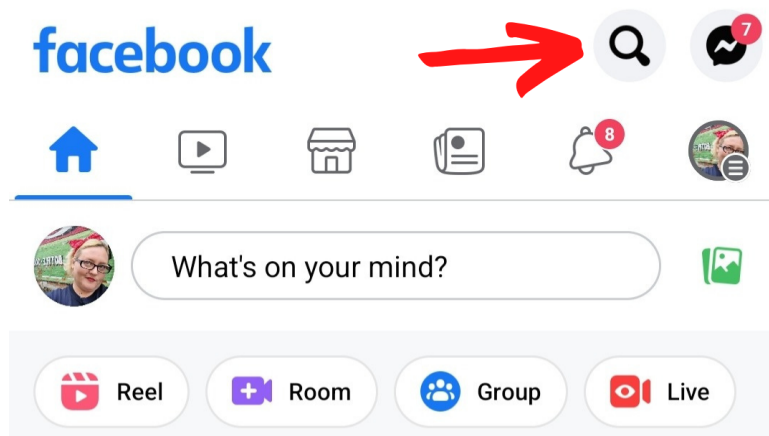
For right now, we will focus on using Facebook. All social media platforms are a bit different in design and function, so for now we will work with Facebook's interface to introduce some important elements that are necessary to creating effective posts.

That said, some **ELEMENTS OF EFFECTIVE SHARING** are universal across social media platforms, even if the interfaces look or perform a bit differently. If you feel comfortable sharing from SCDP's Instagram or Twitter within S.M.A.R.T. guidelines, we encourage you to do so. Every bit of message boosting helps!

This is an easy, time-efficient volunteer activity that should be a lot of fun, so let's get started.

### Getting Started:

To start, log into Facebook and locate the magnifying glass icon. Tap it to access the search bar.





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Type “South Carolina Democratic Party” in the search bar at the top of the page, then tap/click to visit the SCDP Facebook page.



South Carolina Democratic Party |



**South Carolina Democratic Party**  
Public figure



If you do not currently follow the SCDP Facebook page, please tap on “Follow” to begin receiving updates from SCDP on your Facebook feed.



**South Carolina Democratic Party** ✓

17K followers · 163 following

Sign Up

Message

Follow



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As a S.M.A.R.T. volunteer, we ask that once you can see the word “Following” (which you will see after you have tapped to follow the page), to set your following preference to the highest “See First” setting.



You'll see posts higher in your News Feed.



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This will help you as a volunteer because you will see SCDP's posts more frequently in your feed as they are made, and you will get notifications about new posts. Please encourage your friends to do the same!

**To begin posting, just go to the SCDP Facebook page and tap/click to share any relevant posts that have been added within the past 5-7 days.**

**When you are FINISHED sharing/posting, please don't forget to fill out the S.M.A.R.T. Checkout Form at the end of your volunteer shift!**

**The Checkout Form provides a checklist of good sharing practices for volunteers, and important information the SCDP organizing team needs to know!**

You may see a list of sharing options, in which case always choose "Share to News Feed" so that you share the post to your Facebook where your online connections can see it.

**Posts not considered relevant are generally anything for which a time frame has already expired.** *Example: A virtual event with a date and time for a meeting that has already passed.*

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**Elements of Effective Sharing:** As a S.M.A.R.T. volunteer, you will need to remember just a few things when posting/sharing to make those posts as effective as possible. Below, is a checklist of practices you must follow to get the most out of your social media outreach!

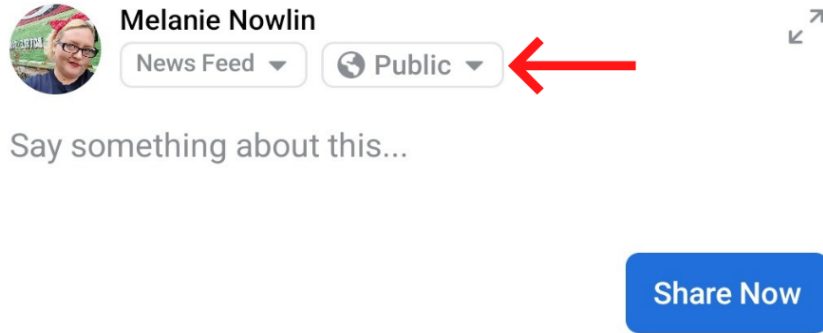
- **Public Sharing**
  - People often have different filters applied to their Facebook posting for daily use. When it comes to S.M.A.R.T. posts, those should be set to PUBLIC in the post's privacy settings.
  - Volunteers do NOT have to change their personal privacy settings, but each S.M.A.R.T. post's settings should be toggled to "Public". This can be easily accomplished by using the dropdown menu in the post sharing window and choosing "Public" from the options.





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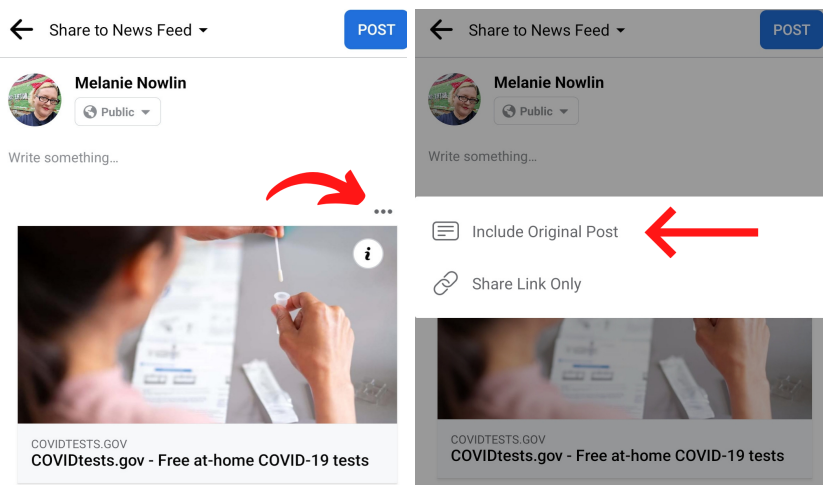
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- If these S.M.A.R.T. posts are set to any other privacy setting, they will probably not be shareable by others. Our S.M.A.R.T. goals are to increase sharing and visibility of SCDP posts, so it's very important that volunteer posts are shareable.

- **Using SCDP's Original Posts**

- S.M.A.R.T. volunteers are helping to boost SCDP's presence and message on social media, so where applicable, it is important when sharing to utilize the option to "Share Original Post". Always check to see if an options menu is available when sharing, and choose to "Include Original Post" where available. In the photo, "options" are toggled by a tap/click on the three dots.



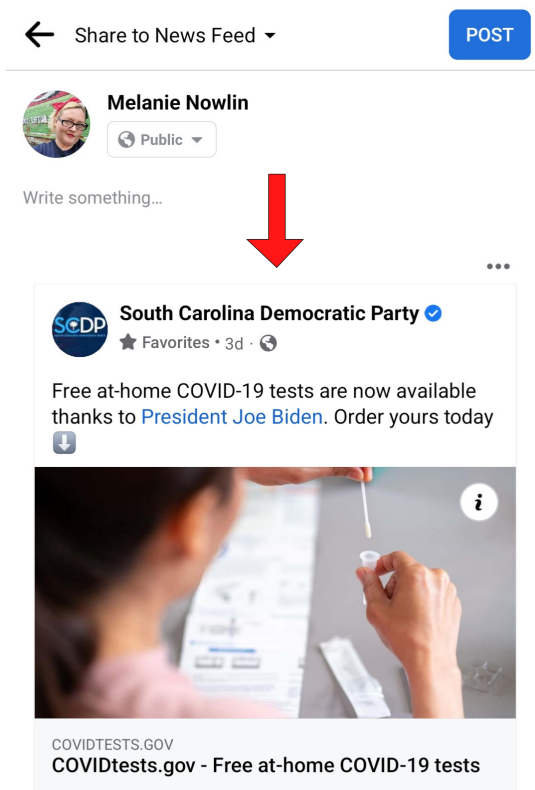
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- The “Include Original Post” option USUALLY only applies when sharing a post that contains a link to a website or news article, but it’s important to use this feature when available! This helps to direct people to the SCDP Facebook page, which is also an important goal of this volunteer activity.
- After choosing to “Include Original Post”, it will show SCDP’s original post in your share.



*This image example is from the Facebook mobile app, on an Android system. Depending on how you access Facebook (PC, Tablet, Android, Apple, etc), the options interface might look slightly different.*



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- **Using Hashtags**

- Using hashtags is a great way to help share your post widely across social media networks. Always use existing hashtags, as ones that you just make up aren't "established" for use and therefore won't achieve recognition across the social media platform you're using.
- **Here are some great hashtags to use on your posts:**
  - #Democrats
  - #Vote
  - #VoteBlueSC
- **Be sure to use only 1-3 hashtags per post.** Excessive hashtag use can potentially be flagged as spam or advertisement by Facebook's algorithm, resulting in reduced visibility of the post.
- **Using a state-relevant hashtag in conjunction with a NATIONALLY relevant hashtag will help elevate your post in visibility.** Here are some examples of popular national hashtags
  - #BuildBackBetter
  - #DemocratsDeliver
  - #WelcomeToTheParty
  - #AmericanRescuePlan

- **Tagging Friends**

- Another great way to share posts to a wider social media audience is to tag people you know on Facebook. Keep the following in mind when tagging others:
  1. **Only tag people who you believe will enjoy or appreciate the content of the post**
  2. **Never tag more than TEN people in total. Excessive tagging is considered spam**
  3. **Encourage the people you've tagged to share the post, too**



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To tag friends on Facebook, tap/click on the Tag Friends icon when preparing your post:



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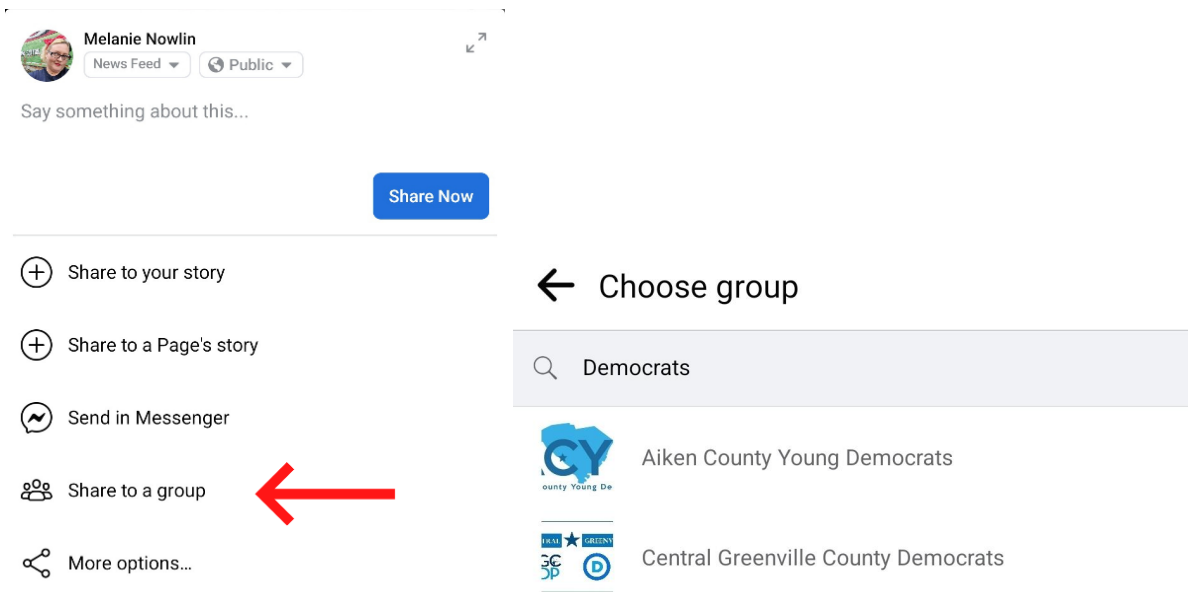


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- **Sharing to Groups on Facebook**

- If volunteers belong to groups that discuss democratic issues and activism, these are great places to share S.M.A.R.T. posts. Remember that groups usually have group rules, so please make sure that posting SCDP material is appropriate within a group's rules before doing so.
- Important: To avoid spamming Facebook groups, it's best to visit the group **BEFORE SHARING** a post there to make sure duplicate posts aren't shared on the same day. Please allow 24-48 hours before re-posting any information to a group
- To share to a group, select "Share to Group" from the sharing options:



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