Legislative Staff Training
Digital, Social, Personal...
Campaign News Sources

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Source: Pew Research Center; 2015 from Google Consumer Survey Sept. 2015
Mobile % of traffic for elections related searches

2008: <1%
2012: 24%
2016: 63%
The Role of Digital has never been greater

For every 1 hour on TV, voters are online for 1 hour 54 minutes.

Source: Greenberg Survey Presidential Politics | March 2016
Digital is Even More Prevalent for Key Targets

To win, campaigns must reach these key voters where they are.

- Millennials: 3.4 hours online
- Hispanics: 2.7 hours online
- Single Women: 2.4 hours online
- Moms: 2.3 hours online
- Swing Voters: 2.3 hours online

For every hour on TV

AVERAGE: 1.9 hours online
Digital Puts Voters in Control

A majority of voters use digital to dig deeper and add valuable context to the information they receive from more traditional sources, no longer seeing traditional media as the primary authority when it comes to politics.

In 2008, there was probably less control when it came to research because I didn't have quick access with a personal cellphone, the Internet or Wi-Fi. I was less in control and more at the mercy of what was on the news that day.

~Female, 41, Dem, IA

46% of voters feel they get enough information from traditional media to make an informed voting decision.

54% of voters seek out additional research online to determine which candidate to vote for.
Digital is unbiased / fact based

Voters assume all media hold bias and/or omit the whole story, and they fear being misinformed as a result. To combat this, voters go online for self-directed research. Owning this digital process helps them determine what’s credible, allowing them to triage multiple trusted sources for better comprehension.

1 out of 4 undecided voters are overwhelmed by the political coverage and unsure of what to believe.

I don’t know how credible anything is anymore with what’s out there. There’s so much, and it’s hard to digest.
~Male, 40, Dem, NH

I might read about what somebody said, but I want to truly see it in context, so I’ll go to YouTube.
~Male, 49, Dem, IA
Digital is unbiased / fact based

**Traditional media**

Inform

Curated for voters

Discover

Specific point of view / Spin

Get the report

Hear analysts’ opinions

**Digital media**

Persuade

Controlled by voters

Learn

Comprehensive view of the facts

See the true source

Form my own opinion
Facebook is the hub for campaign conversations.

Twitter is the megaphone for opinions (and abuse)
Every campaign site should solve for:

- **Biography** (text, video, audio)
- **Policy Positions** (text, video)
- **Current, fast moving issues** (text, video, w/ social)
- **Desired Outcomes** (volunteers, activism, donations)
Reasons *why* voters visit candidate’s sites:

- **59%** Issues
- **25%** Biography
- **9%** Donation
- **5%** Sign Up
DR. RAND PAUL
DEFEND THE WASHINGTON MACHINE

"I want to unleash the American Dream. I will return our country to freedom and prosperity, and restore the principles upon which this nation was founded: man's right to Life, Liberty, and the Pursuit of Happiness." — Rand Paul

Learn More about Rand and Kelley

News & Social

Rand Paul: NSA ruling is important victory for privacy of Americans
I believe that every American has the right to privacy as guaranteed by our Constitution. When I took office, I vowed to uphold and protect these rights.

Sen. Rand Paul: What You Discuss on Your Phone Is None of the Government's Business
The sacrifice of our personal liberty for security is and will forever be a false choice.

Justin Amash endorses Rand Paul for President
"Rand Paul is a once-in-a-generation sort of candidate." Amash said at the Kent County Republican Party headquarters here, where he appeared with Paul. Amash praised Paul's calls for a balanced budget and fo
Build: List of issues voters care about
Create:

Video content about stances on issues
Social Media:

Utilize the power of each platform

Facebook
213M active monthly users United States

YouTube
197M active monthly users United States

Twitter
65M active monthly users United States

Instagram
64M active monthly users United States

Snapchat
200M active monthly users Worldwide

Vine
40M active monthly users Worldwide
Twitter is effective each day of the week, but remember to consider your audience.

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<th>Facebook</th>
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<td>Facebook is broadly used on mobile and desktop, at work and at home. It really depends on the audience as far as who and how it is used.</td>
<td>Twitter is a hard nut to crack, and definitely audience dependant, like Facebook. It is often treated like an RSS feed, and something to read during down times like commutes, breaks, and so on.</td>
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<th>Pinterest</th>
<th>Google+</th>
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<td>Pinterest users seem to make network activity an evening sport, much like sitting down to TV in the evening during their free time.</td>
<td>Google+ also targets work professionals with the average users interacting in the early morning.</td>
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<th>Instagram</th>
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<td>Instagram users are on a platform meant for mobile, and that means they tend to use the network all the time, any time.</td>
<td>LinkedIn is for professionals, and they tend to use it around work hours.</td>
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**Facebook**

**BEST DAYS**

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**BEST TIMES**

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<th>9AM</th>
<th>10AM</th>
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<th>12PM</th>
<th>1PM</th>
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**Quick Tip:**

And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that “Happiness Index.”

Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

Use Facebook analytics and Fancpage Karma to track your data and see when your audience is online.

**Twitter**

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**BEST TIMES**

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<th>12PM</th>
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**Quick Tip:**

Wednesday around noon and 5-6pm are peak moments during workers’ breaks.

Twitter users are 181% more likely to be on Twitter during their commute.

Use Twitter Analytics and Followerwonk to track data on your own followers to find the best times to tweet.
LinkedIn

**BEST DAYS**

S M T W T F S

**BEST TIMES**

5-6AM 7-8AM 9-10AM 12PM 1-2PM 3-4PM 5-6PM

Quick Tip:
The best time to post is midweek from 5-6 pm. Business people are most likely to read LinkedIn in the morning like the newspaper.

While LinkedIn is more professional, the best times to post are still before and after work.

Instagram

**BEST DAYS**

S M T W T F S

**BEST TIMES**

2AM 4AM 6AM 8-9AM 11AM 1PM 3PM 5PM

Quick Tip:
The best time to post is between 8-9 am. Avoid posting at 3-4 pm.

Posting a video on Instagram at 9 pm gets 34% more interactions.

Post content more during off work hours than during the work day, aside from peak times.
More Resources:

Google’s Politics & Election Guide:  
https://www.google.com/ads/elections/

Google For Government Solutions:  
https://www.thinkwithgoogle.com/articles/google-for-government-solutions.html

Facebook’s Election Guide:  
https://politics.fb.com

Twitter’s Government & Elections Handbook:  
http://www.slideshare.net/MichaelCirrito/twitter-govelectionshandbook
Thank You!

Mike Lorenc
@mlorencc