



Douglas County Democratic Women

Social Media Guidelines

All posts to DCDW's social media outlets, including the Website, Facebook, and Twitter are intended to support DCDW's mission to promote social and economic security, equality, justice, and opportunity for all. Posts will include information related to DCDW activities as well as local, regional, state, and national political issues and positions endorsed by DCDW.

Social Media Audience: Douglas County Democrats and others who support ideologies that coincide with DCDW's mission, and the Democratic Credo.

Social Media Community: Democratic and progressive individuals, organizations, candidates, and elected officials at the County, State, and National levels.

Social Media Purpose:

1. To share information on DCDW activities and other political events that may be of interest to DCDW followers including forums, rallies, and calls to action.
2. To gain information on political issues and activities.

Social Media Checklist for posts:

- Keep the Goal of your post in mind – WHY are you posting this?
- Write Compelling Headlines – precise and/or funny
- Lead with the Good Stuff – give a solid overview in the first phrase
- Make Every Word Count
- Keep it simple – less is more, link to the full story
- Provide context – use keywords and hashtags
- Graphics expand the story – scan an image or take a picture if necessary
- Use a conversational tone
- Consider the reader – respect your audience and think twice before you post
- Update regularly. Be external. Retweet what others have to say.
- Separate opinions from facts, and make sure your audience can see the difference.
- It helps to make a general disclaimer on your social media site that you're not responsible for opinions posted by people not in DCDW. You can't control what other people post

What to Avoid:

- Personal attacks, insults, or threatening language
- Potentially libelous statements
- Plagiarized copyrighted material

DCDW tone is positive, warm, and conversational.