

Social Media for Elected Officials

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Where Do Social Tools Fit?

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The Online Communications Tripod:

- 1. An online hub (website, blog, profile page)**
- 2. Staying in touch (email, social networking)**
- 3. Outreach (social networks, video, blogs, advertising)**

The Good, the Bad and the Ugly

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The internet has a long memory...for better or worse

The #1 Political Tool: A List

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**Online social tools are just another way
to do the oldest task in politics:
building relationships**

Dipping into the Social Waters:

- 1. Make sure you have an online hub and a way to stay in touch**
- 2. Integrate the pieces of your online outreach as much as possible (let each reinforce the others)**

McDonnell for Governor | Home - Mozilla Firefox

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Republicans are right to put their hopes in McDonnell, whose conservative credentials paired with his streak of practicality have served him well over a long and productive public life.

"GOP Truce Aids McDonnell"
The Virginian-Pilot, March 26, 2008

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Social networking:

- 1. Start a profile page on Facebook, LinkedIn and perhaps on MySpace**
- 2. Actively reach out to influential people in your social, political and media space**
- 3. Consider Twitter, but bear in mind the potential downsides**

Online video:

- 1. Cheap cameras + video-hosting sites have revolutionized online video**
- 2. Post for public audience, embed on your own sites**

Blogs

- 1. Blogger relations = modern media relations**
- 2. Starting a blog can raise your profile, but time and blowback are always issues**
- 3. Consider guest-starring!**

Advertising

1. Facebook Ads

2. Google Ads

Monitoring

- 1. Follow prominent voices in the media they use**
- 2. Google Alerts**

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