



Twitter for Advocacy

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Starting Off

- Landscape report → What are your organization, members, consumers etc. doing
- Build a base → Quality not quantity; advertising is an option
- Organization → Who is tweeting? What kind of content? Approval process...
- Time → Be steadfast. Post and engage regularly.
- Find your voice → Play with different strategies. Take leadership of field.
- Hashtags → Stick to using the same hashtags.
- Handle → ONE handle

Problems/Potential Problems for You

- Social media is not important
- Our members are not on social media (*point to Pew studies on social*)
- No time for social media
- No budget
- Approval process is too arduous/who is going to be posting?
- Congress doesn't pay attention to social media (*point to #SocialCongress by CMF*)
- But this is how we have always done things.....
- Generational gaps (young and old, in the office and with members/consumers)
- Managing expectations

Why Twitter?

- 96 million credit union members in 2013 and about 6,000 CUNA credit union members
- Financial services industry/trades not known for social media campaigns/advocacy
- Thousands of traditional contacts (e-mail, phone, postcards,etc.) with no reaction from Members of Congress on the issue
- Issue of taxation has been ongoing and needed something new to add fuel to the fire
- The “unknown” – never conducted a social media campaign before
- Twitter advertising was key – targeted followers, tweets, followers of, etc.
- Timing was right – in the midst of our “Don’t Tax My Credit Union” battle
- Wanted to broaden campaign to consumers (credit union members) and broaden ourselves outside of the “inner circle”/credit union “world”



#DontTaxTuesday



- Strategically planned (at the last minute) around Congressional calendar
- Organized as a Twitter-based fly-in day
- Utilized organization structure to spread word on the event
 - E-mail to state associations, news articles, e-mail blasts
 - E-mailed list of advocates whose e-mails we have in our database (never done prior)
- Included sample tweets, Congressional handles, PDF of instructions (including directions on how to use Twitter)
- Included link to our consumer-facing website: www.donttaxmycreditunion.org along with links to 30-second videos as a means of educating on the issue
- Importance of putting a “.” in front of a handle as the first character in a tweet

#DontTaxTuesday



- Sen. [@OrrinHatch](#), a tax on [#creditunions](#) is a tax on nearly 1.2 million credit union members in Utah & 96 million Americans [#DontTaxMyCU](#)
- [.@SenateFinance](#) a tax on [#creditunions](#) is a tax on nearly 250,000 credit union members in MT & 96 million Americans [#DontTaxMyCU](#) [#TaxReform](#)
- Sen. [@MaxBaucus](#) a tax on [#creditunions](#) is a tax on nearly 250,000 credit union members in MT & 96 million Americans [#DontTaxMyCU](#) [#TaxReform](#)
- Sen. [@ChuckSchumer](#) a tax on [#creditunions](#) is a tax on nearly 4 million members in NY & 96 million Americans [#DontTaxMyCU](#) [#TaxReform](#)

- Why would Congress raise taxes on 96 million Americans? Find out more at <http://www.DontTaxMyCreditUnion.org/> [#DontTaxMyCU](#) [#TaxReform](#)
- A tax on [#creditunions](#) is a tax on 96 million Americans. Find out more at <http://www.DontTaxMyCreditUnion.org/> [#DontTaxMyCU](#) [#TaxReform](#)
- Are you a [#creditunion](#) member? Go to <http://www.DontTaxMyCreditUnion.org/> to find out how Congress could hurt your credit union [#DontTaxMyCU](#)
- [#TaxReform](#)

#DontTaxTuesday



"Don't Tax Tuesday"

When is it?

July 23, 2013

What is it?

With the impending tax reform suggestion and language deadline approaching on July 26, 2013, it is crucial that credit unions, along with credit union employees, members, and advocates, further increase the online momentum that has been a constant force throughout various social media platforms.

On July 23, 2013, CUNA is working to endorse a "Don't Tax Tuesday" (#DontTaxTuesday). This is an online advocacy day that seeks to promote credit unions (#creditunions) and the "Don't Tax My Credit Union" (#DontTaxMyCU) campaign to the greatest extent before the tax reform deadline. With the ever-increasing presence that credit unions have in social media, this is a tremendous opportunity to let Congress hear the voices of our 96 million credit union members and 7,000 credit unions across the United States.

How can you participate?

Credit unions and individuals can participate by tweeting to their respective Senators and Congressmen using the #DontTaxMyCU hashtag. It can be as simple as, "Please #DontTaxMyCU @SenatorWicker @SenThadCochran @GreggHarper" if you lived in Mississippi's 3rd Congressional District, or it can be more personalized, "I was able to get a mortgage through my #creditunion b/c it's more affordable. #DontTaxMyCU @SenatorHagan @SenatorBurr @RepReneeElmers" if you lived in North Carolina's 2nd Congressional District. Tweet or post whatever you can! You can find your legislators' Twitter handles [here](#) by clicking on their picture below each of their names.

On Facebook you can include your Senators and Representative in a post by typing the @ sign and then typing their name. You can post similar things on Facebook as is being done on Twitter.

Don't forget about Vine videos. These 6 second videos can be easily done and sent to your legislators as well!

How can you help spread the word about "Don't Tax Tuesday"?

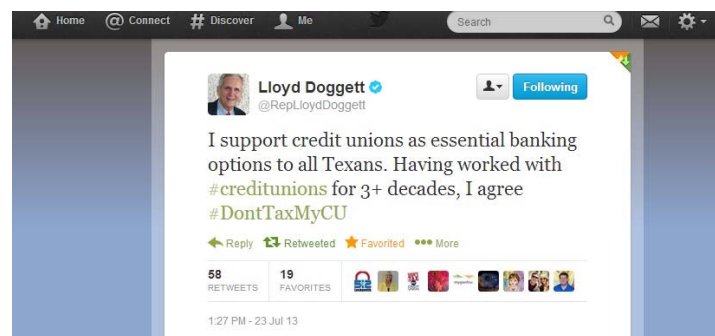
CUNA will be pushing this out to our credit union universe days in advance as a means of preparing everyone for the day, and in efforts to help spread the message. Additionally, CUNA Advocacy will be pushing this event out to its followers on [Twitter](#) and [Facebook](#) as well. Please don't hesitate to share this via your social media outlets as well! We are looking to get as much presence and traction online on July 23, 2013 in as many effective ways as we can. Let's try to get #DontTaxMyCU trending on Twitter!

Congress will be forced to hear how loud our 96 million credit union member voices are on this day!

House Member	State	Twitter Handle
Dave Camp	MI	@RepDaveCamp
Sander Levin	MI	@repsandylevin
Charles Rangel	NY	@cbrangel
Jim McDermott	WA	@RepJimMcDermott
John Lewis	GA	@repjohnlewis
Richard Neal	MA	@RepRichardNeal
Xavier Becerra	CA	@RepBecerra
Lloyd Doggett	TX	@RepLloydDoggett
Mike Thompson	CA	@RepThompson
John Larson	CT	@RepJohnLarson
Earl Blumenauer	OR	@repblumenauer
Ron Kind	WI	@RepRonKind
Bill Pascrell Jr.	NJ	@BillPascrell
Joseph Crowley	NY	@repjoecrowley
Allyson Schwartz	PA	@allysonschwartz
Danny Davis	IL	@RepDannyDavis
Linda Sanchez	CA	@RepLindaSanchez
Sam Johnson	TX	@SamsPressShop
Kevin Brady	TX	@RepKevinBrady
Paul Ryan	WI	@RepPaulRyan
Devin Nunes	CA	@DevinNunes
Pat Tiberi	OH	@TiberiPress
Dave Reichert	WA	@davereichert
Charles Boustany Jr.	LA	@RepBoustany
Peter Roskam	IL	@PeterRoskam
Jim Gerlach	PA	@JimGerlach
Tom Price	GA	@RepTomPrice
Vern Buchanan	FL	@VernBuchanan
Adrian Smith	NE	@RepAdrianSmith
Aaron Schock	IL	@aaronschock
Lynn Jenkins	KS	@RepLynnJenkins
Erik Paulsen	MN	@RepErikPaulsen
Kenny Marchant	TX	@RepKenMarchant
Diane Black	TN	@RepDianeBlack
Tom Reed	NY	@RepTomReed
Todd Young	IN	@RepToddYoung
Mike Kelly	PA	@MikeKellyPA
Tim Griffin	AR	@RepTimGriffin
Jim Renacci	OH	@RepJimRenacci

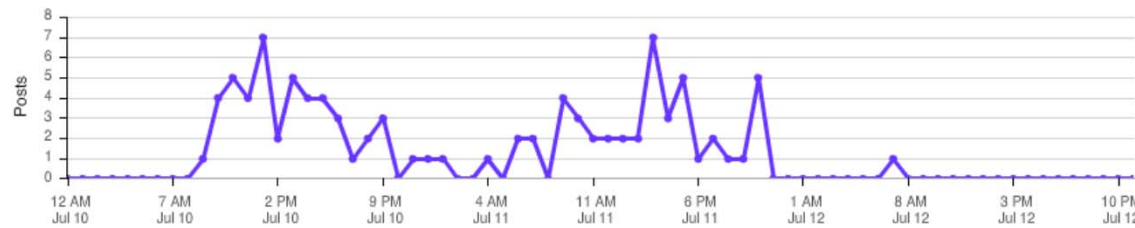
Results

- 5,200 tweets using the #DontTaxMyCU hashtag
 - 2,200 *tagging* a Member of Congress
- Several Members of Congress expressing support on social media



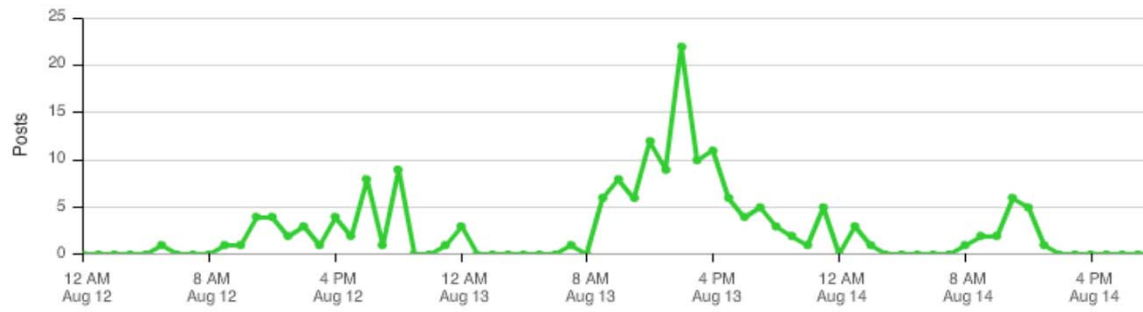
Results (continued)

- Average tweets per day using #DontTaxMyCU increased after first day of #DontTaxTuesday



Before the first #DontTaxTuesday: Average of 10-15 tweets/day

✓ Topic Trend



Tweet/day average increased to 30-40 after first #DontTaxTuesday

Two for the Money, Three for the Show

- Another #DontTaxTuesday conducted after August recess
- Activated our increased social base again
- Implemented a “Tweet-at” application on our website

The home screen of the 'Tweet at' application. It has a blue header with the 'DONT TAX my CREDIT UNION' logo and navigation links: HOME, TAKE ACTION, LEARN MORE, RECENT NEWS, and CONTACT. Below the header, there's a section titled 'Tweet at Your Members of Congress!' with a subtext 'Fill out the information on the right to get started.' The main content area is divided into two columns. The left column contains text explaining the campaign's goal: to protect credit unions from new taxes by writing to Congress. The right column is a form titled 'ENTER YOUR NAME AND ADDRESS TO GET CUSTOMIZED SOCIAL MEDIA MESSAGES TO SHARE'. It includes fields for First Name, Last Name, Address, City, State (a dropdown menu currently showing 'Alabama'), Zip, and Email. A 'SUBMIT' button is at the bottom of the form.

Home screen of “Tweet at” plug-in

A screenshot of the 'Tweet at Your Members of Congress!' section of the website. It shows a list of pre-written tweets that users can post to their social media. Each tweet is enclosed in a speech bubble and includes a 'Post to Twitter' button. The tweets are addressed to various members of Congress, such as 'As 1 of 98 million creditunion members, please @DontTaxMyCU @RepChrisSmith Tweet back to show your support! http://bit.ly/2V372Pz'. At the bottom, there's a section titled 'PLEASE ALSO POST THESE MESSAGES ON THE FACEBOOK PAGES OF YOUR CONGRESSIONAL DELEGATION' with links to the Facebook pages of Representative Chris Smith and Senator Bob Menendez.

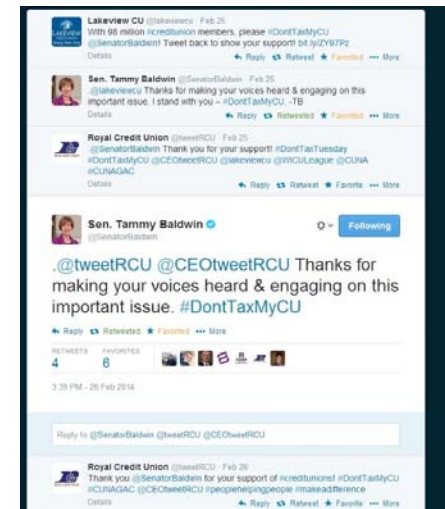
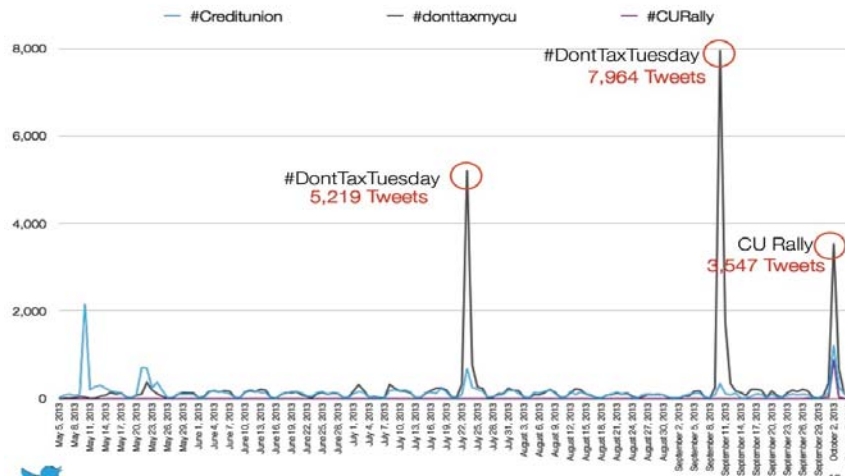
Example of what an individual in NJ-4 would receive

Listed at top of donttaxmycreditunion.org

#DontTaxTuesday Round 2 & 3

- Sept. 10th
 - 7,900 tweets, including 5,000 tagging Members of Congress
- Lifetime reach of over 7.6M individuals on Twitter as of 10/16/13
- Feb. 24th 2014 (during our annual conference)
 - 9,200 tweets
 - #DontTaxMyCU trended on Twitter
 - In coordination with over 5,000 credit union members in DC

Conversation Growth Around #CreditUnion and #DontTaxMyCU



What Did We Learn?

- Simple phrase/campaign can go viral fast
- Was an issue that affected all of our members, so it was easier for individuals to get involved
- Top-down education leading to true grassroots contacts via social media
- Complemented traditional contact methods (all increased during these times)
- Congress is paying attention to what constituents are expressing on Twitter
- Twitter is immediate and public
- Twitter advertising is long-lasting, inexpensive, and leads to an action
- Helped create a more sustainable advocate base
- High-level involvement and advocate engagement
- More credit unions and consumers joined Twitter after/during this campaign.

Moving Forward

- Social media education and push during all fly-ins
 - Using #HikettheHill hashtag, tagging Member of Congress and @CUNAadvocacy
 - Advocates taking pictures with Members and posting them on Twitter
 - Usually gets retweeted or favorite by Member/staff
 - Vine videos



Vine for Apple Products

What is it? A mobile service that lets you capture and share short looping videos. Like Tweets, the brevity of videos on Vine creativity. It's an app that lets you share snippets of video—six seconds to be exact—in a super-digestible format. As you scroll through a stream of friends' videos, the video on your screen instantly plays. You get to follow friends, like, and share.

*Coming to the Android soon

- Strategy: We encourage credit union members to use Vine as a means to share what their credit union means to them with lawmakers as part of our "Don't Tax My Credit Union" national campaign.
- This is an easy, and free, way for employees and members to participate in an advocacy campaign.
 - Credit union members and employees can record short videos discussing what their credit union means to them, and can also incorporate the "Don't Tax My Credit Union" campaign slogan into the short video.
 - The goal is for these individuals to share this on various social media sites using the #DontTaxMyCU hashtag, and to tag their legislators in their posts.
 - We then plan on sharing some of these videos on the new "Don't Tax My Credit Union" microsite.



How to download it: Go to the App Store on your iPhone, iPad, (Touch, etc. and search for "Vine". Click download. It's free!

How to get started: Connect your Vine to your Twitter and Facebook accounts to help your friends find you and for you to find your friends.

*The app also gives you a brief tutorial when you first open it

To start making a video, on the Home Screen, hit the film camera icon in the top right corner. This works just like a regular video, but only works when you are touching and holding your finger on the screen. Once you take your finger off the screen, the recording stops.

*Video has to be at least 3 seconds long to be valid

Once you're finished: You will automatically be taken to the "Share" page where you can write a description of the video and even add a location. This is also where you have the opportunity to post directly to Vine, Twitter, and Facebook. Thus, if you were posting your video to Twitter, you can treat it like a Tweet, using hashtags and putting the @ of the person you want to Tweet to.

Example: "Sen. @OrinHatch, don't tax #CreditUnions and 96 million Americans #DontTaxMyCU"

Vine videos automatically save to your phone camera for future use as well.

For more information: <https://itunes.apple.com/us/app/vine/id924474457?mt=8>
For helpful tips: <http://content.phetajoo.com/websites/the-ultimate-guide-to-vine/>
Please contact [Jae Joiner](#) with any questions.



Following

Texas Congressman @RepKevinBrady met with #creditunion leaders. [@CUNAadvocacy](https://ow.ly/RO10t)



2:47 PM - 4 Sep 2015



Following

@LuetkemeyerB Thanks for meeting #CreditUnion #MOHikettheHill & talking regulatory relief @CreditUnionsMO @dkent_mcuu



RETWEETS 2 FAVORITES 2

6:20 PM - 9 Jun 2015

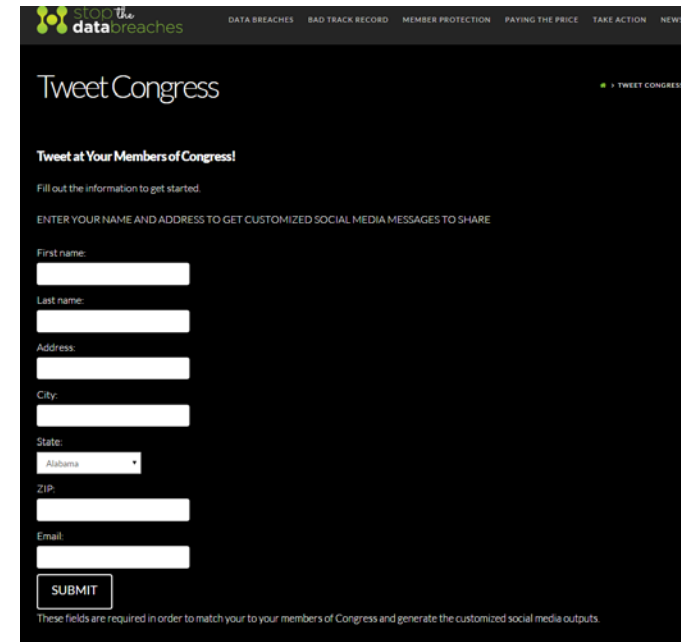
100 Million Memberships #100MM

- Campaign celebrating credit unions hitting 100 million memberships
- Don't have to have an issue to advocate for in order to get members involved
- Selfies were reviewed and then posted to Twitter via our Twitter account

A screenshot of the 'SUBMIT A SELFIE' form. It includes fields for Name, Email, Phone Number, and Address. There are also checkboxes for 'I agree to the terms and conditions' and 'I agree to have my photo used for promotional purposes'. A 'SUBMIT' button is at the bottom.

#StoptheDataBreaches

- Campaign focused on consumers asking Congress to take action on data security
- Tweet-at application button
- Importance of knowing which audience to focus on
 - Insular association/organization members vs. all individual consumers
 - General @CUNA handle for association members and insiders vs. @CUNAadvocacy as consumer-facing
- Hard to educate masses on complicated issues
- Not everyone was affected by a data breach
- Confusion on where the blame falls
- Same logic as Don't Tax My Credit Union campaign in using social media in coordination with traditional methods.
- Utilized list of advocates captured from prior campaigns. List continues to grow.



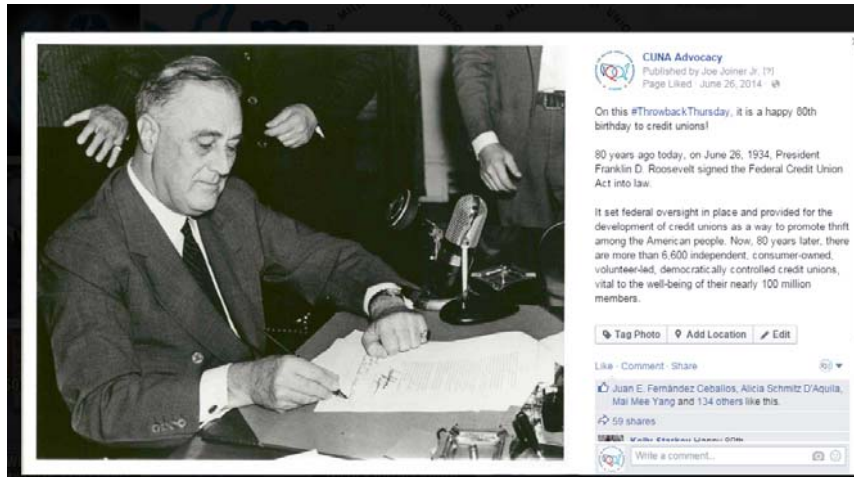
The screenshot shows the 'Tweet Congress' form on the 'stop the data breaches' website. The form is titled 'Tweet Congress' and includes a sub-header 'Tweet at Your Members of Congress!'. It prompts users to 'Fill out the information to get started.' and 'ENTER YOUR NAME AND ADDRESS TO GET CUSTOMIZED SOCIAL MEDIA MESSAGES TO SHARE'. The form fields include: First name, Last name, Address, City, State (a dropdown menu currently showing 'Alabama'), ZIP, and Email. A 'SUBMIT' button is located at the bottom of the form. Below the button, a note states: 'These fields are required in order to match you to your members of Congress and generate the customized social media outputs.'

Takeaways from Twitter Advocacy

- Have to stay active and post regularly. Important to continue to engage with users.
 - Example: When a credit union joins Twitter, I welcome them to Twitter.
 - Thanking an advocate for taking action.
- With no major campaign, it is sometimes hard to keep users engaged.
- Hard to build a bigger base with no \$\$\$\$\$
- With a bigger base, things become more organic
 - Active users will advocate for you in the face of any negative/competitor prodding
- Don't always post boring and education-based things (even though you have to)
- Think of creative and new ways to keep users engaged (next slide)
- Different voice on Twitter versus other social platforms

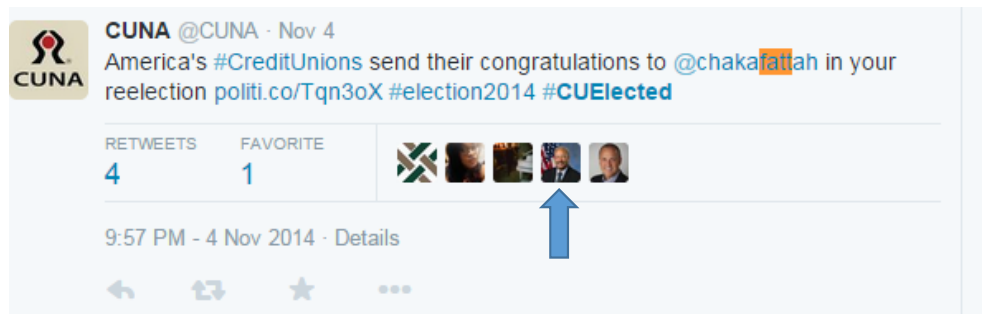
Keeping users engaged

- Simple and humorous works
- Pictures, videos, infographics, memes, gifs work
- #MemeFriday and #ThrowbackThursday
- #TwitterChats
- Utilize what is going on in world/entertainment



2016 Elections

- Focus on presidential candidates and consumers
- Bringing our message into the arena
- 2014 Elections saw #CUElected where we tweeted congratulations to every credit union-supported candidate that won
 - Having a voice and needing to keep it heard (and heard loudly)
 - Reach of over 82K with 2M timeline deliveries on Twitter
 - Favorites and RTs from Members of Congress and campaigns
 - Utilized trending hashtag along with our own



Questions??????????

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