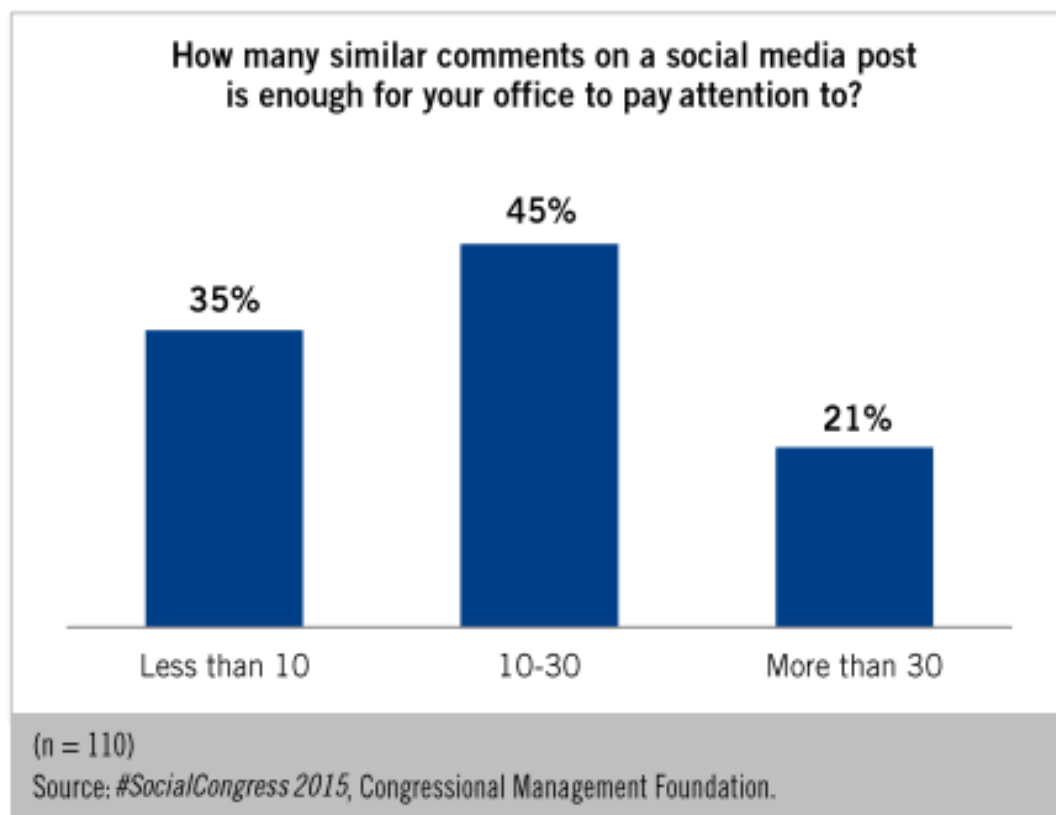

WHY TWITTER?

Thirty or fewer similar comments on a social media post are enough to get an office's attention.



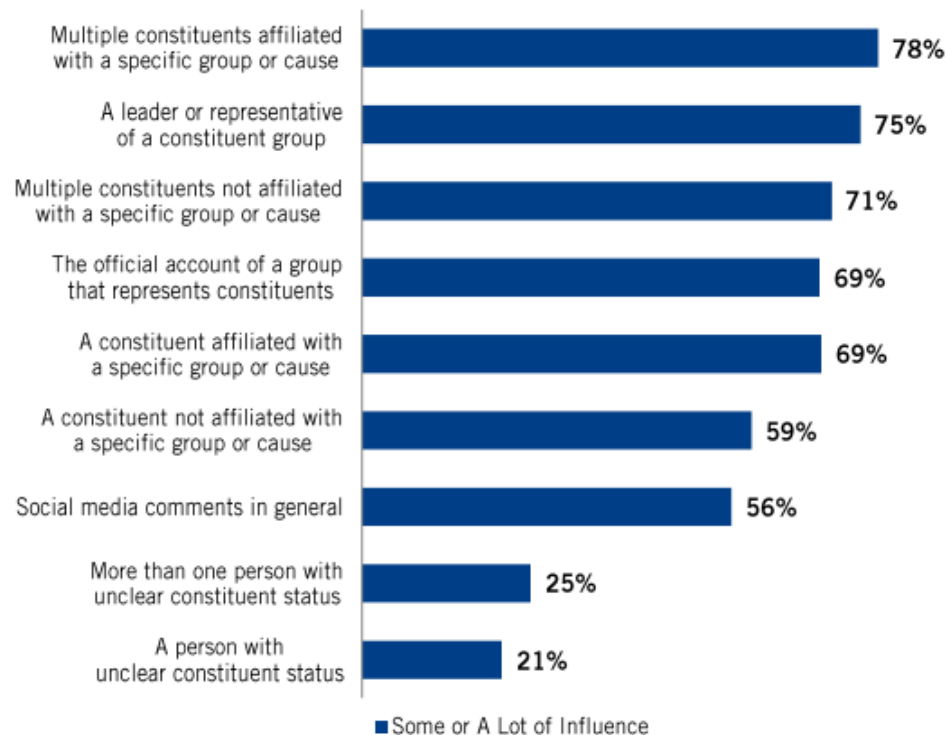
Congressional Management Foundation, #SocialCongress2015

#SOCIALCONGRESS 2015



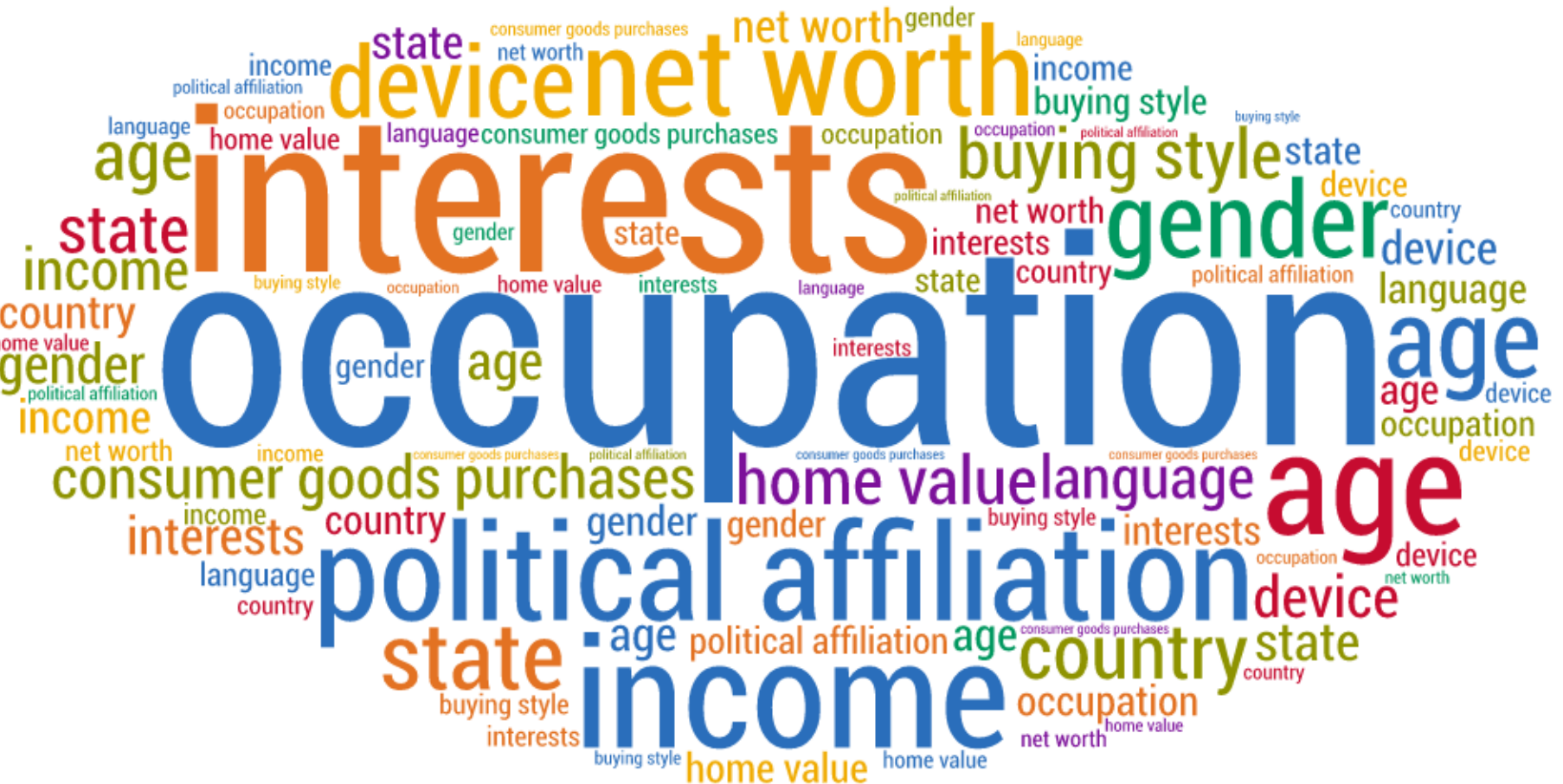
#SOCIALCONGRESS 2015

If your Member of Congress has not arrived at a firm decision on an issue, how much influence might social media posts directed to your office (including posts on your office/Member platforms) from the following have on his/her decision?






(n = 114)

Source: #SocialCongress 2015, Congressional Management Foundation.



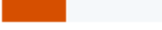
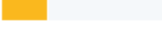

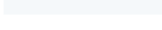



TWITTER ANALYTICS

Interests











Interest name	% of audience
Education news and general info	87% 
Politics and current events	77% 
Business and news	75% 

Age

Age category	% of audience
13 to 17	< 1% 
18 to 24	3% 
25 to 34	42% 
35 to 44	29% 
45 to 54	23% 
55 to 64	2% 
over 65	< 1% 

TWITTER ANALYTICS

Consumer goods purchases

Consumer category	% of audience	
Cheese	54%	
Oral care	51%	
Salty snacks	51%	
Milk	50%	
Fresh produce	49%	
Crackers	48%	
Yogurt	48%	
Eggs	47%	
Chocolate candy	46%	
Soup buyers	43%	

Values based on 34.8% match rate from Twitter partners

LABOR DAY WEEKEND 2016: Friday, September 4 at 8 PM ET

State Supreme Court: Charter schools are unconstitutional

LABOR DAY WEEKEND 2016: Saturday, September 5 at 12 PM ET

Ask Gov. Inslee to Support Washington's Charter School Students

The Washington State Supreme Court has rejected the public charter school law approved by voters. This decision immediately affects the nearly 1,300 students in public charter schools across the state. Parents of these kids are heartbroken and confused. For them, these public charter school options helped them find and choose a school that met their child's unique needs and interests.

This is unfair and should not stand.

The future of thousands of students hangs in the balance. We call on Gov. Inslee to meet with these students and their families, hear their stories, and get to work in Olympia on a new charter law that supports their schools.

Show your support for charter schools!



Tweet Governor Inslee!

Mobile Phone* 

Zip Code*

 Take Action

☒ Send me emails about this campaign

☒ Send me text messages about this campaign

LABOR DAY WEEKEND 2016: Saturday, September 5 at 2 PM ET



Amber Thompson
@gideonmommy

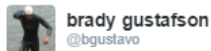


Charter schools should be allowed in WA state.
[@GovInslee](#) please call a special session to
[#saveWAcharterschools](#)

LIKE
1



2:47 PM - 5 Sep 2015



brady gustafson
@bgustavo



[@GovInslee](#) We need a special session to
discuss Washington charter schools! please
[#saveWAcharterschools!](#)

LIKES
2



7:35 PM - 5 Sep 2015



Miller
@ugly_girl



[@GovInslee](#) 1,200 students are completely
confused! Please hold a special session
immediately to [#saveWAcharterschools!](#)

LIKE
1



6:16 PM - 5 Sep 2015



Travis Franklin
@Mrfranklin17



I just asked Gov. Inslee to help
[#saveWAcharterschools](#). Click
[p2a.co/pCHd3Sg](#) to take action now!



Ask Gov. Inslee to Support Washington's Charter School Stu..
Show your support for charter schools!
[p2a.co](#)

RETWEETS
3

LIKES
7



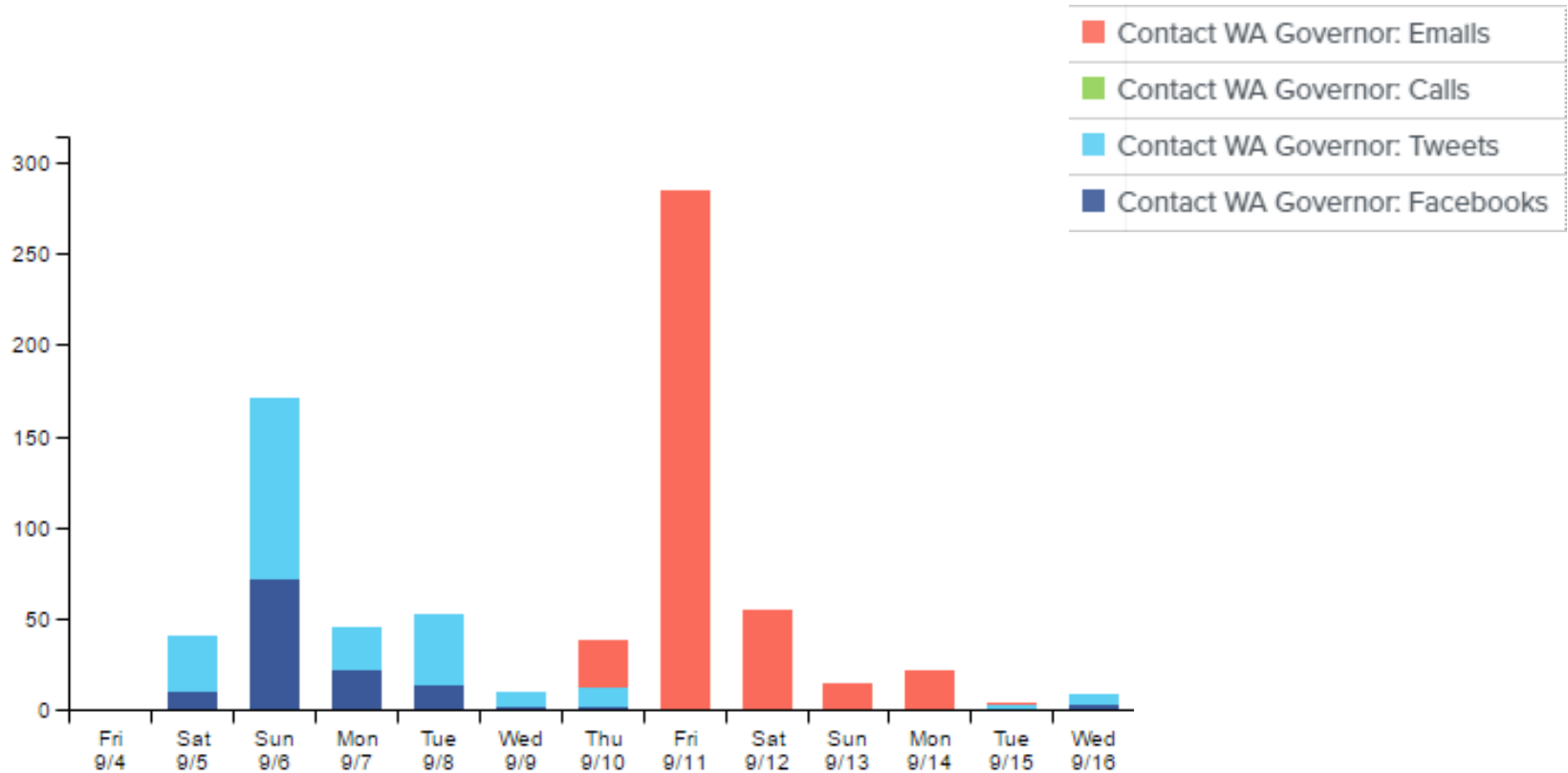
8:00 PM - 5 Sep 2015



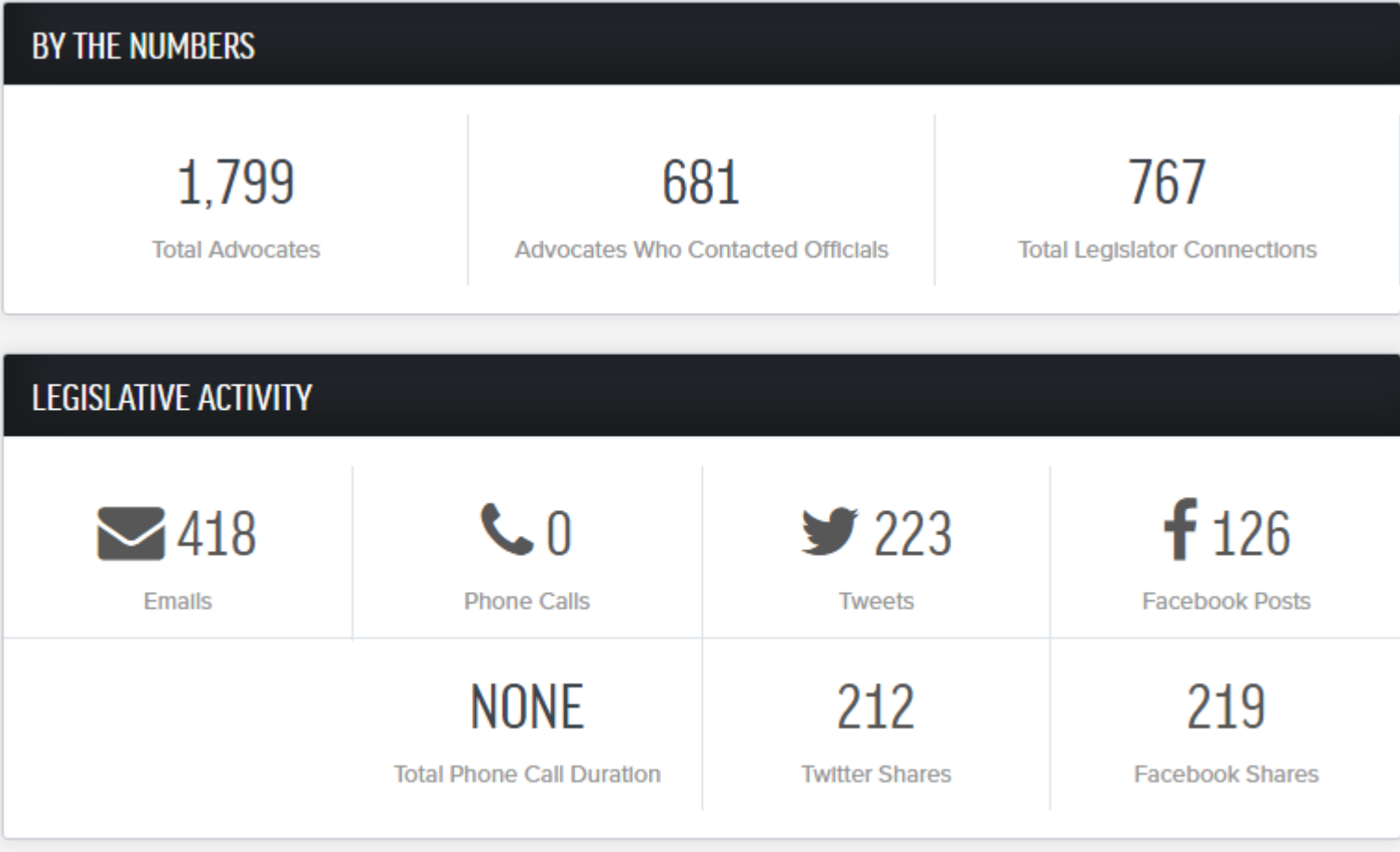
LABOR DAY WEEKEND 2016: Saturday, September 5 at 8 PM ET

**Calls for quick legislative fix
after charter-school ruling**

CAMPAIGN GROWTH OVER TIME



ADVOCATE ACTIVITY



HAPPY ENDING (mostly)

Why charter schools are worth saving

Seattle Times, September 8, 2015

Another bill proposed to save Washington's charter schools

Seattle Times, January 7, 2016

Charter school rescue plan heads to governor's desk

Seattle Times, March 9, 2016

There are **ONE
MILLION** names
on charter school
wait lists.

Open the Doors to a great public education.

OPEN THE DOORS: 2016 NATIONAL CHARTER SCHOOLS CONFERENCE



OPEN THE DOORS: 2016 NATIONAL CHARTER SCHOOLS CONFERENCE



OPEN THE DOORS: 2016 NATIONAL CHARTER SCHOOLS CONFERENCE



Join us - pledge to help #OpenTheDoors for students on charter school wait lists
ow.ly/j0gP301DxsN



RETWEETS 3 LIKES 3



10:08 AM - 27 Jun 2016



Rhonda Broussard
@BroussardRhonda



Follow

.@realdonaldtrump @HillaryClinton Help
#OpenTheDoors for the 1M student names on
charter school wait lists!

RETWEETS 2 LIKES 1



10:08 AM - 27 Jun 2016



Jacqueline
@JacquelinCooper



Following

I asked @HillaryClinton and
@realDonaldTrump to #OpenTheDoors for 1M
students on charter school wait lists. Join me:
j.mp/28YSzqP

RETWEETS 2 LIKES 3



10:08 AM - 27 Jun 2016



TWITTER TOOLKIT

