



WE POWER MOVEMENTS

@phone2action

Twitter for Advocacy

What is Twitter?

- Micro-blogging service
- 140 characters or less (including links & images... for now)
- 313M monthly active users
- 100% of the US Senate / US House are active on Twitter
- One to Many...
- And must be used carefully...





John Dingell ✓

@JohnDingell

 **Follow**

I'm the last original author of the Clean Water Act, but I have no idea who/what a Kardashian is and I rarely play games. You OK, [@EPAwater?](#)

11:37 PM - 21 Jul 2014



742



698



John Dingell ✓

@JohnDingell

 Follow

Staff has now informed me of what a Kardashian is.

I'm only left with more questions.

RETWEETS

3,782

LIKES

2,982



7:13 AM - 22 Jul 2014



3.8K



3K





The White House

@WhiteHouse

Follow

President Obama's suiting up for the big speech. Watch at 9pm ET → wh.gov/SOTU #YesWeTan

7:51 PM - 20 Jan 2015

2,669 RETWEETS 2,932 FAVORITES

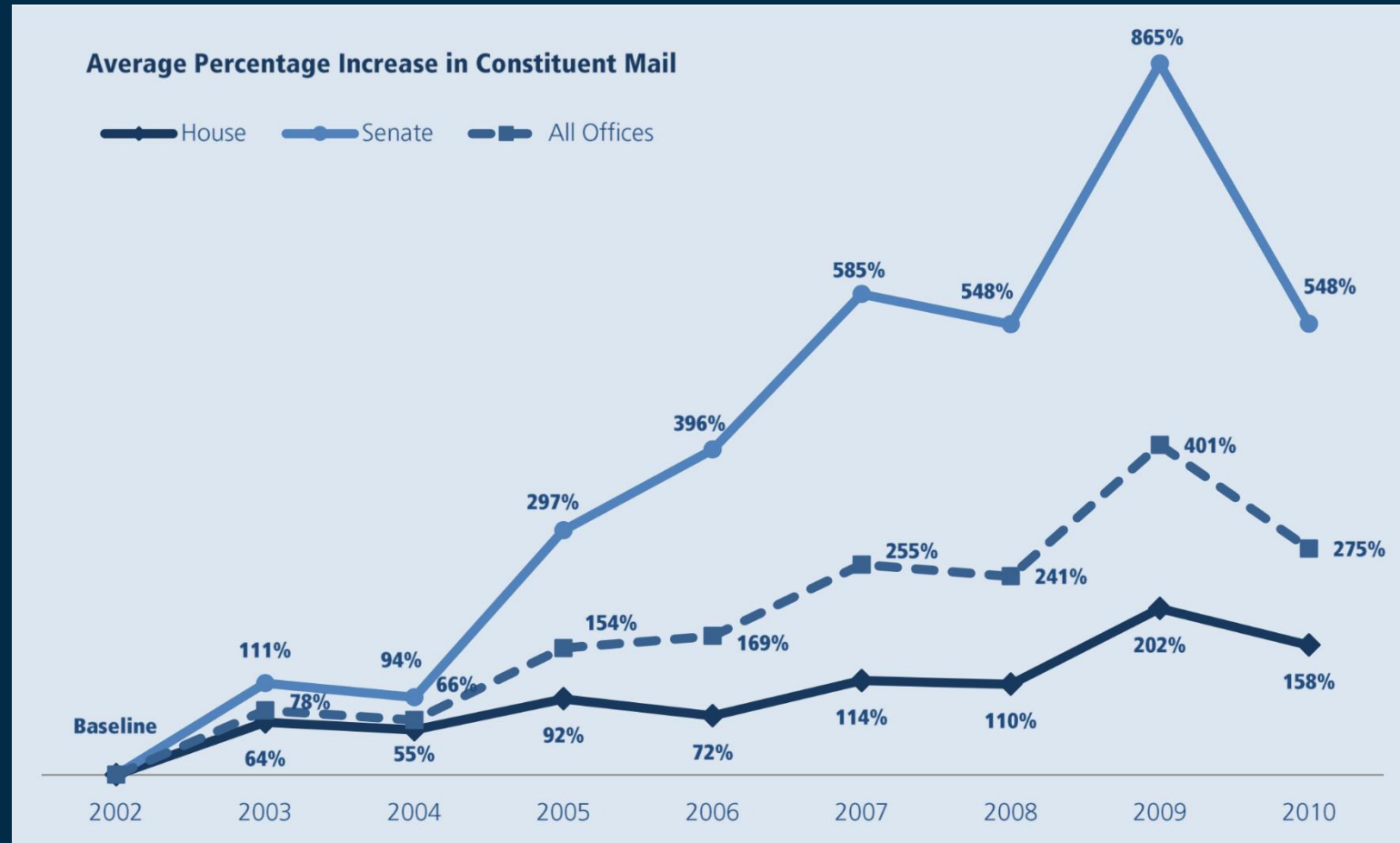


Types of Digital Advocacy



- ✓ Emailing Congress
- ✓ Calling Congress
- ✓ Tweeting Congress
- ✓ Facebooking Congress
- ✓ What Else?

Trends in Constituent Email



Congress received 200,388,993 communications in 2004:
182,000,000 were via email!

What Happens Inside the Office



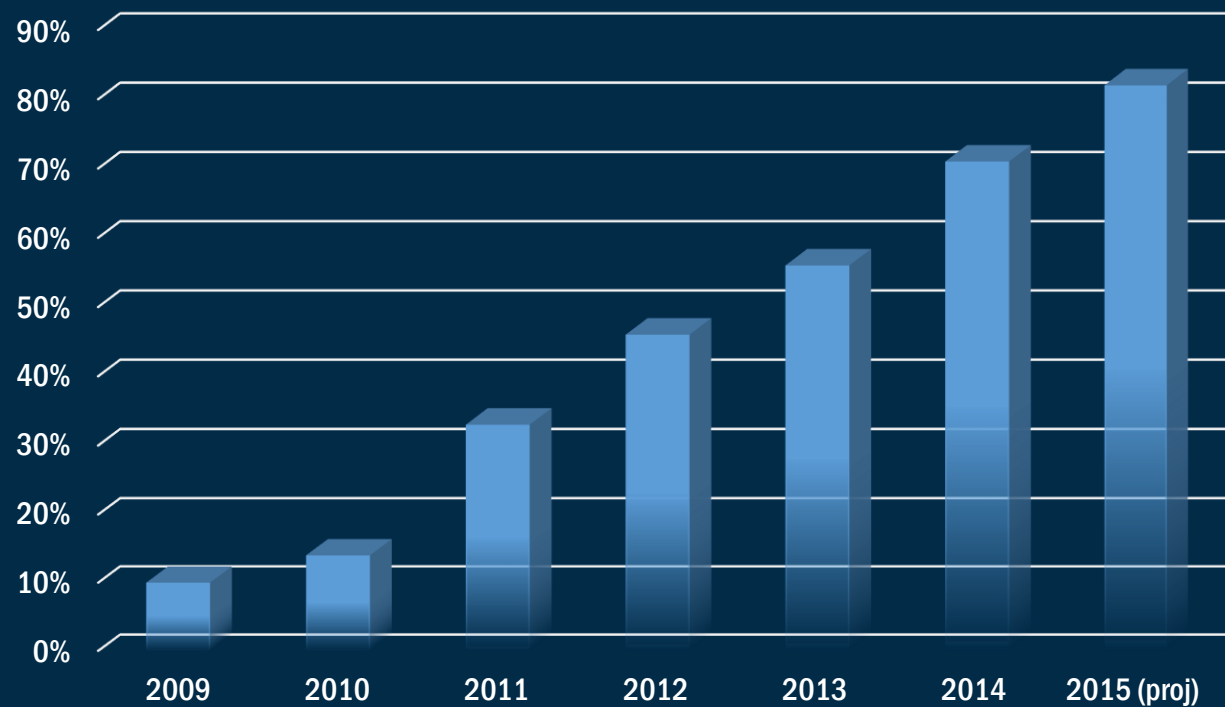
74%

Of American adults use social media

83%

Of American adults send text messages

SMARTPHONE GROWTH



Data from Pew Internet 2014 and Edison Research 2014

How
the
tools
works

PROFILES

We are proud that we contribute to our community - that the sales tax we collect goes to pay for roads, fire and police, and many other community services.



**SMALL BUSINESS
PROFILES**



**SHARE YOUR
EXPERIENCE**

TAKE ACTION

Ask the House
to pass eFairness now!
Click each icon to take action.



Tweet at your officials!

Mobile Phone*



Home Address (123 Any St)*

Zip Code*



Find Legislators

- ☒ Send me emails about this campaign
- ☒ Send me text messages about this campaign

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FOLLOW US

.@tnretail President: "In a free market, fairness matters."@RepCohen support TN job creators and act on' #EFairness!
<https://t.co/4Ybj4oiD6r>
14 hours ago @efairness

Lack of' #EFairness' drives buyers away from OK bricks-and-mortar retailers'
@HouseJudiciary' <https://t.co/tC7dxltAkF>
<https://t.co/eKdHlJW8uY>
16 hours ago @efairness

Tennessee plans to address the "anti-small business bias" of the current sales tax system with new' #EFairness' bill:
<https://t.co/SR2Yf1RE2l>
20 hours ago @efairness

American job creators need a federal' #EFairness' solution like the AL remote sales tax law! <https://t.co/tUZOp5cswj>
<https://t.co/ozcNXHUxxV>
1 day ago @efairness

.@dcexaminer reports on' @RILAtweets' response to Goodlatte proposal:
<https://t.co/WqBOttP6gt>
<https://t.co/2uV1QMjx1s>
1 day ago @efairness

Join the Conversation with [#efairness](#)



**Demand that the government respect your right to
privacy**

Contact your Officials now!



Jeb Ory @jebory · 6s

My data should be protected, no matter where it is stored.
[@MarkWarner](#) please support [#ECPA](#) reform without amendments



Jeb Ory @jebory · 6s

My data should be protected, no matter where it is stored.
[@SenKaineOffice](#) please support [#ECPA](#) reform without amendments



Time is Running Out... Tell Congress to Fix The Highway Trust Fund!

The current funding authorization for the federal highway and transit program expires on May 31. The continued poor financial situation with the Highway Trust is also creating uncertainty. More can kicking isn't an option. It's time for Congress to take action. You can use our tools to tell

- Over the past 10 years, on average, the federal highway provided 52 cents of every \$1 dollar invested by state and local governments for highway and bridge capital improvements.
- As a result, the trust fund has suffered five revenue shortfalls since 2008 and 2014.
- The next Highway Trust Fund cash crisis is expected to occur in summer 2015.
- The lack of clarity about federal surface transportation funding is hindering the ability of the states to plan and the private sector to invest in infrastructure improvements.

Tell Your Congressman and Senators to FIX THE HIGHWAY TRUST FUND NOW:

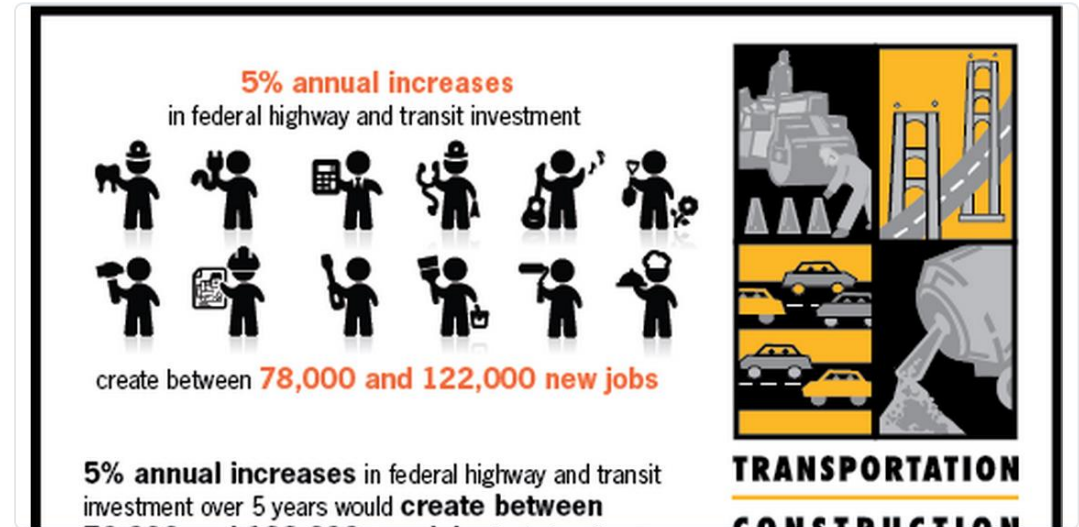
Start off by telling them your name, your company name, where you work, the number of people employed, and what projects your company is working on in their area.

Enter your information to take action now!



Jeb Ory @jebory · 37s

61K U.S. Bridges Need Repair. Hey @SenTedCruz - Pass a Long-term Transportation Bill #fixtheHTF



[View more photos and videos](#)

depend on the decisions you make about transportation policy.

Regards, *Your Name*

☒ Send me emails about this campaign

TWEETS WITH IMAGE LINKS



GET 2X THE
ENGAGEMENT RATE OF
TWEETS WITHOUT IMAGE

12X Tweets that ask followers to "Retweet" receive 12x higher Retweet rates than those that do not; yet less than 1% of brands implement this strategy.

23x

When followers are specifically asked to "Retweet", (by spelling it out), the Retweet rate is 23x higher than average!

10x

Compare this to a Retweet rate of only 10X higher when followers are asked to "RT" (shortened).

Benchmarks for Your Twitter Advocacy – Aggregated Data from 300 clients

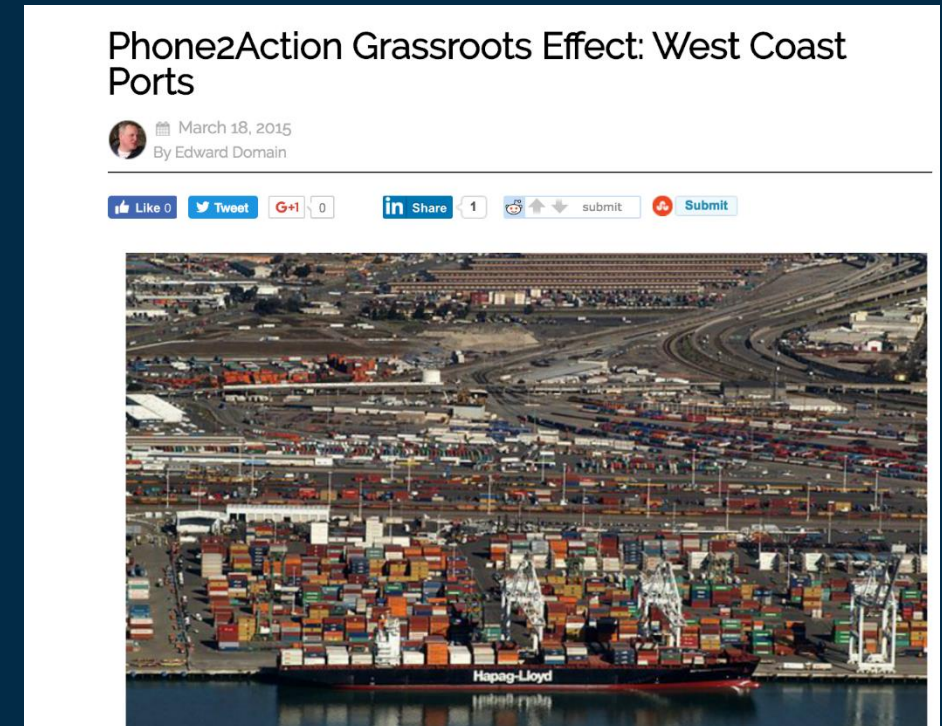
- 5-10% of active advocates Tweet at Lawmakers
- Tweets make up ~52% of the social media advocacy actions... but...
- Are used by only 41% of advocates who use social media for advocacy purposes
- Twitter shares are 25% as common as Facebook shares

Data partners including:




Consumer Technology Association: West Coast Ports


- ✓ 4,000 messages sent to Congress & Executive Branch
- ✓ 411 Social Media Communications
- ✓ 60% of social campaign was on Twitter
- ✓ Positive resolution reached



Cuomo signs CPR in schools bill

Posted on October 21, 2014 at 1:31 pm by Rick Karlin, Capitol bureau in Andrew Cuomo, Bulletin, Education

 Email  Print

 Share

 Tweet

40

 Share

0

- ✓ 363 social media posts targeted directly at Governor
- ✓ 8 hours of patch-through calls driven through campaign, including Twitter promotions of 800#
- ✓ Governor signed bill

Reporting

BY THE NUMBERS

8,989

Total Advocates

5,742

Advocates Who Contacted Officials

15,846

Total Legislator Connections

LEGISLATIVE ACTIVITY

 14,352

Emails

 80

Phone Calls

 1,147

Tweets

 267

Facebook Posts

1.4 HRS.

Total Phone Call Duration

346

Twitter Shares

267

Facebook Shares

<http://p2a.co/8Cysytd> to send email!

Shared **Tweet or Post** to your officials - **CPR in schools** on Twitter

Link: <http://p2a.co/nzAJ1ri> — 49 clicks

↻ 0 ★ 0



1 year ago

Shared **Tweet or Post** to your officials - **CPR in schools** on Twitter

Link: <http://p2a.co/94k9jvU> — 30 clicks

↻ 0 ★ 0



1 year ago

Tweeted to **Governor Andrew Cuomo**

"Sudden cardiac arrest has no warning. CPR knowledge is the #1 defense against it. Please [@legislator] sign the #CPRinSchools bill!"

[See the tweet](#)

↻ 0 ★ 0



1 year ago





WE POWER THE
MOVEMENTS

That Change the World

@PHONE2ACTION