

Media and Messaging

Know Your Audience

It is vital to know the target audience within your Committee’s jurisdiction. Depending on what the makeup of the people in your locality are can determine the most effective means of getting your message out.

Demographics	What’s the average age? Older audiences may gather their information more from print sources such as newspapers, flyers, etc. whereas a younger audience may be better reached via social media platforms such as Twitter and Facebook.	What is the ethnic makeup? It is important to try to provide resources to the different ethnic groups within a locality as well as understand the key issues that matter to each group.	What are the occupations of the residents in your area? Retired and more rural communities may have easier reach through door-knocking campaigns and mail-based messaging while larger cities and towns may have more online resources to reach the masses.
Issues	Do economic issues primarily impact your constituency? You want to tailor your messaging to layout the economic plans of the candidates and contrast against the opposition if this largely impacts your locality.	Are social issues the predominant concern? Depending on the locality, a more liberal area may speak larger to the social issues in society and if the opposition is focused on these issues, we need to tailor the message to counter.	Healthcare (Medicare, Medicaid) issues may be a primary concern in older communities or areas with low-income housing. It is important to send the message of our candidates’ concern and plans for providing quality, low-cost medical benefits.
Media Platforms	High-tech areas may be more receptive to online social media platforms and online news media.	More rural areas, though a social media footprint should still be present, may need more focus on print media such as newspapers, door-knocking and phone-banking.	

Know Our Candidates

Research is key in crafting messages to contrast our candidates with the opposition. If you know where our candidates stand on key issues, it will be easier to identify the fallacies in their opponent’s views. Democrats in the 5th District are learning from some of their mistakes in 2016 while carrying some of the insights from the Tea Party movement in 2010 & 2012. Their focus is having boots on the ground in a strong door-knocking campaign. They have already started, and the Republican campaigns should have a heavy focus in countering this approach. We need to be doing the same, not just with the campaign, but as independent voices in carrying the flag for our candidates. Those who have not done door-knocking or phone-banking before may be timid to try, but the best approach is to understand your candidates’ stance on key issues. The 5th District Committee can work with the campaigns to disseminate information about the candidates to the local committees for their ground campaign.

Establish a Unit Committee Media and Messaging Team

Each local committee should establish a Media and Messaging team by no later than mid-August. The leadership of this team may require some or all the following roles:

- **Data Management** – A person or persons who will collect and maintain a list of volunteers that will send out messages via the various platforms (social and print). This position is required to allow a central point where other like-minded individuals who want to join can get contact information to communicate and disseminate information.
- **Opposition Management** – A person or persons who will regularly gather information about the opponents. This role is the central point of contact for providing information on where the opposition stands on issues, past contradictions, etc.
- **Response Management** – As information comes out from the campaigns and as the opposition starts disseminating information to attack our candidates, the response management role is focused on identifying and crafting how your group of volunteers may respond.
- **Training** – Identify individuals that can assist volunteers in understanding the technologies for disseminating information. This can be provided by each local committee during or after a regular meeting.

Messaging Platforms

The following is a list of platforms in print and social media that should be targeted during by each media and messaging team and utilized regularly and as needed based on the type of information disseminated:

<p>Twitter</p>	<p>This platform tailors to quick responses, often short-lived. Given the short-lived nature of Twitter, information disseminated on this platform tends to be more energized, controversial and biased. When identifying volunteers to message for the campaigns, the focus should be on the activists and those that can regularly (hourly) tweet opinions, responses to opposition and energized messages. The following is a baseline schedule for recommended frequency of Tweets throughout the campaign season:</p> <table border="1" data-bbox="191 499 1430 621"> <thead> <tr> <th>June</th> <th>July</th> <th>August</th> <th>September</th> <th>October</th> </tr> </thead> <tbody> <tr> <td>1 Tweet (Daily)</td> <td>2 Tweets (Daily)</td> <td>4+ Tweets (Daily)</td> <td>5+ Tweets (Daily)</td> <td>7+ Tweets (Daily)</td> </tr> <tr> <td>2 Retweets (Daily)</td> <td>4 Retweets (Daily)</td> <td>5+ Retweets (Daily)</td> <td>6+ Retweets (Daily)</td> <td>8+ Retweets (Daily)</td> </tr> <tr> <td>1 Opposition (Daily)</td> <td>2 Opposition (Daily)</td> <td>3+ Opposition (Daily)</td> <td>4+ Opposition (Daily)</td> <td>5+ Opposition (Daily)</td> </tr> </tbody> </table>	June	July	August	September	October	1 Tweet (Daily)	2 Tweets (Daily)	4+ Tweets (Daily)	5+ Tweets (Daily)	7+ Tweets (Daily)	2 Retweets (Daily)	4 Retweets (Daily)	5+ Retweets (Daily)	6+ Retweets (Daily)	8+ Retweets (Daily)	1 Opposition (Daily)	2 Opposition (Daily)	3+ Opposition (Daily)	4+ Opposition (Daily)	5+ Opposition (Daily)
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<p>Facebook</p>	<p>This platform lends to longer term messaging, often lasting several days or weeks. The information disseminated on Facebook should be more unified in a central message and allows for much longer postings than its Twitter counterpart. When identifying members and allies to message for the campaigns, the focus should be on the daily posters that can relay a slightly longer message than Twitter, but still maintain concise messaging that may carry on for several days or weeks. Facebook also has comments that may involve the activists in the group to assist in follow-up discussion. The following is a baseline schedule for recommended frequency of posts throughout the campaign season:</p> <table border="1" data-bbox="191 888 1430 1010"> <thead> <tr> <th>June</th> <th>July</th> <th>August</th> <th>September</th> <th>October</th> </tr> </thead> <tbody> <tr> <td>1 Post (3 Days)</td> <td>2 Posts (4 Days)</td> <td>3+ Posts (5 Days)</td> <td>1+ Post (Daily)</td> <td>2+ Posts (Daily)</td> </tr> <tr> <td>1 Comment (Daily)</td> <td>2 Comments (Daily)</td> <td>3+ Comments (Daily)</td> <td>5+ Comments (Daily)</td> <td>7+ Comments (Daily)</td> </tr> <tr> <td>1 Opposition (Daily)</td> <td>2 Opposition (Daily)</td> <td>3+ Opposition (Daily)</td> <td>4+ Opposition (Daily)</td> <td>5+ Opposition (Daily)</td> </tr> </tbody> </table>	June	July	August	September	October	1 Post (3 Days)	2 Posts (4 Days)	3+ Posts (5 Days)	1+ Post (Daily)	2+ Posts (Daily)	1 Comment (Daily)	2 Comments (Daily)	3+ Comments (Daily)	5+ Comments (Daily)	7+ Comments (Daily)	1 Opposition (Daily)	2 Opposition (Daily)	3+ Opposition (Daily)	4+ Opposition (Daily)	5+ Opposition (Daily)
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<p>Instagram</p>	<p>This platform is for the photographers. This is excellent for capturing the visuals of excited campaigners, and do not mistake the value of large groups of organized Republicans in the imaging of strong support and growing numbers. Instagram can be used in unison with Twitter, Facebook and websites to present visual appeal to discussions. The following is a baseline schedule for recommended frequency of posts throughout the campaign season:</p> <table border="1" data-bbox="191 1224 1430 1287"> <thead> <tr> <th>June</th> <th>July</th> <th>August</th> <th>September</th> <th>October</th> </tr> </thead> <tbody> <tr> <td>1 Photo (3 Days)</td> <td>2 Photos (4 Days)</td> <td>3+ Photos (5 Days)</td> <td>1+ Photo (Daily)</td> <td>2+ Photos (Daily)</td> </tr> </tbody> </table>	June	July	August	September	October	1 Photo (3 Days)	2 Photos (4 Days)	3+ Photos (5 Days)	1+ Photo (Daily)	2+ Photos (Daily)										
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<p>Print Media</p>	<p>This is for the article writers of the group. Articles should be careful to carry the desired messaging of the Republican values and the Unit Committee, whether the author is associated with the Committee or not. Articles carry the same general timeframes as Facebook however they tend to be received by audiences that may not be involved in social media outlets.</p>																				
<p>Website</p>	<p>This platform is for the Official messaging of a Committee only. While still an important outlet, the Committee website and any affiliates should take great caution in the messaging to ensure the information disseminated is in accordance with the Republican Party of Virginia's messaging as well as representative of the 5th District messaging.</p>																				
<p>In-Person</p>	<p>The most impactful approach to getting a message out is through face-to-face interaction. In-person (or phone) communication allows a volunteer to gauge a person as well as understand immediately and provide valuable information that matters the most to an individual. Door-knocking, phone-banking and mass email lists provide the means for a more personable opportunity for one-on-one communication.</p>																				

Additional Questions

As each local committee identifies the individuals and establishes a Media and Messaging team, if you have any questions you can reach Aaron Winters with the 5th District Media and Messaging Team at 703-863-8518 (mobile) or awinters@reagan.com.