We're excited to meet you!

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Rate how comfortable you feel posting content on social media.

Type your answer in the chat:

From **1 (not confident)** to **5 (very confident)**

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Agenda

1. Background

2. How "Content" Helps Us Win

3. Where to Start

4. Case Studies

5. How to Plan Ahead

6. Q&A

7. Leveling Up

8. Next Steps

BEFORE WE BEGIN

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Why are we here tonight?

1 You understand the power of documenting your organizing work.

2 You leave with the tools to execute projects in your own communities.

3 You're ready to document what you do on a regular basis, and know how to share it on your channels and with Swing Left National.

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What is "Creative Content"?

Creative content is information or messages portrayed through a certain type of media (such as writing, photography, video, etc.)

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What are examples of brands, personalities, and social media "content" that inspire you? Why does this content resonate with you?

Share in the chat!

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How do you think content helps us win?

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It inspires people.

- You can't be what you can't see (volunteering, organizing). We have to model the behavior.

- Volunteering feels good, and you're missing out if you're not doing it!

It lends credibility.

- We care about what we do.

- Can persuade the "interested" to get up and do something.

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Where to Start

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1 Keep it simple and in the medium where you feel most comfortable.

2 Document what's happening in your community—share your stories of self.

3 Share with your friends and family on your social media networks.

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PRO TIP:

Your smartphone is extremely powerful!
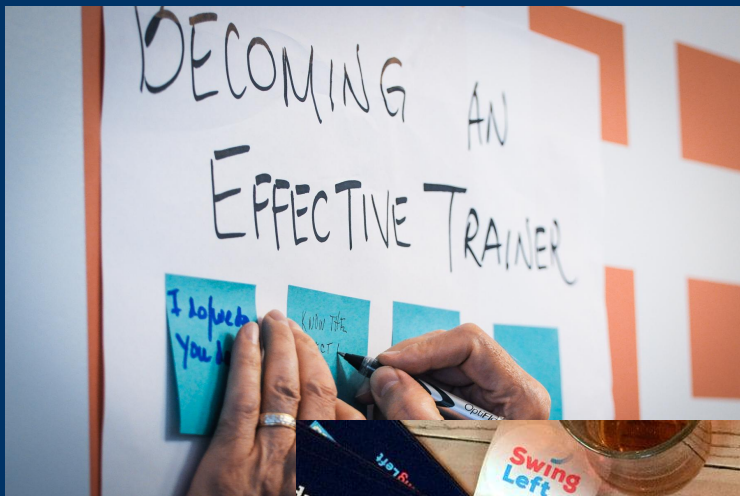
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Case Studies

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The Photographer's Mantra

Fill the frame

Control the background

Wait for moments

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Detail shot

These are close-up images where the frame is filled with a limited amount of information.

What works:
- Clearly a Swing Left photo
- Shows off the tools and a tactic
- Well exposed

What could be improved
- Show action (someone's hand, a stand being placed)
- Show context (the room blurred in the background, a coaster with a location)

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Medium shot

These shots show a wider frame of view, and may include a single subject or a small group.

What works:
- Diversity of age
- Folks look engaged
- Great natural lighting

What could be improved
- Swing Left signage or t-shirts for added clarity
- Gender and racial diversity

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Wide shot

These shots convey the scale and scope of an event or moment.

What works:
- Shows size and scale appropriately
- Location context (top)
- Great use of Swing Left shirts (bottom)

What could be improved
- Location or action context (bottom)
- Lower angle (bottom)

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Portrait

These shots show who the people at your event are. They typically contain only 1 main subject.

What works:
- Well-lit subject
- Controlled background (not distracting, adds context)

What could be improved
- Swing Left signage (or clipboard!)
- Interaction with other individuals

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Quick tips for photo variety

"Crop" with your feet

Instead of using the zoom functionality of your camera, move yourself up, down, left, or right to get closer to your subject or to eliminate distracting elements in the frame.

Change your angle

Change up your perspective! Try getting low to photograph a crowd of protesters from below. Get up high to capture all the contents on a table during a letter-writing party.

Vary your head sizes

One good indicator of photo variety is if head sizes are different between your shots. Focus on getting a mix of detail, medium, and wide shots where your subjects are different sizes.

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# Example: Swing Left Knoxville—Event report and invite to canvass
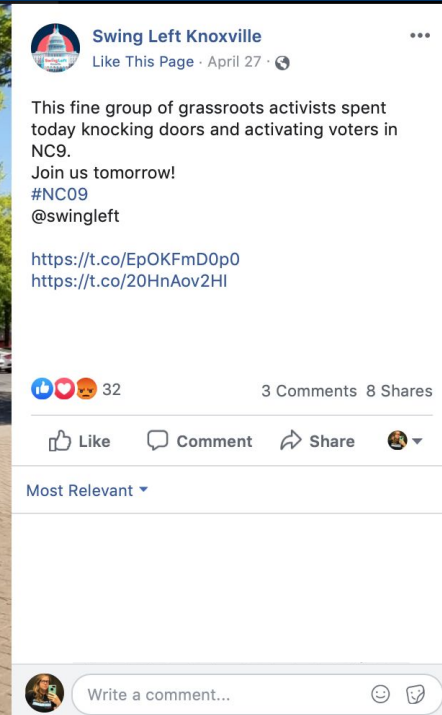
Example: Swing Left Knoxville—Event report and invite to canvass
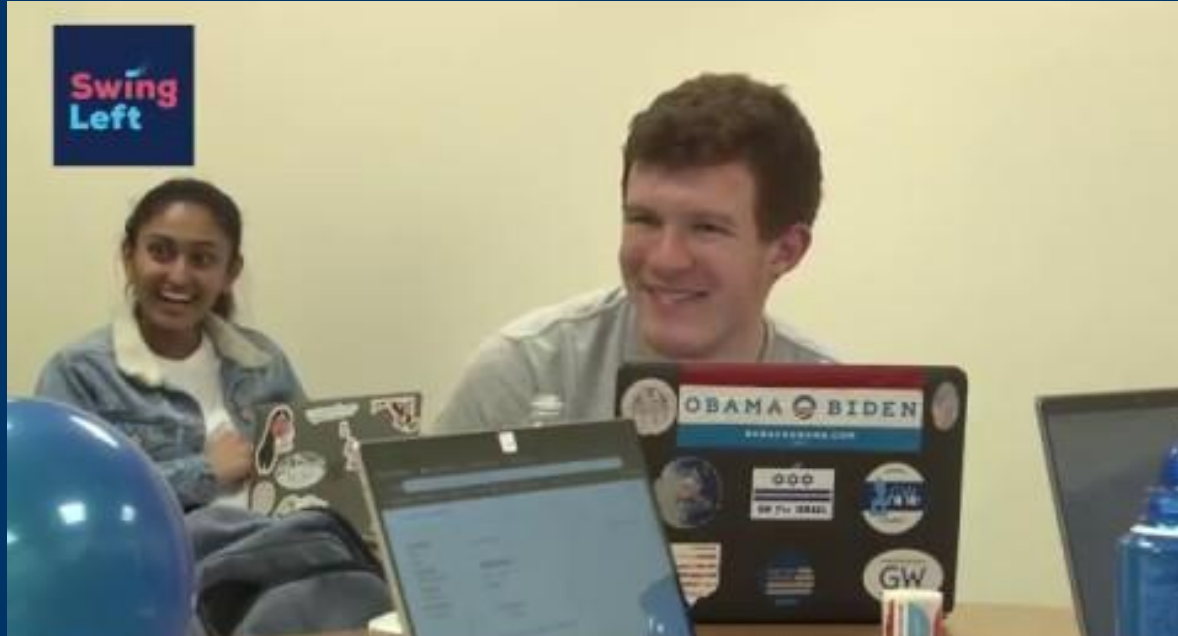
What works:

- Bridge between current activities and future participation
- Emphasis on the Swing Left community
- Photo with decent lighting, positive energy, and Swing Left branding

What could be improved:

- Another sentence of context regarding the NC-09 special election explains what we're doing there
- Customize the links to say something like /canvass428 or /june19party (Bit.ly is a free website where you could do that)
- Photographer could have "cropped with their feet" by taking a step back so the group's legs aren't cut off and there is more focus down and center on the people. Could even get a little closer to a medium shot!
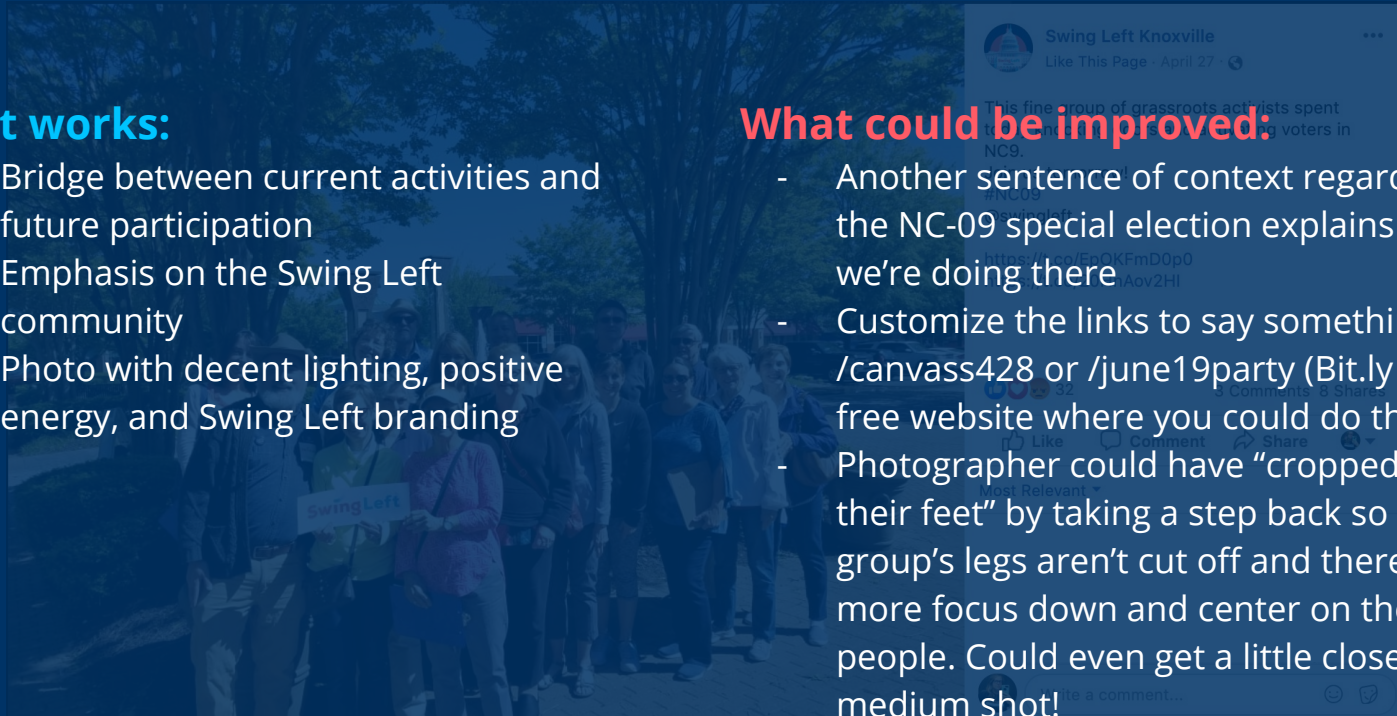
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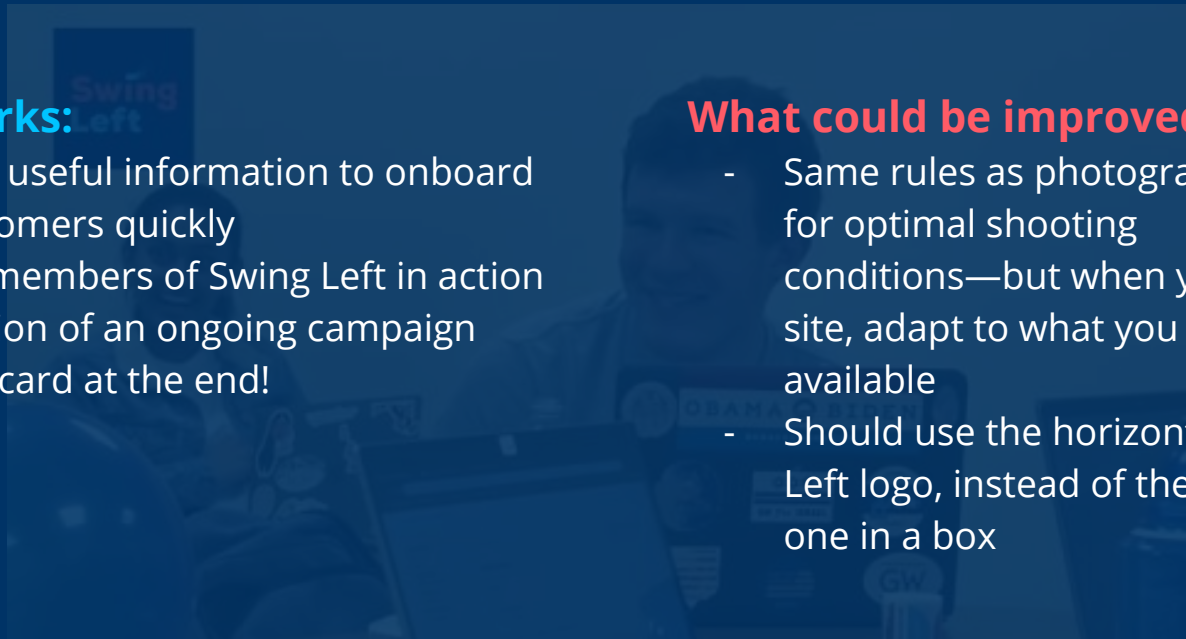# Example: Swing Left GWU video (watch here)

Example: Swing Left GWU video [(watch here)](watch here)

What works:

- It has useful information to onboard newcomers quickly
- Real members of Swing Left in action
- Mention of an ongoing campaign
- Logo card at the end!

What could be improved:

- Same rules as photography apply for optimal shooting conditions—but when you're on site, adapt to what you have available
- Should use the horizontal Swing Left logo, instead of the stacked one in a box

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Example: Canvassing with Kathryn Hahn video (watch here)

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Example: Canvassing with Kathryn Hahn video [(watch here)](watch here)

What works:
- Shows the volunteer experience
- Has an emotional quality, and includes moments where the canvassers are reflecting explicitly on how this work makes them feel

What could be improved:
- It was shot extra wide screen which makes it difficult to utilize across social platforms

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Swing Left canvasser blog on Bustle.com

What works:
- First-person relatable story
- Links political action with Swing Left to current events and making the world a better place
- Dispels questions, myths, fears about canvassing
- Multiple photos
-

What could be improved:
- Call to action is somewhat further down in the article than we would want
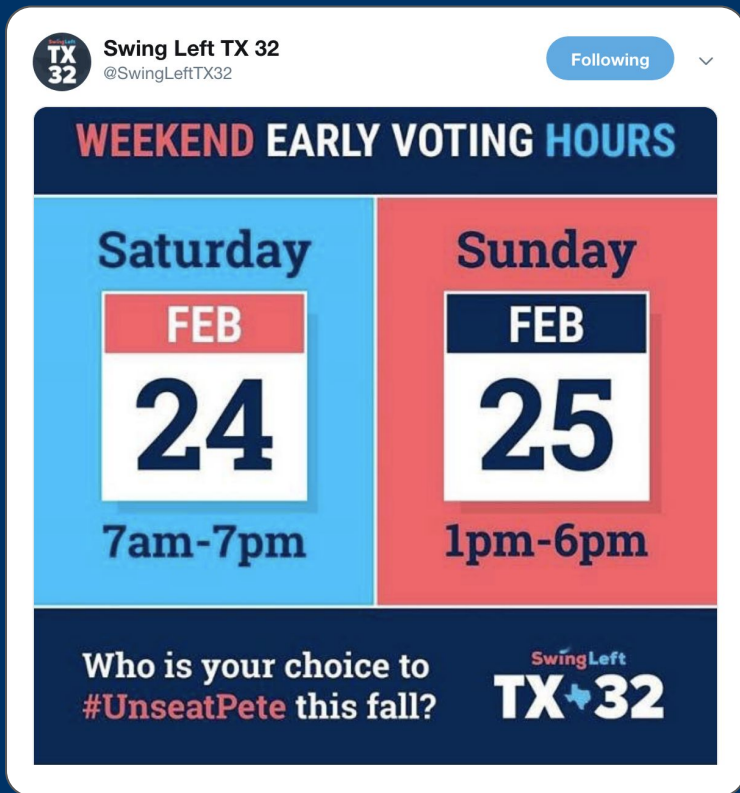
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Event graphic

What works:
- Clear, high-impact visual headline
- Key date, time, location
- Successfully uses Swing Left color and typography
- Includes logo and relevant hashtag

What could be improved
- Human element (photo of people in background, volunteers in WI)
- Less copy
- Different color combo for added contrast

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@swingleft
Following

Help fight gerrymandering and elect a progressive judge in Wisconsin wherever you are. Join our virtual phone bank for the April 2nd election: swingleft.org/callwi

CALLING VOTERS HELPS WIN ELECTIONS

NATIONAL CALL NIGHT FOR THE WISCONSIN SUPREME COURT RACE

Sunday, March 31
3–7 pm CDT

#SuperStates   SwingLeft

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Awareness graphic

What works:
- Easy to read
- Key dates are big and bold
- Great use of color
- Effective use of calendar icons

What could be improved
- Wrong size for Twitter
- Resolution is a bit low (kind of fuzzy)
- Using a non-Swing Left font
- Even margins at the top (too tight)
- Must include relevant context, hashtag, and link, where applicable, in the post copy itself

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Accountability graphic

What works:

- Clear, high-impact call to action in graphic headline
- Names and shows the "boogieman"
- Moody tone + tightly cropped portrait can be eye-catching in someone's feed
- Great use of Swing Left color palette and typography

What could be improved

- Language could be more state-specific
- More contrast in image
- Color logo (maybe)

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@swingleft
Following ⌄

- "Disapproves" of national emergency
- Tells @realDonaldTrump not to declare a national emergency
- Wonders if the emergency is even legal
- Votes for it anyway

Classic Mitch! Fund a Democrat to take @SenateMajLdr's job and #fliptheSenate in 2020. swingleft.org/realemergency

Republicans like Sen. Mitch McConnell (R-KY) continue to enable Trump's abuse of power.

HELP UNSEAT HIM IN 2020.

#SuperStates

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TO REMEMBER THESE TIPS:

View the Content Rubric

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FOR BRANDING NEEDS:

swingleft.org/brand

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How do I make a plan for creating Content?

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Planning ahead

- Find an event where volunteers are doing work that reflects what Swing Left is all about—such as a letter writing party, a canvass, or a fundraiser.

- Coordinate with the event organizer.

- Get to know the event schedule.

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Planning ahead

- Decide the type(s) of media you'll utilize (photo, video, or written) in advance, and make sure you have the equipment you need.

- Make a shot list of moments you know you want to capture, and bring that with you to the event.

- Take notes in a notebook or your phone's notes app.

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Planning ahead

- After the event is over, select your best content and craft some social posts.

- Now share your selects far and wide on social media!

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GUIDE FOR PRE-PLANNING:

Content Planning Checklist

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How to Level Up from here

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Expand your team and ask for help!

- Who are the people in your orbit and what are their skills/passions? Who can help with the creative parts?

Create a content calendar

- Now you're an expert and have more content than you need in the short term! Make a calendar and schedule posts to share on social over the next year.

Leverage press

- Any stories about your work making an impact among yourselves and in your communities are "press worthy"
- Consider Op Eds or Letters to the Editor in your local press
- Email press@swingleft.org for help, or reach out to your group leader

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Next Steps

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Try it

Idea 1: Use these tips, the Content Rubric, and Planning Checklist during your next Swing Left event.

Idea 2: Get a few people with inspiring personal stories to tell their "stories of self" on camera. Edit it into something like this!

Share it

Share content with us in the **#proj-group-comms** Slack Channel.

Email what you make, or share inspiring stories you hear about with us at stories@swingleft.org

We'll share what you create on our national social channels!

Reach out

Have follow-up questions? Please email andi@swingleft.org

Know photographers or videographers who want to work with Swing Left? Send us a note to team@swingleft.org (especially if they don't have a nearby group.)

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Thanks.

See ya in #proj-group-comms!

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