



COLLEGE

PROGRAMS

Social Media and Media Guide for College Programs

Swing Left Fellows and Network members reflect our organization's mission and values whether online, on campus, or in the news. Here's a brief guide to thinking about how to use social media and working with journalists.

Social Media

We use social media to connect with our volunteers and grow our base. The Swing Left national account will occasionally promote and share your content, too. Generally, it's a good idea to connect our values to why winning in November is important. We deserve affordable college and good jobs when we graduate. And politicians need to respect our right to vote, listen to student activists, and understand that our generation is more inclusive and diverse than any before it. Don't forget to tag [@swingleft!](#)

Good ideas for posts include:

- Zoom screenshots with students who are pledging to vote in the 2020 elections. Yay, democracy!
- News you can use. Info about registration deadlines and where and how to vote.
- Pictures of your virtual events, like letter writing parties, or volunteers phone banking.
- Students talking about why voting and the November 2020 elections are important to them.
- Stories about how issues affect us personally -- racial justice, health care, student debt, gun violence, climate change, you name it. This election is so important!

What to avoid? Just use common sense. Don't post about consuming alcohol or drugs and avoid sharing gross or violent imagery.

Other Media

Remember that anything you say to a journalist, including a student journalist, can be used in a story. Talk about our programming and how students can plug in. Share information about Republican incumbents we're voting against. Talk about what's exciting students about the elections. And talk about your own story, too. Interviews should be short and to-the-point. Be sure to share contact information with journalists and ask them to send you their stories when they're done. If they're good, they're great to promote! And feel free to email press@swingleft.org if you have more questions.