

SOCIAL MEDIA RECOMMENDATIONS FOR CIVIC ENGAGEMENT



Social media is a powerful tool for amplifying and multiplying the impact of the work your congregation or community is doing on nonpartisan civic engagement. Telling the story of your efforts via social media enables us to more effectively tell the story of how the entire Reform Movement is empowering all people to exercise their right to vote and ensure that Jewish voices are present in the public square, regardless of party or politics.



Best practices for using social media to promote civic engagement:

1. Use the hashtag #ReformJewsVote

Hashtags allow you to broadcast to the world that what your congregation or community is organizing isn't an isolated effort – you are part of a nationwide mobilization of Reform Jews committed to fostering civic participation. Add in the hashtag **#ReformJewsVote** to your Facebook, Twitter, and Instagram posts so you can be counted in the full force of Reform Movement participation in this campaign, and so we can uplift and share what you're doing! Browsing the hashtag is also a great

way to get inspired by the ideas and creativity of other congregations, NFTY regions, camps, and Jewish communities in this campaign.

2. Include graphics, photos, and video

Studies have shown that posts with visuals are viewed and interacted with more by social media users. [We've created graphics for you to download](#) and share from your accounts. You can also use free tools like [Canva](#) to create your own.

Photos are also a great way to engage people on social media. If you're hosting an event, designate a volunteer photographer, and upload a photo album, making sure to tag all the people and organizations present so they can share the photos, too. Consider creative ways to engage your audiences through photos, like by [printing these signs and asking people to pose with them in a photobooth](#), or encouraging people to send in selfies with their voter registration forms. [Check out this RAC guide on taking great social justice photos.](#)



Sharing video, especially using Facebook Live, is one of the most powerful social media tools you have at your disposal. Consider livestreaming a candidate forum so more people can tune in or filming short videos on your phone interviewing members of your community about why voting is important to them.

3. Engage, engage, engage

Social media isn't just a way to broadcast information. It can also be a platform to foster interactive dialogue and discussion online. Pose questions, share quotes from senior congregants on their memories of their first-time voting, tag community members to congratulate them on registering, or share interesting articles and ask for people to comment with their responses. You can also engage with allied partner organizations and elected officials by tagging them in your posts. And of course, don't forget to tag the RAC on Twitter and Facebook at @TheRAC and on Instagram at @theRACgram!

4. Help us tell the story of the Reform Movement's civic engagement efforts

This civic engagement campaign is a grassroots effort, powered by hard work and dedication at the congregational, NFTY region, camp, or community level. Help us tell the full story of our movement's efforts this election cycle by sending photos, videos, news clips, stories and reactions from your events to the RAC's PR Manager, Jenna Galper at jgalper@rac.org. We'll feature you on social media, email, and more! Interested in writing for the [RAC's blog](#) about this campaign? We'd love to hear from you. Contact Jenna for more information on how to submit quotes or full posts to our blog.

Here are some sample social media posts to get you started:

Facebook

- Civic engagement is a Jewish value. [*Congregation/Community name*] is committed to empowering ALL people to exercise their right to vote and ensuring that Jewish voices are heard in the public square. Join us at www.rac.org/civicengagement [#ReformJewsVote](#)
- The Torah commands us: "You shall not hide yourself." (Deuteronomy 22:3) [*Congregation/Community name*] is showing up for the Reform Movement's Civic Engagement Campaign to ensure that every American has the opportunity to show themselves in the democratic process & have their voices heard. Learn more at



www.rac.org/civicengagement #ReformJewsVote

- We believe our democracy is strongest when everyone has the opportunity to participate. That's why [*Congregation/Community name*] is joining the Reform Movement's Civic Engagement campaign: Every Congregation Counts, Every Vote Counts. Learn more at www.rac.org/civicengagement #ReformJewsVote

Twitter

- Civic engagement is a Jewish value. We are committed to empowering ALL people to exercise their right to vote and ensuring that Jewish voices are heard in the public square. Join us at www.rac.org/civicengagement #ReformJewsVote
- "You shall not hide yourself." (Deut 22:3) We're showing up for the Reform Movement's Civic Engagement Campaign to ensure that every American has the opportunity to show themselves in the democratic process & have their voices heard. Info: www.rac.org/cec #ReformJewsVote
- We believe our democracy is strongest when everyone has the opportunity to participate. That's why we're joining the Reform Movement's Civic Engagement campaign: Every Congregation Counts, Every Vote Counts. Learn more at www.rac.org/civicengagement #ReformJewsVote