

Rapid Response and Social Media



Social Media & Rapid Response

scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. It is unfiltered broadcasting.

What forms of Social Media does the OCDP and our collaborative use?

Web-site: House all our informative information. Sign ups, calendar, contact us, forms for joining groups, email list, resources, candidate information, photos.

Facebook: More interactive type of web page, spreads news real time, events, fans, photos, all shared by fans and easily shared with on another. Over 400 million users.

Twitter: 40 character alerts , one click and it spreads to hundreds.

Shared easily. Goal is to grow numbers and spread news. Over 50 Million users.

Facebook can connect to twitter.

Both have apps that can be used from desktop, phone, etc..

How does Social media relate to Rapid Response?

Key word- Rapid- Important “Real Time” Information

Volunteers, Action Alerts to Tackle Spin or Work on legislation-

-example- OCDP will receive a tweet from someone who just

-received word about a bill that needs attention, we can send out a message and have dozens of people calling within minutes.



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Blogs and Message Boards; it is vital you keep in constant contact with blogs and message boards. Be sure to read conservative boards and comment with facts when appropriate. When working with candidates you will watch boards & blogs for opponent propaganda and respond appropriately.

You Tube; Responses to media or candidate messaging can be done via You tube video and depending on the climate can gain a lot of traction. If you tweet the link to a video you have created in response to a candidate, issue or situation you can get thousands of views if worked properly. <http://www.youtube.com/>

Writing Letters to the Editor; Letters to the Editor, even when dealing with conservative papers, will be published if they are written effectively and they can have a huge impact on the minds and opinions of the readers and our elected officials.

Here is the DNC tool for writing letters to the editor. This tool will send the letter to appropriate selected newspapers, while allowing you to tailor your letter the way you would like. <http://www.democrats.org/page/speakout/letterstoeditors>

Here are some tips for an effective letter to the editor (from the National Education Association web site):

Keep it brief - Keep letters to 250 words or less.

Get to the point — Start with a compelling introductory sentence.

Relate it to home — Newspaper readers care about how an issue will impact them or their families locally.

Personalize the issue — Provide an example of how the issue affects a real person in the community

End with a call to action — Ask readers to follow-up, such as joining in calling on policymakers to address the issue.

Be timely — Try to place letters when they will be most effective.

Be professional — Letters should be typed or neatly handwritten if mailed, check spelling, and they should follow the submission rules of the particular newspaper. Language should be polite but persuasive.

Identify yourself — Sign the letter personally.

- Collaborative Links
- Oklahoma County Democratic Party
 - Okcountymocrats.org
 - @okcountydems
 - Facebook.com/okcountydems
 - Change Oklahoma
 - Changeoklahoma.org
 - @changeok
 - Facebook.com/changeoklahoma
 - OFA
 - » my.barackobama.com/page/content/okhome
 - » @ofa_ok
 - » Facebook.com/ofaok

Email and contact info

Oklahoma County Democratic Party
 -- 405.427.3366
 -- mleon82(at)msn.com

Change Oklahoma
 --

Organizing for America Oklahoma
 -- ofaoklahoma(at)dnc.org

We will work to have a complete NETRoots Workshop for activists that use internet, and those that want to learn how, sometime in June. This will also offer hands on use of these tools.