

Social Media and Idaho Election Communications

Presented by MTU Studios

Who am I, and WHY am I bothering YOU?!

I'm not a crazy person (at least no more than the average crazy person).



Goals

Do you like your current communication?

Is there something we can add to it?

How do you start using Social Media effectively?

Fundamentals

What is SM?

How has it affected you? The US? Your community?

What is Social Media (besides annoying)?

Social Media is, to date, the greatest communication platform that has ever been invented.

It's part meritocracy and part paid.

National Examples

BLM Movement, Elections, Vaccines, Cloud Seeding? Social Media drives most people's ideas around these concepts.

Are there other issues that spread across the country?

Local Examples

Did Sheriff Norris get in a drunken car crash last week?! Did Biden drop off three busloads of illegal immigrants? What about daycare issues? Fraud, waste, abuse!??

What are other ways you or your community have been affected?

Has Social Media DAMAGED You?

Has SM ruined relationships? Do you view people differently in real life because of their online behavior?

Is there anything else this powerful in your life?

Review: SM Fundamentals

Any questions?

Common Misconceptions/Mistakes

Many organizations, both public and private, make many mistakes around SM.
Here is a common one: all young people know how to use SM.

Remember! SM is communication, and it's incredibly powerful. Treat it as SUCH!

Peek A Boo

Can I ignore the IRS or pretend it doesn't exist and actually get away with not paying taxes??! No, no you cannot, and it is the same with SM. You can dislike this type of communication, but the solution is NOT to ignore it.

Do you know people who just ignore SM?

Stick Shift Posting

Learning to drive a manual transmission is similar to learning to use SM. People start and stop ALL THE TIME, but that's not how you get anywhere.

Have you ever started and stopped with social media personally or professionally?

Are YOU In the Yellowpages?

The last time I saw a yellowpages saleswoman, she said that if you aren't in the yellowpages, people don't know you exist. Well, the same could be argued for social media now.

How do you find info about subjects? When people are upset, where do they usually get their info?

Right MESSAGE, Wrong ROOM

You can't fight SM issues with press releases. With Sheriff Norris, press releases were issued, but they had to post them onto SM. You must fight the crazy where the crazy lives, fish where the fish swim, and deal with SM where SM lives.

Have you ever seen people defending themselves into the wrong place?

I use what I HAVE

Most elected offices do not engage deeply in SM because they don't have platforms up and running, and because they don't have SM, they stick with what they do have (emails, press releases, web sites). However, you'll never HAVE a platform unless you start one.

How do you communicate currently?

Are YOU Not Entertained?!

Have you ever gone to a government website for fun? Unlikely, but people find out information (real or not) about government offices in the same place they see cat videos or dumb Indian street food vendors.

But for real, are you not entertained?

Set IT & Forget IT!

SM does NOT function like a website. This is a PASSIVE Vs ACTIVE form of communication. You don't have the luxury of being passive anymore.

Review: Misconceptions and Mistakes

Any questions?

What Can We FIX?

We can't fix crazy, but we can inform the middle.

Have you ever had a positive experience communicating what you do?

Idaho Legislators Do NOT Know About Elections

This is a HUGE opportunity (it's also depressing). Educating lawmakers about the basic functions of elections and clerks could pay dividends.

It's The PEOPLE!

Idaho has classically been focused on educating lawmakers, but outside forces are now focusing on everyday citizens in order to push lawmakers. SM is a DIRECT line to the people.

Pick One and **DOUBLE** Down

Instead of dipping your toe into a bunch of different areas, pick one SM platform or media type and stick with that.

The Community Is CORE

Community volunteers are a core element to elections and other events. In honoring these people, you also highlight that idea that it's not really, "the GOVERNMENT," running everything, but instead your neighbor.

Reps, Reps, and more REPS

You're in it for the long haul. Find your groove and stick to it.

Engage Influencers, Including the REAL ONES

The hyper aggressive, wild people that harass you are really the golden goose if you can convert them.

Let's MAKE It Happen!

Want to give this a whirl? Let's give it a shot.

Step One - Platform

Pick a platform. Could be Facebook, Instagram, X, etc.

Facebook - text and video

Instagram - some text but mostly video

X - text and video

Text is easy, but video takes off way harder. You can make text into video, however, and that solves a lot of problems.

Let's start with X

Step Two - What to say?

I used the Chatty G to find top ten election system concerns in Idaho, but you can pick anything. Remember, no matter how basic, most people don't know these details.

Let's start with audits. Ask the questions.

Does Idaho engage in audits? Who does it audit? Who does the audits? How do they audit? What are the results of the audit? How much do audits cost? Why do they audit? Are ballots hand counted during audits?

Step Three - Make the post

I use X to make the post. Once that is done, I take a screenshot with my phone. This allows me to get a quick pic of what I put out on X. I don't actually care about building my X account. I care about getting a picture I can turn into a video.

What shall we post?

Step Four - Photo to Video

Once I have my photo of my X post (tweet), I go to Instagram and I post a “reel.” That is a short form video on Instagram. I select the photo from the X account, and it’s not going to play as a video. That helps the virality of the post.

Then I add a simple title that is commonly called a “hook.” That is something that grabs interest or adds curiosity. I then add something at the bottom that drives people to a website or social account.

Finally, I add the same music every time. Don’t worry about what the music is. Find something that is tolerable to you, and add it in.

Step Five - The Copy

Save your new “video,” and write some copy. This is the text under the video that is the description of the video. I can’t write too much stuff in X, so I use the description to elaborate on the idea that I got people hooked on. The more I write and the longer I can get people to read, the better the video will do.

Step Six - Post and Ghost!

After I have made the photo into a video and I have the description, I go to post. I copy and paste the description, and I post it to IG. I have my IG linked to my Facebook account, so the post goes to both.

As you're engaging in this, you'll need to decide how you're going to address the "comment" section. There are many strategies. Post and Ghost, or turn off comments, or respond as much as you can, and more. Decide beforehand what you're going to do, and try as hard as possible to stick to it.

Step Seven - Chiropractor Posting

Once you start, you need to keep doing this... forever.

There's no end to posting, but think of all the things you can cover! Just talking about auditing will yield easily a dozen or two posts. Build up the library on your platforms, watch how people respond, and just keep posting. If you find yourself without anything to say one day, just post something that you posted last year. It's easy. No one will remember the auditing post from June 3, 2026 if you post it again on March 23, 2027. If they do remember, congratulations! You've educated people!

Step Eight - Stay Calm, and Carry On

You're going to get haters and crazy people. That's what drives most people away from social media. BUT!!!! Just because you don't engage in this doesn't mean it won't affect you. This is just the way life is for us right now.

Get posting, start communicating, defend the good work you do, and keep after it!

I'm always here to help!

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