



SOCIAL MEDIA GUIDE FOR STATE COALITIONS

A Practical Resource for Building Visibility,
Community, and Action

ELECTION INTEGRITY NETWORK

America's Home for Election Integrity

electionintegritynetwork.org

Why Use Social Media for Your State Coalition?

Social media is today's town square. It gives state coalitions a free and powerful way to communicate with current supporters while reaching new citizens who want to get involved in protecting the integrity of our elections.

You do not need to be on every platform. Start with one account, learn it well, and post consistently. Consistency is more important than trying to be everywhere at once.

This guide provides practical, actionable steps so that state election integrity coalitions can build visibility, educate the public, activate volunteers, and advance the principles of the U.S. Citizens Elections Bill of Rights.

A strong social media presence multiplies the impact of every meeting, every legislative alert, and every educational resource your coalition produces. It keeps supporters informed and engaged between events, and it helps new people discover your work.

You do not need a large team or a professional marketing budget. What you need is consistency, a clear purpose for each post, and a willingness to show up regularly. This guide shows you how.

Social Media Platforms: Start with One

Choose one platform that best fits your audience and focus on learning it before expanding. Mastery of a single platform is far more effective than a thin presence on many.

Facebook

The best place to reach grassroots supporters and everyday citizens. Excellent for building local communities, sharing updates, promoting events, and fostering conversation among volunteers and concerned citizens in your state.

X (formerly Twitter)

Popular with journalists, policymakers, elected officials, and politically engaged users. Ideal for sharing timely updates, joining policy discussions, amplifying legislative alerts, and connecting with partners and influencers in the election integrity movement.

Instagram

A highly visual platform especially popular with younger adults, including many Millennials and Gen Z users. Focus on graphics, photos, short videos (Reels), and Stories. Useful for reaching new audiences with clear, image-driven messages about election integrity principles.

Consider the Purpose of Your Posts

Every post should have a clear purpose. Before you publish, ask yourself: **What do I want people to do, learn, or feel?**

- **Educate** — Teach people about election integrity principles, state and federal election laws, current issues, or relevant news.
- **Promote** — Share upcoming events, resources, training opportunities, books, interviews, or legislation.
- **Activate** — Give people a clear call to action—attend an event, contact a legislator, sign a petition, volunteer, or share your post.
- **Relate** — Build community. Let people know they are not alone and that others care about election integrity too.
- **Inspire** — Encourage a sense of civic duty, stewardship, and pride in protecting elections and serving your state and country.
- **Support** — Share and amplify content from trusted partner organizations, coalition members, and allied voices.
- **Remind** — Reinforce why this work matters. Remind people why secure elections are important and why their involvement makes a difference.

Best Practices

Branding

Keep your branding consistent. Use the same logo, colors, fonts, and overall style so people recognize your coalition's content at a glance. Stay on message and on mission. If your account is dedicated to election integrity, avoid off-topic posts that dilute your purpose.

Post Consistently

Consistency is more important than perfection. Aim to post every day if possible. Regular posting helps grow your audience and keeps your coalition visible. A steady rhythm builds trust and keeps your message in front of supporters.

Tag Relevant Accounts

Tag people and organizations strategically. Think about whose attention you want to attract—legislators, media, coalition partners, influencers, or activists. Tagging the right accounts can increase your post's visibility and build useful relationships.

Hashtags

Hashtags are optional. Use them only if they support a specific campaign, event, or movement. A few targeted hashtags are usually more effective than using many unrelated ones.

Tips for Success

- Post 1–3 times each day when possible.
- Respond to comments and questions.
- Share content from trusted partners.
- Use photos and videos whenever you can.
- Include a clear call to action on many of your posts.
- Don't wait for perfect content. Consistency builds trust and grows your audience.

Types of Posts

On X

Text Post — A standard post. It can be short and to the point or longer if more explanation is needed.

Thread — A series of connected posts that tell a complete story or explain a topic step by step. Threads are excellent for breaking down complex issues and encouraging engagement.

Video Post — Share interviews, event highlights, educational videos, or short messages directly on X.

Repost or Quote Post — Repost content from others to amplify their message, or use a quote post to add your own thoughts and commentary.

Article — X Articles allow you to publish long-form content directly on the platform. Use them for detailed analysis, guides, or research.

On Facebook

Regular Post — Share text, images, links, or a combination. Great for announcements, news, and educational content.

Reels — Short, vertical videos that often receive higher engagement and can reach new audiences.

Stories — Temporary posts that disappear after 24 hours. Use Stories for quick updates, behind-the-scenes content, polls, or event reminders.

On Instagram

Image Posts — Share graphics, infographics, photos, and carousel posts.

Reels — Short videos designed to educate, inspire, or entertain. Reels are one of the best ways to reach new followers.

Stories — Share quick updates, polls, event reminders, or behind-the-scenes moments that disappear after 24 hours.

Writing Effective Posts

People do not read social media posts the way they read a book—they scan them. Make your posts easy to read and easy to act on.

Grab Attention

Start with a strong first sentence or question that makes people want to keep reading.

Use White Space

Break your text into short paragraphs with blank lines between them. Long blocks of text are often skipped.

Keep It Short

Aim for one to three sentences per paragraph. Write like you're talking to a neighbor, not writing a research paper.

Use Emojis Sparingly

A few well-placed emojis can help break up text and draw attention to important points. Don't overuse them.

Get to the Point

If someone only reads the first two lines of your post, they should understand the main message.

Include One Clear Call to Action

Don't assume people know what to do next. Tell them exactly what you want them to do. One clear call to action is usually more effective than asking people to do several things at once.

Examples of strong calls to action: Share this post. · Follow our page. · Attend our meeting. · Contact your legislator. · Register for this event. · Download this resource. · Volunteer with our coalition.

Example — Hard to Read

Election integrity matters because every eligible voter deserves confidence that elections are conducted fairly and transparently. Join our meeting Tuesday at 6:30 p.m. to learn how you can get involved and help make a difference in our community.

Example — Easy to Read

Every eligible voter deserves confidence in our elections.

Want to help protect them?

- Join us Tuesday at 6:30 p.m.
- Learn how you can get involved.
- Bring a friend!

See you there.

Making Images

You don't have to be a graphic designer to create effective social media graphics. Tools like Canva and AI platforms such as Grok make it easy to create professional-looking images.

Keep it simple.

Use clean designs with minimal text. The goal is to communicate one clear idea at a glance.

Add Your Logo

Include your coalition's logo so people begin to recognize your content.

Stop the Scroll

Your image should capture attention and make people pause long enough to read your message.

Use a Square Format

Design images in the Instagram square format (1080 × 1080). This size works well across Facebook, Instagram, and X.

Let the Caption Do the Explaining

Your image should communicate the main idea. Use the post caption to provide additional context, details, and calls to action.

Using Photos and Video

People connect with people. An authentic smartphone video is often more engaging than a polished production.

Good content includes:

- Coalition meetings
- Volunteers in action
- Legislators speaking
- Community events
- Short educational videos
- Behind-the-scenes moments

Growing Your Account

Growing a social media account takes time. The key is to stay active and consistent.

Post Regularly

Aim to publish 1–3 posts per day to keep your audience engaged and your account active.

Engage with Others

Like, comment on, and repost content from trusted partners, coalition members, and other accounts in the election integrity community.

Respond to Comments

When people take the time to comment, reply when appropriate. Conversations help build relationships and increase engagement.

Follow Relevant Accounts

Follow legislators, local officials, coalition partners, media, community leaders, and other organizations that share your interests. This helps you stay informed and expand your network.

Be Patient

Most accounts grow slowly at first. Focus on providing valuable content and showing up consistently. Growth will follow.

Scheduling Posts

Scheduling your posts ahead of time helps you stay consistent and saves time during the week.

Facebook

Facebook includes a built-in scheduler that lets you create posts in advance and publish them automatically.

X

X allows you to save posts as drafts and schedule them to publish at a later date and time.

Buffer

Buffer is a social media management platform that lets you connect multiple social media accounts (except Truth Social) and schedule posts to publish automatically at specific times. It is a great option if you are managing content across several platforms. Buffer offers a free, limited account.

Pro Tip: Set aside 30–60 minutes once a week to create and schedule your content. This keeps your social media active even when you're busy.

When to Post

There is no perfect time to post. The best posting schedule is one you can maintain consistently.

Post When Your Audience Is Active

For most audiences, mornings, lunch hours, and evenings tend to receive the most engagement. Test different times to see what works best for your followers.

Be Consistent

Try to post around the same times each day. Consistency helps your audience know when to expect new content.

Prioritize Timely Content

If there is breaking news or an important election update, post it as soon as possible. Timely content often receives more engagement.

Use Scheduling Tools

If you can't post throughout the day, schedule your content in advance using Facebook's scheduler, X's scheduling feature, or Buffer.

Review Your Results

Pay attention to which posts receive the most likes, comments, shares, and views. Use that information to refine your posting schedule over time.

Sample Weekly Content Calendar

Use this simple formula as a starting point. Adjust it to fit your state's priorities and current events.

Monday	Educational post
Tuesday	State legislation or election news
Wednesday	Volunteer or coalition spotlight
Thursday	Event or resource promotion
Friday	Call to action
Saturday	Share a partner's post
Sunday	Inspirational or civic-minded message

Handling Negative Comments

Negative comments are part of social media. Don't be discouraged by them. In many cases, comments—positive or negative—help increase the reach of your post.

Respond Professionally

Be right. Be polite. Stick to the facts and avoid personal attacks. Your response is for everyone reading the conversation, not just the person commenting.

Don't Argue

Answer sincere questions and correct misinformation when appropriate, but don't get drawn into endless debates. State your point clearly and move on.

Be Strategic

Not every comment deserves a response. Ignore comments that are clearly meant to provoke, distract, or derail the conversation. Delete or hide comments only when they are abusive, obscene, spam, or violate your page's rules.

Remember the Bigger Audience

Most people reading the comments will never leave one themselves. They are watching how you respond. A calm, respectful reply builds credibility.

Engagement Helps Your Reach

Comments signal to social media platforms that people are interacting with your content, which can increase its visibility. Even critical comments can help more people see your post. Stay professional, thank people for engaging when appropriate, and keep the conversation focused on your message.

Common Mistakes to Avoid

- Sharing information without verifying it
- Too much text on an image
- Inconsistent branding
- Going weeks without posting
- Arguing in the comments
- Posting without a purpose
- Trying to be on every platform at once

30-Day Social Media Starter Plan

Don't overthink it. The goal isn't to create perfect content—it's to build the habit of posting consistently. Use this plan as a starting point, then adjust it to fit your state's priorities.

Week 1: Introduce Your Coalition

Day 1 – Welcome

Introduce your coalition. Explain who you are, why your coalition exists, and what followers can expect from your page.

Day 2 – Why Election Integrity Matters

Share why secure, transparent elections are important to your state and your community.

Day 3 – Meet the Team

Introduce a volunteer, board member, or coalition leader.

Day 4 – Election Integrity Principle

Teach one basic election integrity principle.

Day 5 – Share a Resource

Recommend a book, website, article, podcast, or video that helps people learn more.

Day 6 – Support a Partner

Share content from a trusted coalition partner or allied organization.

Day 7 – Inspirational Post

Share a quote, historical fact, or message that inspires civic responsibility.

Week 2: Educate

Day 8 – State Election Law

Explain one election law in your state.

Day 9 – Myth vs. Fact

Correct one common misconception using facts.

Day 10 – Current News

Share a recent election-related news story and explain why it matters.

Day 11 – Legislative Update

Highlight an election-related bill or policy issue.

Day 12 – Frequently Asked Question

Answer a question your coalition hears often.

Day 13 – Volunteer Spotlight

Recognize someone serving your coalition.

Day 14 – Weekly Recap

Summarize the week's most important posts.

Week 3: Build Community**Day 15 – Ask a Question**

Invite followers to share their thoughts or experiences.

Day 16 – Behind the Scenes

Share photos or videos from a meeting, training, or event.

Day 17 – Explain Your Mission

Highlight one specific goal your coalition is working toward.

Day 18 – Share Success

Celebrate a recent accomplishment, no matter how small.

Day 19 – Educational Graphic

Create a simple infographic explaining one concept.

Day 20 – Partner Spotlight

Introduce another organization or leader doing good work.

Day 21 – Thank Your Supporters

Express appreciation for your volunteers, followers, and community.

Week 4: Activate**Day 22 – Event Promotion**

Invite people to an upcoming meeting, training, or event.

Day 23 – Call to Action

Ask followers to contact a legislator, sign up to volunteer, or participate in an upcoming activity.

Day 24 – Share a Video

Post a short educational or informational video.

Day 25 – Coalition Update

Tell followers what your coalition has been working on.

Day 26 – Resource Highlight

Share a handbook, toolkit, guide, or other helpful resource.

Day 27 – Answer Another FAQ

Choose another common question and answer it simply.

Day 28 – Celebrate Progress

Share something positive your coalition or community has accomplished.

Day 29 – Looking Ahead

Tell followers what is coming next and how they can stay involved.

Day 30 – Invitation to Join

Invite people to become active. Encourage them to attend a meeting, volunteer, subscribe to your email list, or follow your social media accounts.

Consistent, purposeful social media is one of the most effective tools available to state coalitions. Use this guide to build the habit, stay on mission, and invite more citizens into the work of protecting the integrity of America's elections.

Election Integrity Network
America's Home for Election Integrity
electionintegritynetwork.org