



Online Advocacy Checklist

1. Follow & Turn On Notifications

Make sure you don't miss key posts.

- Follow Bobby on every platform
- Turn on post notifications
- Like 3 recent posts

2. Share One Post Per Day

Sharing is the simplest, highest-ROI action.

- Hit "Share"
- Add a short note:
- "This is why I'm supporting Bobby Charles for Governor."
- Share to your Story and your feed

3. Comment to Boost Visibility

Comments drive the algorithm — not likes.

Aim for 3 meaningful comments a day:

- "Bobby is right — Augusta Democrats created this mess."
- "This is the leadership Maine needs."
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4. Recruit from Your Contact List

Pick 3 people per week to bring in.

Send a simple text:

"Have you seen Bobby Charles yet? He's fighting Augusta Democrats' corruption and fixing what they broke. Check him out — [LINK]."

5. Change Your Profile Picture or Add a Frame

Signal support publicly.

- Use the official Bobby profile frame
- Add: "Proud to support Bobby Charles for Governor"



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6. Join & Post in Local Facebook Groups

Your neighborhood trusts you more than ads.

- Post 1× weekly in local groups:
- “Neighbors — if you want safer communities and lower taxes, take a look at Bobby Charles. He’s running for Governor and holds Augusta Democrats accountable.”

7. Share Real Stories

Your life is your best content.

- Why you support Bobby
- How Augusta’s failures have affected you
- What change you want to see

Short, personal, real.

8. Amplify Volunteer Content

When other supporters post:

- Like
- Comment
- Share
- Tag friends who’d care

Build the network effect.

9. Push a Weekly Call to Action

Pick one:

- Donate \$5–10
- Sign up for volunteer updates
- Invite one friend to a Meet & Greet
- Forward a campaign email to your contacts

One weekly action creates compound impact.



Online Advocacy Checklist

10. Stay Updated

- Read campaign emails
- Join the volunteer group chat / text thread
- Check weekly action alerts
- Watch new videos so you can share quickly