



5-Minute Action Items

1. Share a Post

Why it matters:

Every share pushes our message into new circles that the campaign can't reach alone.

How to do it:

- Pick one post from Bobby's Facebook or X page.
- Click "Share."
- Add a quick note: "This matters for Maine, take a look."

2. Change Your Profile Picture

Why it matters:

It signals support and spreads awareness quietly but effectively.

How to do it:

- Download our official frame/graphic.
- Upload on Facebook/X/Instagram.
- Add: "Proud to support Bobby Charles for Governor."

3. Text 3 Friends

Why it matters:

Direct, personal outreach is the most powerful persuasion tool.



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What to send:

“Hey, I’m supporting Bobby Charles for Governor. He’s actually fighting Augusta Democrats’ corruption and pushing real solutions. You should check him out — here’s his site: [LINK].”

4. Post in Your Neighborhood Facebook Group

Why it matters:

Local groups are high-trust, high-visibility communities.

Example post:

“Hi neighbors — if you’re frustrated with what’s happening in Augusta, take a look at Bobby Charles. He’s running for Governor and fighting for safer communities, lower taxes, and accountability. Worth paying attention to.”

5. Leave a Comment

Why it matters:

Comments boost reach far more than likes.



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How to do it:

- Go to any Bobby post.
- Leave a short, authentic comment:
- "This is exactly what Maine needs."
- "Bobby's telling the truth about Augusta Democrats' failures."

6. Add Bobby to Your Instagram/Facebook Story

How to do it:

- Screenshot a post.
- Add to Story.
- Tag: @BobbyForMaine