



Social Media Advocacy for the 2020 Election

Facebook - Physician Videos

About Facebook



Facebook is a top social media platform

Easy to share

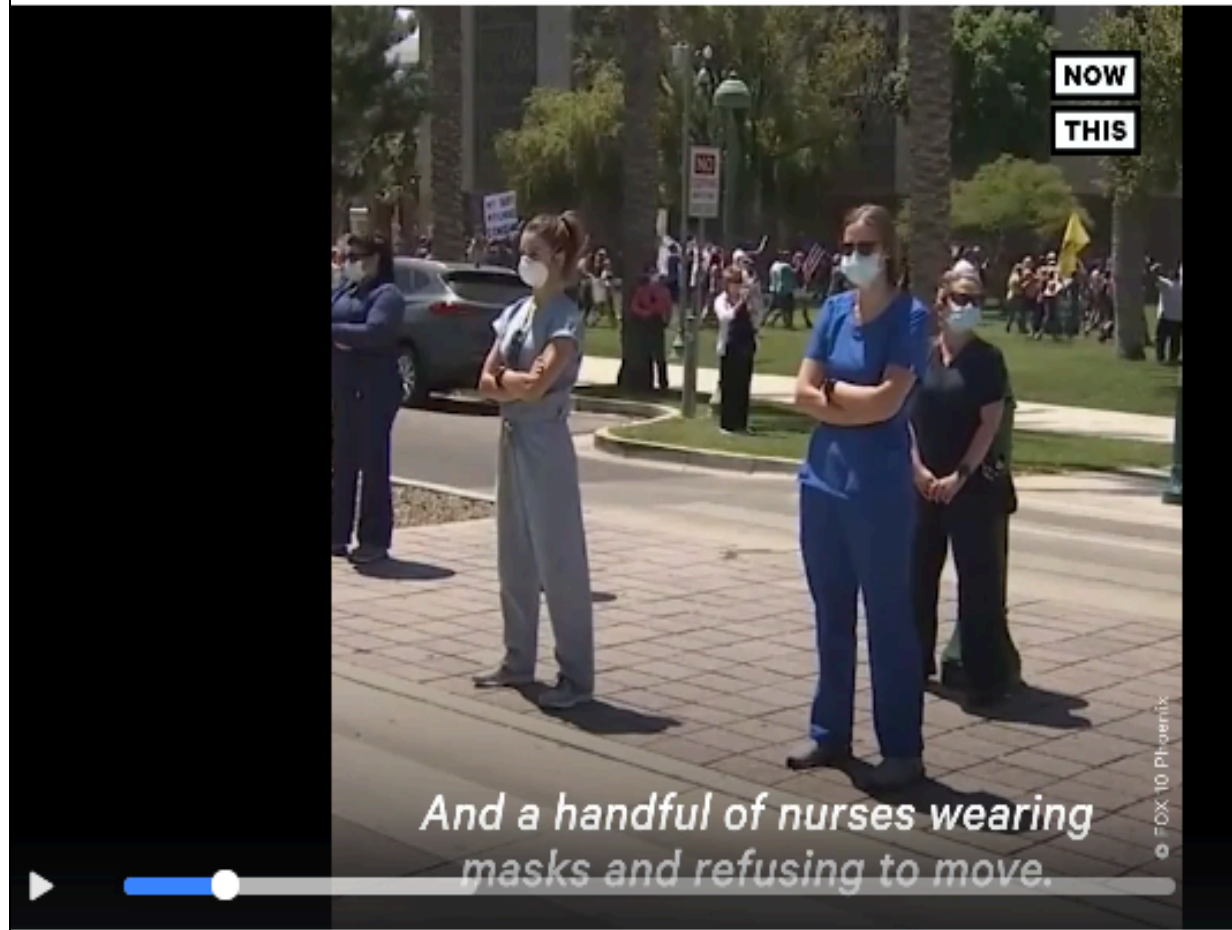
Can select audiences

What's Shared Most

Video is shared 7
times more than
article links

Anti-Lockdown Protesters Harass COVID-19 Nurses at Arizona Protests

'We're trying to do the right thing, and we don't need to get attacked.' — Watch anti... See More



Planning Your Video



- Name your audience
 - Independent voters?
 - Rural voters?
 - Preexisting conditions?
 - Seniors?
 - Women?

Planning Your Video

Outline for creating a **2 - 3 min** video



1. Introduce yourself.
2. Name your audience.
3. Summarize problem “we” share.
4. Demonstrate problem in a **story**.
5. Limit story details to essentials.
6. Describe alternative ending & how we get there.
7. Calls to action...

Vote. Like. Share.

Shooting Your Video

Record with phone or computer.

Indirect sunlight in front.

Camera just above eye level.

Outline next to phone or laptop.



Help



- ✓ Audience selection
- ✓ Outline
- ✓ Posting

Contact:

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