

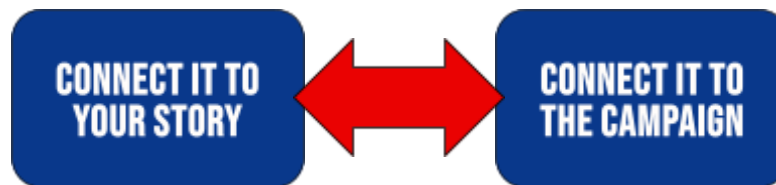
ONLINE ENGAGEMENT: ENGAGING ONE PAGER

Once you've taken a step back and [listened](#) to your online communities, it's time to [engage](#) them! We want to identify our approach first in order to start crafting our message.

IDENTIFY YOUR APPROACH:

- **Audience is a supporter:**
 - **Welcome:** Invite them to a **Volunteer Opportunity** like a Training or an Event
- **Audience needs more information:**
 - **Inform:** Post an Article, Image, Information, or ask a question to **Start a Conversation**
- **Audience is undecided:**
 - **Persuade: Share Information or Your Personal Story** for supporting Kamala Harris and Democrats

CRAFTING YOUR MESSAGE:



Tie one of the following to

The more you're able to connect your message to **yourself** and **your audience**, the more **powerful** it is!

Things to think about:

Why is this **issue important to you**?

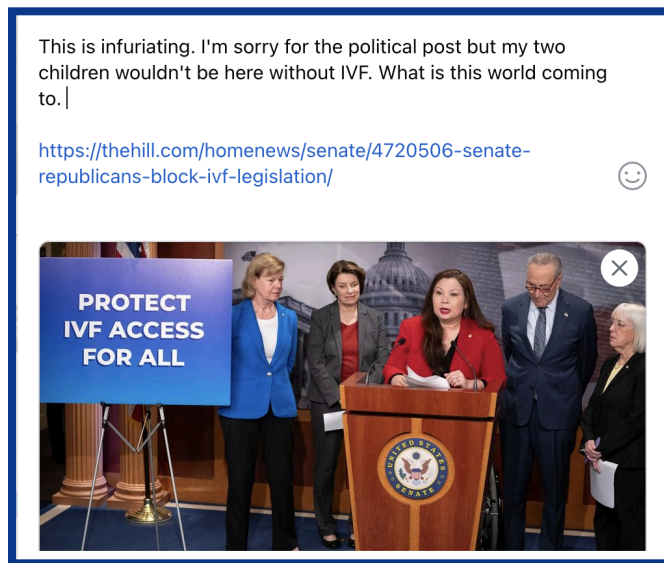
How does this policy or action **affect your local community**?

Are there **memorable details** you can include about why this matters to you?

your **personal message**:

- A **Biden-Harris Administration accomplishment**
- **Kamala's personal story**
- A **social media post** from the campaign
- **Campaign priorities**, like protecting democracy, restoring Roe v. Wade, and fighting for middle class families

PUTTING IT ALL TOGETHER:



<- Here's an example of a Facebook post in a Group for New Moms.

We should think about the **best approach** to engage here and then **craft our message**.

Approach:

Welcome - This seems like the best approach here because it sounds like this person could be a supporter! We could try to ease into a volunteer ask.

Inform: This person seems pretty informed already, so they likely don't need any new information from us yet.

Persuade: It's possible this could be a good approach. If they're not a supporter already, we could have a persuasive conversation with them. Let's engage and see!

Message:

Make it personal: IVF is really important to me as well. Many of my close friends have conceived through IVF and I want to make sure it's available to me as well as I look to start a family.

Make it connect to the campaign: Vice President Kamala Harris wants to guarantee the right to IVF nationwide and protect reproductive rights.

I totally agree. It's completely ridiculous. Many of my close friends have conceived through IVF and I want to make sure it's available to me as well as I look to start a family. I am trying to channel my anger to something productive by volunteering for Joe Biden and Kamala Harris. They'll protect IVF access and our reproductive freedom.