

WE COUNT LA “HOW TO” SERIES

# How To: Mobilize Supporters

## Harness the power of social media

Your communities see you as a **trusted messenger**. They rely on you for information, but more importantly, they rely on you to tell them **why it matters**.

Here are some tips to mobilize your supporters through social media:

- **Always include a clear call-to-action in your social media posts.** Clear “call to actions” or asks will give your supporters a tangible next step to take to support our campaign.
- **Post content that is optimized for each platform.** Each social media platform has content that works best on their format.
- **Double down on stuff that works.** If you see that your supporters are reacting well to a certain type of content or messaging, double down on it! You know what they say, if it ain’t broke...
- **Tie it back to your community.** Concrete examples and connections resonate with your supporters because it matters directly to them.