

# Communications

For new DA Leaders

Questions? Contact DA Global Communications at [comms@democratsabroad.org](mailto:comms@democratsabroad.org)

Today + Tomorrow: DA Global Comms Summit! [Register here](#). You will need the permission of your CC or caucus or team leader to participate. If you have any questions not answered on the reg form, please email the team.

Comms Wiki Space:

<https://democratsabroad.atlassian.net/wiki/spaces/home/pages/6381408816/Communications+Resources>

# What are your objectives?

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We know our **main** objective in an election year: register overseas Americans to vote, and get out the vote for Democrats.

In non-election years, your social media can focus on different calls to action: register in January, join DA, come to events, and volunteer with the organization.

Your communications strategy will look different depending on the platform, the audience, and the time until the election.

*When developing a new comms strategy, be clear about what your objective is, the return on your time, and your volunteer capacity and skill set.*

# Who is your audience?

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**Great question!** Each country (and likely, chapters within countries) will have different audience(s).

In every country, you can generally find students, professionals, retired or semi-retired folks, dual-nationals, and military members.

Balance your strategy for your different audiences: how can you appeal to the heavy news-followers, to the busy people who barely glance at their phones, and to the people looking for community first, and voter help second?

**Remember, local flavor engages a local audience!**

# Resources Available

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**The DA Wiki:** Comms guidelines, best practices, and graphics

**Talking Points:** from the Global Comms Teams

## **Social Media Templates and Resources**

- **Canva:** simple and easy customizable templates
- **Unsplash:** stock photos, for when you can't find real DA photos
- **Noun Project:** paid, icons

# Communication Platforms

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- **The Democrats Abroad website:** events, news, blog posts, etc.
- **Email:** only goes to members
- **Messaging platforms (i.e. WhatsApp, Signal, WeChat, etc.):** invite-only, though be careful about moderation, privacy, and confidential information, etc.
- **Social media:** public-facing, can be seen by both members and non-members, Americans and non-Americans
  - Know your platforms: what works on Facebook may not work on Twitter or Instagram
  - Know your audience: chapters within a country can have very different needs based on the local American community.
- **Traditional Media:** can reach new populations, but comments will be filtered through a publication's editorial process.

# Tone

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Remember that a wide population of people read our messages. Something that one person may think is funny may turn off another person.

When in doubt, stay professional. **Functional is better than fun.** A dry message that communicates important information is more useful than a flashy message that ends up annoying a sizable chunk of your membership.

**As always, remember your goals:** are you trying to attract more volunteers, spread awareness about a registration deadline, or boost event participation? Make sure your tone is in line with your goals.

# Red Lines

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There are things that you cannot say on a Democrats Abroad platform.

- No discussion of any specific bilateral relationship between the United States and any other country.
- No discussion of the domestic politics of any country that is not the United States
- No messaging that could be seen as an endorsement of any Democratic candidate *before* they win their primary.
- No dedicated message encouraging people to join a fundraising event for a potential candidate

# Speaking as an individual

In a perfect world, what you say personally (on your own Facebook, Twitter, Instagram, etc.) will have no bearing on how people see the organisation.

In practice, it's more complicated than that. Be aware that comments you make as an individual — whether on social media channels or to the media — could affect how you as a leader in DA are perceived by others, within and outside the organisation.

# Media Relations

You may be asked to act as the *de facto* Democratic spokesperson for local media. Some things to keep in mind:

- You don't need to respond to every media request. Research the publication: is it worth your time?
- Remember your key points: avoid them trying to get you off-track or get you into an argument.
- Check the Wiki for talking points.
- When in doubt, get in touch with your RVC.
- **Do not cross the Red Lines**