

# Using Instagram and Threads to Get Out the Vote



# Trainers

Gaby



# Agenda

The power of  
Insta and Threads

Basic ingredients  
and Trends

Relational  
organizing

Get Out the Vote



**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA

# In the chat:

What does this post make you *feel*? What words come to mind?




 **the\_antipinterester** ...


 **the\_antipinterester** Dropping lit and making memories. Because they're too little to vote - so what we vote for today and who we vote for determines the world they grow up in.

So we dropped lit to govt for @momsdemand candidates @juliejohntexas, @nathanfortexas , and @ramos4texashd102. Later we will knock doors for @averieforall. It's too important to sit on the sidelines y'all, find a way to get involved.

#fg  
2d

 **theyoungtexan** Cuteness overload 🥰👶 



1d 2 likes Reply  
— View replies (2)


 **averieforall** Thank you so much for coming out !! 



2d Reply

 **whenmamaainthappy** Best Day of Action pic yet! Thank you!!! 🥰👶👶👶 

2d 1 like Reply


 Liked by **tlr829** and others  
2 days ago

 Add a comment...  Post

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# In the chat:

What does this reel make you *feel*? What words come to mind?



the\_antipinterster  
Original audio

the\_antipinterster Come on Texas! @colinallred @averieforall #ifg @momsdemand @everytown  
Edited · 2d

placidoozle This is the cutest!  
2d Reply

Liked by tlr829 and others  
2 days ago

Add a comment... Post

**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA

# In the chat:

What does this thread make you *feel*? What words come to mind?



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



the\_antipinterester 4h



Early voting in [Texas](#) started yesterday, and Beckett and I voted for [@momsdemand](#) gun sense candidates like [@colinallred](#) . Not pictured: the incredibly dramatic wallowing on the floor when he realized the actual library was closed.



# In the chat:

What does this post make you *feel*? What words come to mind?



the\_antipinterester

the\_antipinterester Happy first day of early voting to all who celebrate! Back in 2018, I knocked doors for @colinallred for Congress with my then 3 and 11 year old daughters. Today I got to vote for him for US Senate with my 4 year old son. Saw him and Aly and some of his fellow @momsmdemand gun sense candidates @lizfortexasand @santortexas. Lovely to say hi to and then vote for @averieforall but no pics because she was busy making sure people knew about the propositions.

Get it done y'all!. #turntexasblue #tedcruzsucks #ifg @everytown

21h

Liked by tlr829 and others

21 hours ago

Add a comment...

**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

# Basic

# Ingredients:

-inspire

-create

urgency

**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA





# Basic Ingredients: -share stories



# Basic

# Ingredients:

-share

# GunSenseVoter.org

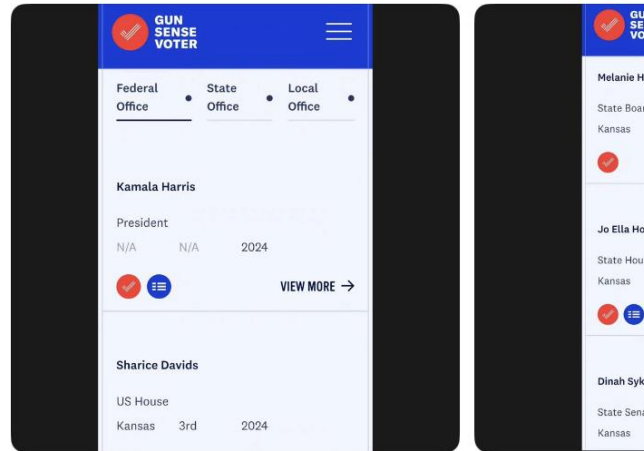
**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



katiemangelsdorf

8/2/24 ...

Have you been to [gunsensevoter.org](https://gunsensevoter.org) yet? You can put in your address and see your specific #GunSenseCandidates or search! It's a super easy way to know if the folks on your ballot have your values. I'm so lucky to have so many at all levels. Remember, your local electeds have much more impact on your daily lives than you may think! Vote your whole ballot, every election. Once you check out your candidates, you can Commit to Vote and then share it out! Question? Hit me up!!!



# Resource

GunSenseVoter.org

Sharing reasons why you're voting  
for **Gun Sense Candidates**

Help your people **vote**:  
-when, where, who



Find Your 2024 Gun Sense Candidates

Search by Candidate

Search

Use My Location



Gun Sense



Everytown

# Basic

# Ingredients:

-tag

@momsdemand

-tag candidates

**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA



## Remember to include...

- Tag their **candidate** account, not a government account
- **@colinallred**, not @repcolinallred

### Also tag:

- @MomsDemand
- @StudentsDemand
- @Everytown



# Basic ingredients

## Photos

- Moms Demand Action branding
- Candidate branding
- “Vote” everywhere

## Copy

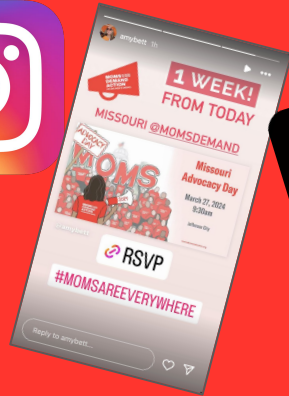
- Share your WHY
- Share a sense of urgency
- Share resources like [GunSenseVote.org](https://www.gunsensevote.org)
- Tags@momsdemand
- Tag candidate accounts, not government accounts

## Include calls to action: to 644-33

- READY: join
- PLAN: [gunsensevoter.org](https://www.gunsensevoter.org)
- PHONE: phonebanking
- EVENTS: local or online

# Relational Organizing





**MOMS**   
**DEMAND**  
**ACTION**  
 FOR GUN SENSE IN AMERICA



# Relational Organizing

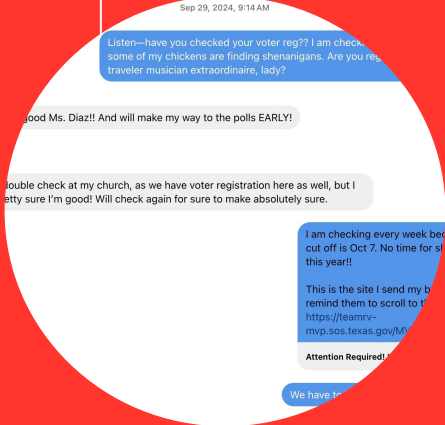
Post for all your audiences



Share privately



Use Messages to start conversations



Amy Axtell 2h

One Week from TODAY!  
 Moms Demand Action - MO  
 Advocacy Day in Jefferson City at the Capitol  
 We can #EndGunViolence together! #MomsAreEverywhere #MOleg  
 RSVP: <https://act.everytown.org/.../moms-demand-action-event/58985> ... See more

Missouri Advocacy Day  
 March 27, 2024  
 9:30am  
 Jefferson City

Share



amybett 1h

One week from TODAY!  
 @momsdemand Missouri  
 Advocacy Day in Jefferson City at the Capitol  
 We can #EndGunViolence together!  
 MomsAreEverywhere #MOleg  
 RSVP:  
[act.everytown.org/event...](https://act.everytown.org/event...)  
 See you there!

Missouri Advocacy Day

2 replies · View activity



Amy Axtell · 2h

One Week from TODAY!  
 Missouri Moms Demand Action  
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 We can #EndGunViolence together! #MomsAreEverywhere #MOleg  
 RSVP: [act.everytown.org/.../moms-deman...](https://act.everytown.org/.../moms-deman...)  
 See you there!

Missouri Advocacy Day  
 March 27, 2024  
 9:30am  
 Jefferson City

103



amybett 1h

1 WEEK FROM TODAY  
 MISSOURI @MOMSDEMAN  
 Missouri Advocacy Day  
 March 27, 2024  
 9:30am  
 Jefferson City

RSVP

#MOMSAREEVERYWHERE

Reply to amybett...



**MOMS DEMAND ACTION**  
 FOR GUN SENSE IN AMERICA

# Share info



**MOMS**  
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

**34 SENATE SEATS ARE UP FOR ELECTION:**

**VOTE OUT GUN EXTREMISTS.**

[gunsensevoter.org](https://gunsensevoter.org)

**everytown** Every single election is critical to making a future free from gun violence our reality. Your vote is your voice. Use it and vote by November 5.

Not sure who on your ballot will work to end gun violence? Find your 2024 Gun Sense Candidates at the link in our bio.

3d

**onejolie** Trying my very best here in Texas early voting starts tomorrow!!!

2d 36 likes Reply

View replies (23)

**dianakane419** Vote blue all the way down ballot! 🇺🇸🇺🇸🇺🇸

2d 14 likes Reply

View replies (5)

**sbarker645** I voted early. I did my part. Make sure you do yours.

2d 25 likes Reply

View replies (3)

Liked by **beckseik** and others  
3 days ago

Add a comment...

# Share info



momsdemand

6d

We need a president who leads with compassion for survivors of gun violence, not one who pivots to gun industry talking points when pressed on this critical issue.

Make a plan to vote for [@KamalaHarris](#), [@TimWalz](#), and other Gun Sense Candidates up and down the ballot. Text PLAN to 644-33.



# Share info



## North Carolina

**Deadline to register to vote by MAIL**  
(must be postmarked by)  
**October 11**

**Last day to register to vote ONLINE**  
**October 11**

**Last day to register to vote IN PERSON**  
**November 2**

★ Election Day is **November 5** ★  
[momsdemandaction.org](https://momsdemandaction.org)

nc\_momsdemandaction

nc\_momsdemandaction NORTH CAROLINA! November 5 is just weeks away, and this election is too important to sit on the sidelines. Now is the time to ensure you have everything you need to make your voice heard!

Find candidates committed to making our communities safer at [GunSenseVoter.org](https://GunSenseVoter.org), and make your plan to vote by texting PLAN to 644-33!

3w

Like Comment Share

Liked by tn\_momsdemandaction and others

Add a comment...

# Share to stories:



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



# Share info



Threads      Replies      Reposts

 **harrisvotes**  19h ...

Day 2 of #EarlyVoting: As of October 22, 2024, #HarrisCounty has recorded 242.3K+ total In-Person Early Votes for the November 5 General & Special Elections.   #harrisvotes #harriscountyclerksoffice



**242.3K+**  
**TOTAL IN-PERSON  
EARLY VOTES CAST**  
AS OF OCTOBER 22, 2024

**HARRISVOTES.COM**  
EARLY VOTING      OCT 21 - NOV 1

# Share info



**Early**  
**VOTING**  
**STARTS TODAY!**

**SOUTH CAROLINA**  
ELECTION COMMISSION

**PREP** for the **POLLS**

sc\_momsdemandaction

sc\_momsdemandaction Shared from SC Votes:

🗳️ Early Voting for the 2024 General Election starts TODAY!

🗳️ Skip the lines on Election Day and vote early! Early voting centers are open from 8:30 a.m. to 6:00 p.m. every day until Saturday, November 2 (Closed on Sunday, October 27). Before you head to the polls, be sure to check your early voting location at [scVOTES.gov](https://scvotes.gov)! ✅  
Let's get out there and vote early! 🗳️

🗳️ ¡La votación temprana para las Elecciones Generales de 2024 comienza HOY! 🗳️

¡Evite las colas el día de las elecciones y vote temprano! Los centros de votación temprana están abiertos de 8:30 a.m. a 6:00 p.m. todos los días hasta el sábado 2 de noviembre (Cerrado el domingo 27 de octubre).

Antes de dirigirse a las urnas, asegúrese de verificar su lugar de votación temprana en [scVOTES.gov](https://scvotes.gov). ✅

¡Salgamos y votemos temprano! 🗳️

#scVOTES  
#scVOTES

1d

Liked by sodacitymomof2 and others  
1 day ago

Add a comment... Post



# Tactics and Trends to Get Out the Vote

# I VOTED!



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



carlos4gvp 10/03/2024



- ✓ Just voted 🗳️ early in-person for @everytown @momsdemand @studentsdemand endorsed @kamalaharris & @timwalz for Pres & VP & gunsense @sentimkaine Senate @repdonbeyer House
- ✓ Tonight I'm 📱🇺🇸 banking into MT to help re-elect @jontester , critical to Dems maintaining control
- ✓ This Sat. Oct. 5th I'm canvassing w @viriniademocrats VA Victory Coord. Campaign for Harris Walz, @vindmanforcongress , down-ballot Dems What's YOUR plan to DoSomething ? No more waiting. LFG! 🌐



# I VOTED!



**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

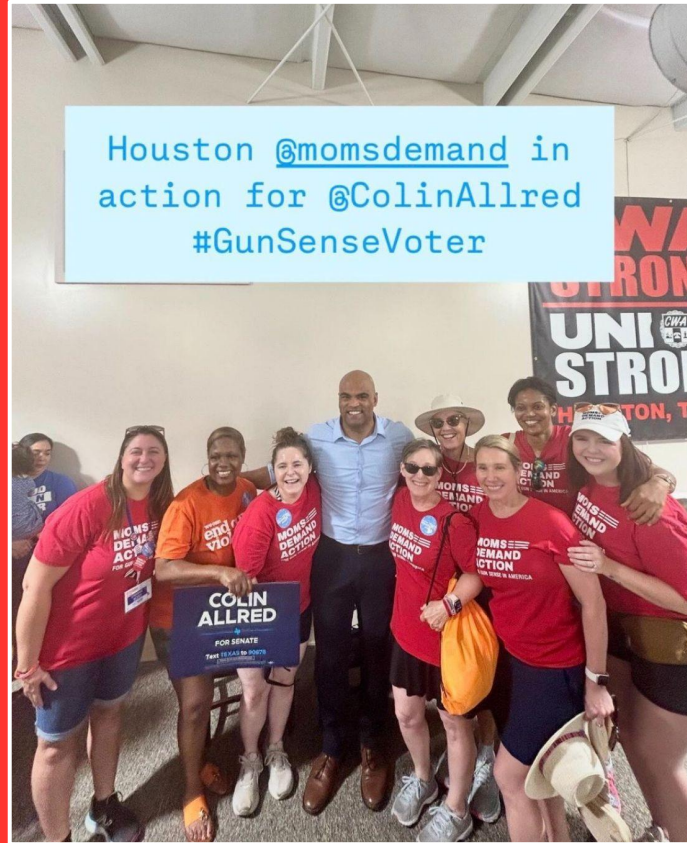


# Profile Frame!

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA



# Text on an image



# Post on Instagram + add your WHY





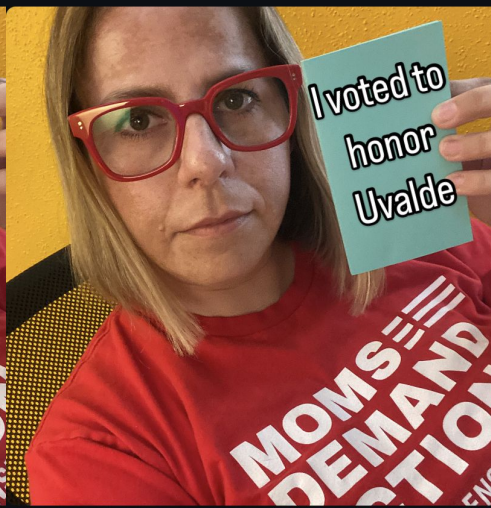
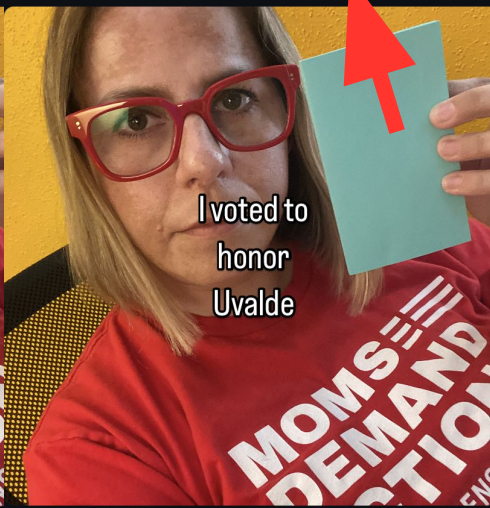
Aa



Aa



Aa



Edit tags

Don

momsdemand

Invite collaborators

Tags



momsdemand  
Moms Demand Action

Normal Fade Fade warm Fa Normal Fade Fade warm Fa Normal Fade Fade warm Fa



Edit

Next →

Edit

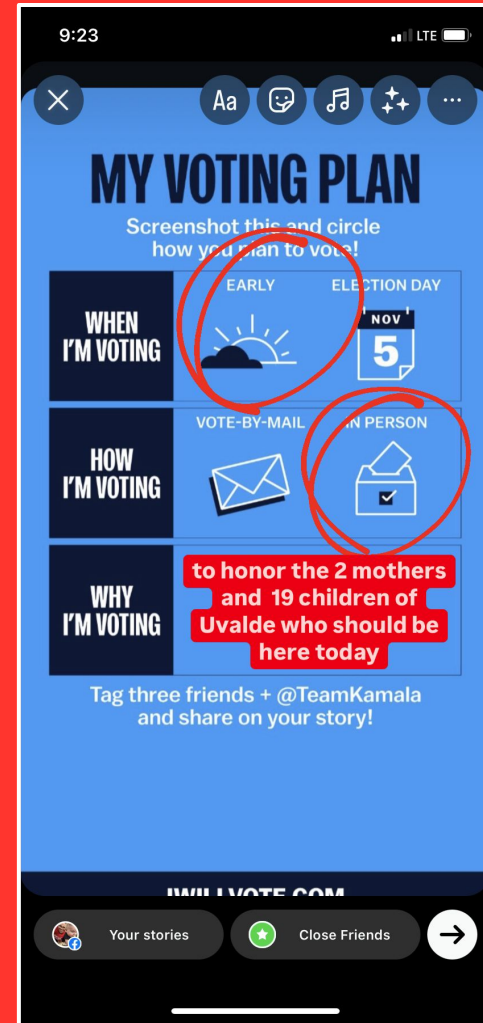
Next →

Edit

Next →



# Text on an image







# Reel in those votes!




**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA





 **katie4gunsense** · Following  
Marvin Gaye · What's Going On

 **katie4gunsense** Edited · 1w  
Loved getting out the vote today in St Augustine! Thanks to my friends @jimmy\_peluso @katie.devane @stjohnsdemocrats for today! @momsdemand @everytown LFG!



@duvaldems  
@jaxyoungdems  
@fladems  
@kamalafortl  
@kamalahq  
@captmcgovern  
@timwalz  
@kamalaharris

 **dianeworldwide** 1w  
Beautiful!! Thank you!! I'm sharing this with friends who need some

♥️ 💬 📌

  Liked by **whenmamaainthappy** and others

October 13

 Add a comment... 

# Reel in those votes!



**MOMS DEMAND ACTION**  
FOR GUN SENSE IN AMERICA



**hatspeech**

Taylor Swift • Welcome To New York



**hatspeech** Last night's New York welcome for Coach Walz.

We were rewarded by a quick hello from the brilliant

@repjasmine. @timwalz @momsdemand

@a.mom.in.nyc.demands.action

@kamalahq

#vote #voteblue #momsareeverywhere #endgunviolence

#harriswalz2024

2w



**sonnimun1** I was sitting on the steps when Rep. Crockett was speaking helping someone who was having a medical emergency.



2w 1 like Reply

— View replies (1)



Liked by **terrydean2018** and 20 others

October 2



Add a comment...

Post

# Use trending audio



**MOMS  
DEMAND  
ACTION**  
FOR GUN SENSE IN AMERICA



**stringofhearts87** Original audio

**stringofhearts87** It's the easy access to guns! 76% of school shooters obtained their firearms from the home of their parents or close relatives. Secure firearm storage saves lives by preventing child access to guns. Keep your firearms LOCKED, UNLOADED, and SEPARATE from ammunition to prevent school shootings, gun suicides, unintentional deaths, injuries, and gun theft from homes and vehicles. Just as importantly, #VOTE for gun sense candidates! Find out who your candidates are at [GunSenseVoter.org](https://GunSenseVoter.org) #VotaConGanas #GunSenseVoter #MomsAreEverywhere #KamalaHarris @momsdemand @everytown

5d

**sweet\_sarak** ❤️🔥👍

5d Reply

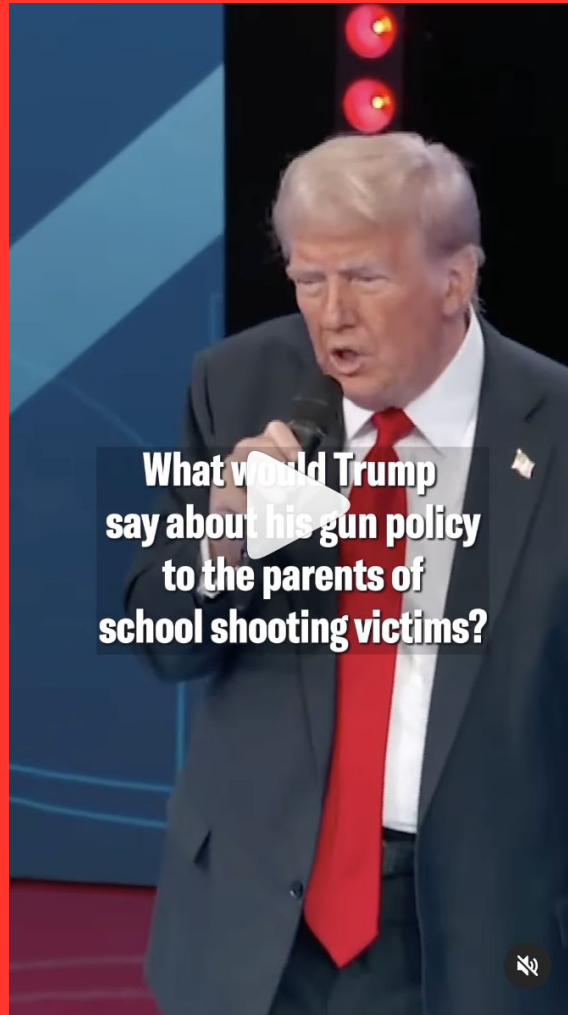
Like Comment Share

Liked by **gabyperezdiaz** and 23 others

5 days ago

Add a comment... Post

# Use trending audio



**momsdemand** • Following  
Original audio

**momsdemand** 5d  
Last night, an undecided Latino voter asked Donald Trump at a Univision town hall to explain his gun policy to the parents of school shooting victims. His do-nothing answer was nothing short of appalling.

We need a president who leads with compassion for survivors of gun violence, not one who pivots to gun industry talking points when pressed on this critical issue. Make a plan to vote for @KamalaHarris, @TimWalz, and other Gun Sense Candidates up and down the ballot. Text PLAN to 644-33.

#Election24 #ElectionDay

Liked by **katiemangelsdorf** and others  
5 days ago

Add a comment...

Thank You!

[grassrootssocial@everytown.org](mailto:grassrootssocial@everytown.org)

**MOMS**   
**DEMAND**  
**ACTION**  
FOR GUN SENSE IN AMERICA

