

# Using Videos to Get Out the Vote



# Trainer

Gaby



# Agenda

The power of video



Get Out the Vote messaging



4 things you can try today!



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

# The Power of Video:

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



# The Power of Video:

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



**MOMS**   
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# Get Out the Vote Messaging



**MOMS**   
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FOR GUN SENSE IN AMERICA

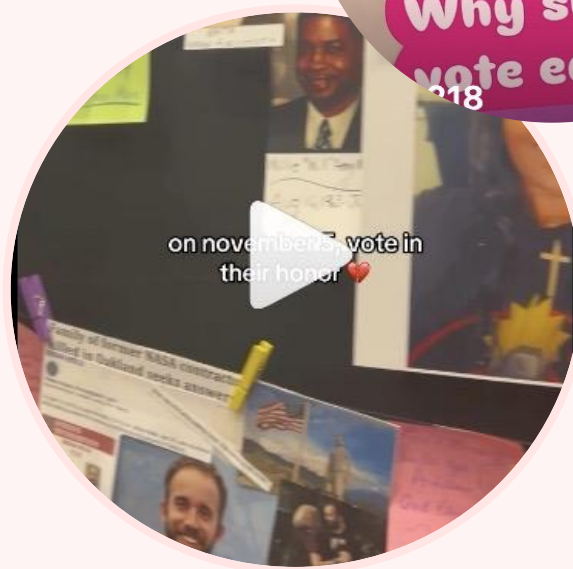
October 2024

## Speak in your own voice

- Share your WHY
- Be authentic
- Share why a candidate has earned your vote

## Include calls to action

- Text PHONE to 644-33
- Text EVENT to 644-33
- [Find your polling location](#)
- [Review your rights](#)



## Share resources

- GunSenseVoter.org
- Secretary of State
- Early voting info for your state

## Tag

- **candidate** accounts, not a **government** account
  - **@colinallred**, not **@repeolinalled**
- **@MomsDemand**
- **@StudentsDemand**
- **@Everytown**

Find Your 2024 Gun Sense Candidates

Search by Candidate

Search

Find Search

Use My Location





# 4 ideas for videos

## 1 Messages with Media:

- Pics
- Clips
- Screenshot



## 2 Try the trends!

## 3 Behind the scenes

## 4...like talking to your best friend



# Messaging with Media

- Pictures
- Short video clips
- Screen captures (pic)
- Screen grabs (video)

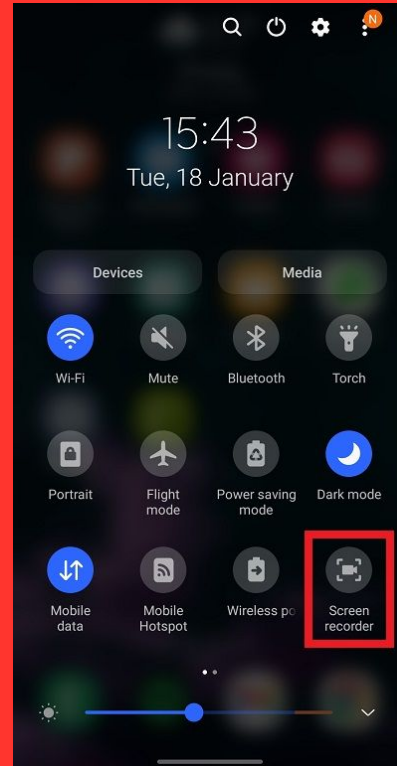
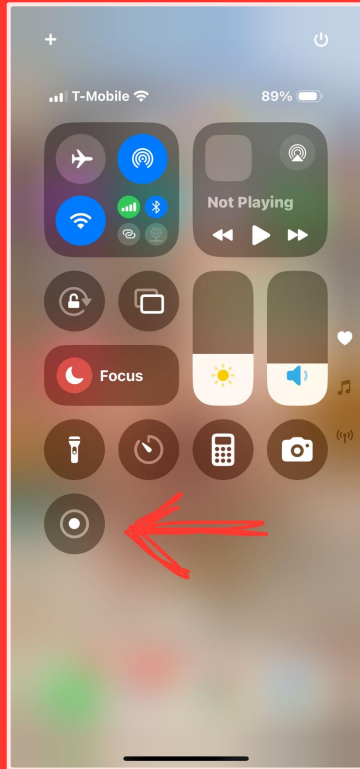


# 1 Using pictures and clips



# 1 Screen captures

Let's make a quick video about Gun Sense Candidates!



# 1 Screen captures

Let's make a quick video about Gun Sense Candidates!



# 1 Screen captures

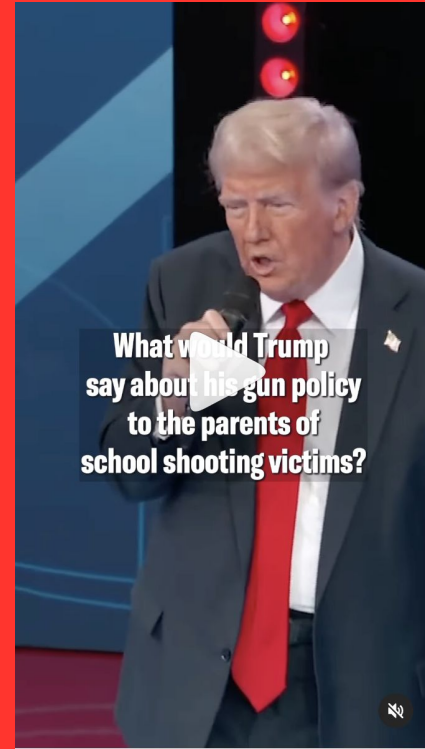
Let's make a quick video about Gun Sense Candidates!



- Captions
- Hashtags
- Save in DRAFTS as you go!

# 2 Try the trends!

audio



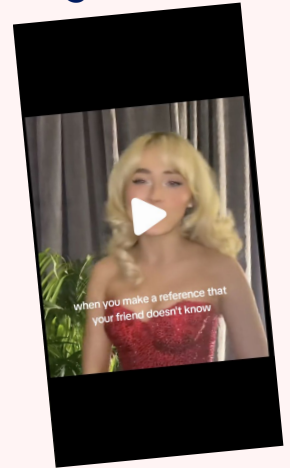
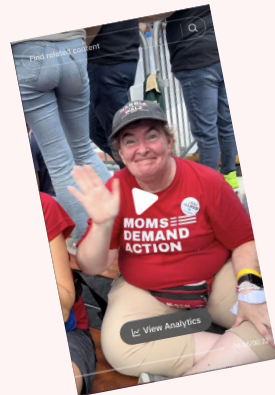
# 2 Try the trends:

## audio



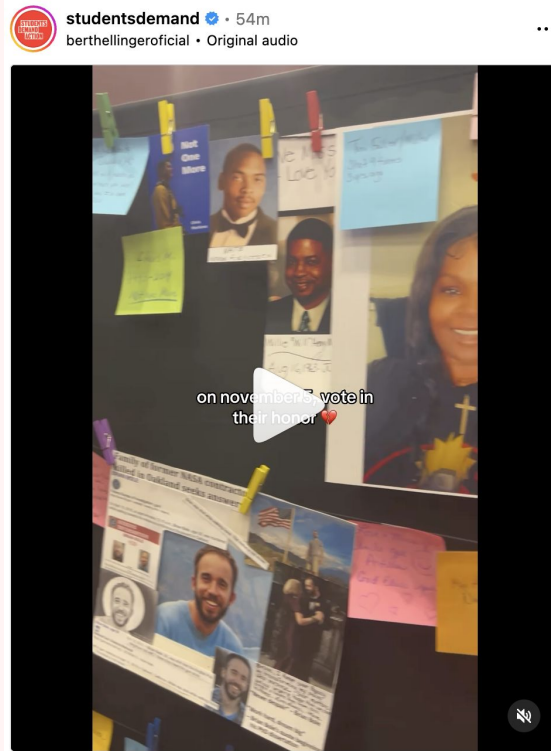
**MOMS  
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FOR GUN SENSE IN AMERICA

- Keep a creative mindset while scrolling for fun!
  - Save the clips that inspire
  - Save the audio
- How can you connect it to elections or Moms Demand?





# 3 Behind the scenes: symbols



# 3 Behind the scenes:

Let's make a quick  
video about the  
power of Moms!

## Symbols:

- Mothers as history-makers
- Past to Present



# 4 Talking to the camera:

talk to your bestie!



# 4 ideas for videos

## 1 Messages with Media:

- Pics
- Clips
- Screenshot

## 2 Try the trends!



## 3 Behind the scenes

## 4...like talking to your best friend



Thank You!

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**DEMAND**  
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