



I ote
to End Hunger
bread.org/vote



Social Media Kit #IVote2EndHunger

An election is a public drama that ends when voters go to the polls in November. Conversations taking place now will influence what newly elected leaders prioritize in 2017. Whether from the Oval Office or the chambers of the Capitol, leaders will make choices that will impact people who are hungry and poor here in the United States and around the world.

Certainly we all know about candidates from the media—from what we read or hear in newspapers, radio, TV, or online news outlets. But the public square is an increasingly virtual space. Candidates are bypassing traditional forms of media and reaching out directly to voters on social media, which allows voters to interact—have conversations—more with candidates.

Candidates are not just speaking, but they are also listening. Digital-minded Christians should see social media platforms as an opportunity to “give justice to the weak and the orphan; maintain the right of the lowly and destitute” (Psalm 82:3). Engaging in digital conversations is engaging in democracy, which is part of good Christian stewardship. We want candidates to know that we are voting to end hunger, and so we must be a part of the conversation.

This kit is designed for a person already active online and using social media. Use this kit as a starting point, and then unleash your creativity to elevate hunger and poverty as issues in both local and national races.

FOUR WAYS YOU CAN MAKE HUNGER AND POVERTY ISSUES IN THE 2016 CAMPAIGNS THROUGH SOCIAL MEDIA

ENGAGE with candidates on their feeds, and be a part of the conversation.

ASK candidates what they will do to end hunger and poverty if elected.

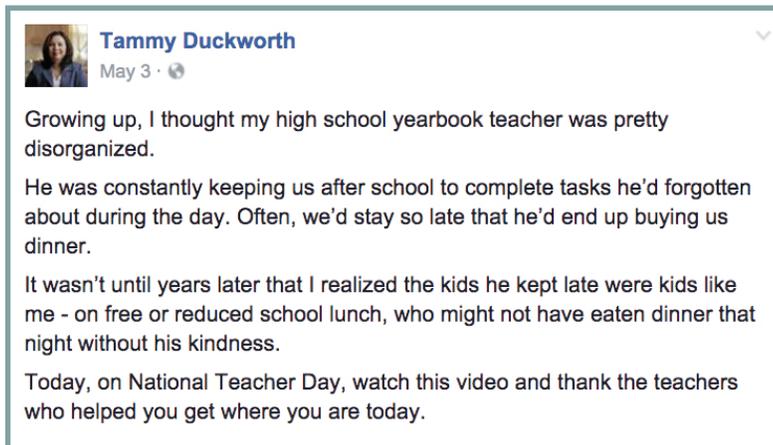
SHARE information and Bread for the World's 2016 Election Platform with candidates.

BUILD a social movement that invites others and grows #IVote2EndHunger

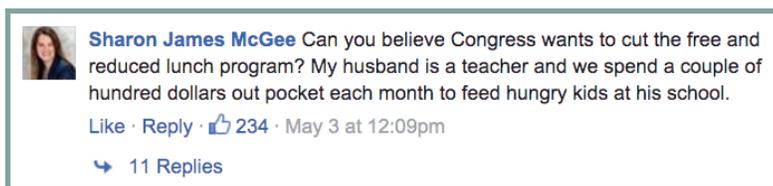
ENGAGE

Candidates test messages and listen to how constituents respond on social media.

In Illinois, U.S. Rep. Tammy Duckworth (D) is challenging incumbent U.S. Sen. Mark Kirk (R) to represent Illinois in the Senate. She posted about child nutrition on her campaign's Facebook page. Positive comments to posts like this help candidates know that a particular issue is something constituents care about and pay attention to.



One constituent let Duckworth know that public policy matters and that improving child nutrition is an important issue in her family. And notice how it advanced the conversation Duckworth had started—it made a new but related point and also offered something personal. The more than 200 likes show that other voters care about the issue too.



Find resources to help you engage with candidates at (www.bread.org/vote)—fact sheets on child nutrition, global hunger, immigration, and hunger in your state and much more.

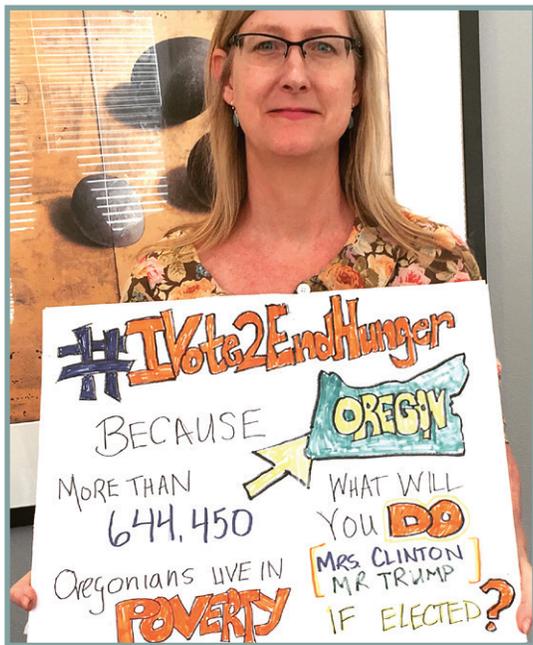
PRO TIP

Current members of Congress running for re-election are barred from using their congressional social media accounts for campaigning. Make sure you like, follow, and tag their campaign account. It's important to show that we are listening too.

Beware of fake accounts. Look for the blue checkmark, and you know the account has been verified.



ASK “If elected, what will you do to end hunger, alleviate poverty, and create opportunity in the U.S. and worldwide?”



Visual content generates the most engagement on social media. Videos or photos are a quick and easy way to communicate with candidates. Below are a couple tactics to get the attention of candidates. Use these or come up with a creative idea of your own:

#IVote2EndHunger selfie

Tell candidates what motivates you, and ask candidates with a selfie and a sign how they will address the issue. Start your sign: *#IVote2EndHunger because...* With your smartphone, snap a selfie of you with your sign, and upload it directly to Twitter, Instagram, or Facebook. Tag presidential candidates or those running for Congress in your state.

#IVote2EndHunger video

Let candidates know why you are voting to end hunger, and ask them what they will do if elected in a 1- to 2-minute video. Use the Elections Resources web page (www.bread.org/library/elections-resources) to gather information about issues and key statistics. Keep it simple with your smartphone camera, or get creative with a free editing app.

Instructions

1. Use a computer or smartphone and start your video by saying, “I vote to end hunger because...”
2. Talk about a hunger or poverty issue (domestic or international) that you really care about (make it personal).
3. Ask the candidates how they would address the issue if elected.
4. Post it to a social media platform like Twitter, Facebook, or Instagram where you can tag the candidates and include a link to Bread’s Election Platform (www.bread.org/platform).

PRO TIPS

ADD CAPTIONS

Make it easy to view the video without sound by making your own simple captions. Write out key points on white paper or cue cards to mirror your words. (Writing out your script ahead of filming is always a good idea!)

If you want to add more professional captions to your video, download a free video editing app like Pocket Video.

CHALLENGE FRIENDS

At the end of your video or in your post (through tags), invite friends to make their own videos.

SHARE Knowledge is the best defense against hunger.

Statistics and inspirational quotes are a great way to teach both candidates and your followers about hunger. Find fact sheets and visuals on Bread's elections web page (www.bread.org/vote) to help you spread the word that we can end hunger and poverty by 2030.



Residents of several states can download and use memes (graphics) from Bread's Flickr album (www.flickr.com/photos/breadfortheworld). For example, if you live in Illinois, you can get this meme and ask U.S. Rep. Tammy Duckworth and U.S. Sen. Mark Kirk, your candidates for Senate, how they will help end poverty if elected. Include a link

to the Elections Platform (www.bread.org/platform).

Tag candidates on Twitter with an inspirational quote to show why #IVote2EndHunger.

If elected, what will you do to end hunger and poverty @realDonaldTrump & @HillaryClinton? #IVote2EndHunger

"I think God is calling us, people who know the love of God through Jesus Christ, to provide leadership in making justice for poor people a national priority."

— Rev. David Beckmann,
Bread for the world president



PRO TIP

Get creative. Make your own memes or graphics.

Is there a statistic about your state or district that inspires you to vote to end hunger? Make it a visual!

There are many free programs online, like PicMonkey or CANVA, that can help you turn a picture into an inspiring graphic to emphasize your message.

Make your Facebook posts interactive with a question, and start a conversation with friends and followers.

BUILD

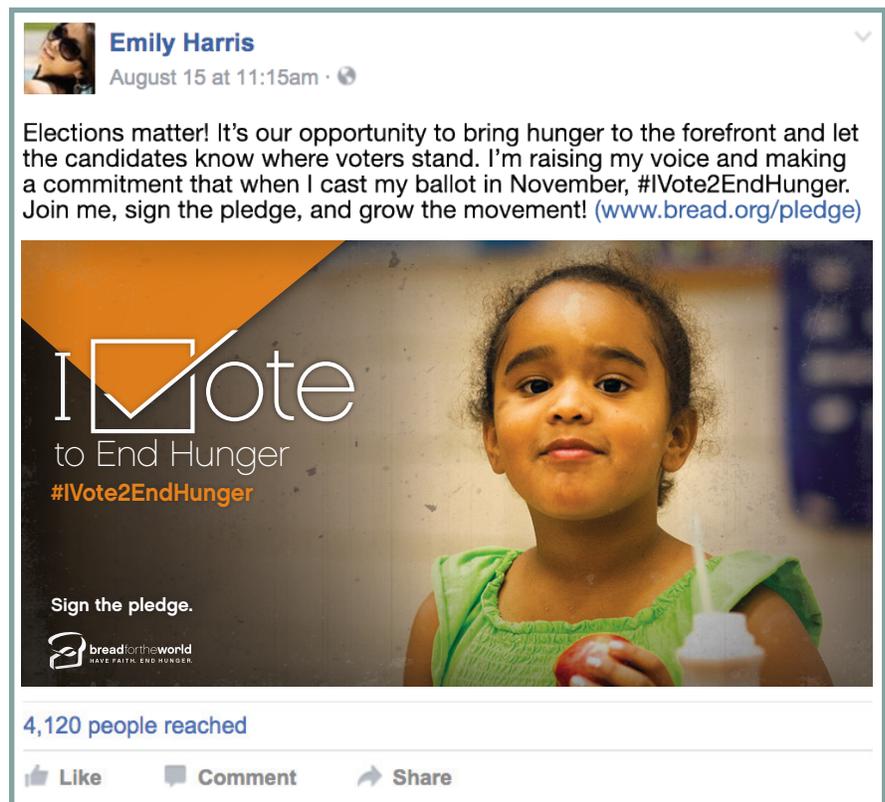
“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

—Margaret Mead, American cultural anthropologist

With so many competing priorities constantly being levied at candidates, it will take a large chorus of voices to break through the noise. We need everyone to be involved—part of the national conversation—from now until November. Let your friends and followers know #IVote2EndHunger and ask them to join you! Send them to Bread’s election pledge (www.bread.org/pledge).

Join the #IVote2EndHunger Team

There is strength—and fun—in numbers. Join the co-chairs of Bread’s elections social media team—Robin Stephenson and Angela Rupchock-Schafer. Get alerts when opportunities arise, live tweet debates as a group, brainstorm creative ways to impact elections, and elevate hunger and poverty as priorities with like-minded people. Contact Robin at 503/734-2012 or rstephenson@bread.org to join the group.



PRO TIP

AMPLIFY

Encourage others and help spread the word by retweeting and sharing content with the hashtag #IVote2EndHunger

Ask influencers in your network to amplify you by sharing or retweeting your content.