Candidate Engagement: #2020HousingVotes

September 9, 2020
Welcome

Elizabeth Glidden
Director of Strategic Initiatives & Policy, Minnesota Housing Partnership
Candidate Engagement Webinar

1. 2020 Candidate Questionnaire on Housing
2. Non-profits and election engagement
3. Social Media as a tool for engagement
4. Panel: Candidate Engagement for 2020
8 Questions
67 Senate races
134 House races

https://www.mhponline.org/policy/advocacy/2020-candidate-questionnaire
NONPROFITS AND CANDIDATE ENGAGEMENT

Marie Ellis, Public Policy Director, Minnesota Council of Nonprofits

https://www.minnesotanonprofits.org/public-policy/elections
UTILIZING SOCIAL MEDIA: CANDIDATE QUESTIONNAIRE

Kirsten Rokke, Communications Director, Minnesota Coalition for the Homeless and Communications Co-chair, Homes for All
Overview

- Inside the Promo and Social Media Toolkit
- Tips on social media engagement for candidates and voters
  - How to get the attention of candidates through social media
  - How to craft a message that gets attention
  - Effective on Twitter
  - Effective on Facebook

#2020HousingVotes #Homes4AllMN #mnleg
The Promo & Social Media Toolkit is intended to provide cut-and-paste content to:

- Encourage candidates to share their views on housing issues by completing the questionnaire
- Support you in engaging directly with candidates around housing issues in the 2020 election
Inside Promo & Social Media Toolkit - 2 of 2

- Other information inside the Toolkit:
  - Sample email
  - Sample blog
  - Social media tips and tricks
  - Graphic design assets
Social Media Tips - 1 of 2

- How to get the attention of candidates through social media
  - **Consistency**: Tweet @ your candidate, direct them to the website and include hashtags
    - Tweet directly at your candidates and encourage them to complete the questionnaire
    - Include the link to the questionnaire (https://bit.ly/3h4XDYt)
  - **Relationship**: Continue conversation
    - If your candidate(s) respond, tweet directly at your candidates to thank them for sharing their views

#2020HousingVotes #Homes4AllMN #mnleg
Social Media Tips - 2 of 2

- How to craft a message that gets attention
  - Connect w/ your audience
    - Personal story
    - Statistics, studies, reports, articles
  - Original content that is easily re-shared/retweeted/answered
  - Build momentum: share content that is already created or posted
    - #2020HousingVotes @followmhp and @Homes4AllMN

#2020HousingVotes #Homes4AllMN #mnleg
Facebook 101

- Facebook allows more words and more information
- Create your own content and share other information
  - Blogs, videos, FB live, FB groups
- Share on your personal page and/or your organization page
  - Reminder: use your candidate handle and use hashtags to connect the conversation

#2020HousingVotes #Homes4AllMN #mnleg
Twitter 101

- Twitter is good for immediate information
- Conversations and immediate updates
  - Reminder: use your candidate handle and use hashtags to connect the conversation
- Short and sweet; factual information that links you to more details
  - Hook your audience with a short tweet and include a link to a blog and/or website with more information

#2020HousingVotes #Homes4AllMN #mnleg
Examples of Tweets

- Tweet examples (more in the Social Media Toolkit):
  
  Do you know where candidates for #mnleg stand on housing issues? Have they completed the @followmhp & @Homes4AllMN candidate questionnaire? [https://bit.ly/3h4XDYt](https://bit.ly/3h4XDYt) #2020HousingVotes #Homes4AllMN

- @CandidateHandle, MN is facing a housing crisis. I’d like to know what plan you have for housing and home issues in MN. Please complete the @followmhp & @Homes4AllMN candidate questionnaire! [https://bit.ly/3h4XDYt](https://bit.ly/3h4XDYt) #2020HousingVotes #Homes4AllMN #mnleg
Twitterstorm

MN Lawmakers use Twitter in hearings, outside of hearings, and w/ the media. A Twitterstorm is a period of time where advocates join together to send a high volume of tweets on a specific topic.

- Prepared tweets
- Co-hosts/confirmed guests
- Tag lawmakers
- Trend!!
Quick Tips

- Find more information on the website
  - MHP Candidate Questionnaire webpage short link: [https://bit.ly/3h4XDYt](https://bit.ly/3h4XDYt)
  - Social Media hashtag: #2020HousingVotes

- Tag [@followMHP](https://twitter.com/followMHP) and [@Homes4AllMN](https://twitter.com/Homes4AllMN) in your posts
- Share/retweet each other’s posts
- E-mail us your interactions
- Join our Twitterstorm
  - Tuesday September 15th 11am-12pm
Other Information

- **Minnesota Housing Partnership (MHP) website**
  - @followMHP on social media
- **Homes for All MN website**
  - @Homes4AllMN on social media
- The questionnaire covers issues from health and housing, to the impacts of coronavirus, to racial disparities in homeownership, and more.

#2020HousingVotes #Homes4AllMN #mnleg
CANDIDATE ENGAGEMENT PANEL

Kari Johnson, Sr Policy Advisor, Metropolitan Consortium of Community Developers, and Policy Co-Chair Homes for All
Candidate Engagement: Panel Discussion

Asad Aliweyd, New American Development Centre

Greta Gaetz, Twin Cities Habitat

Gene Martinez, The Arc

John Slade, MICAH

www.mhponline.org
Thank you!