



# REFERENDUM CHECKLIST

for  
SOCIAL  
MEDIA

1

## HAVE A STRONG SOCIAL MEDIA PRESENCE

A referendum is NOT the time to start using social media. Daily celebration posts should already be happening.

2

## GATHER THE TROOPS

Administrators, architects, general contractors, PR people - get these key players in the same room.

3

## GET A COMMUNICATION STRATEGY

Press releases, mailings, postcards, meetings, website updates, as well as social media posts.

4

## BRANDING IS KEY

Profile image, cover image, and other graphics should tie to your district colors.

5

## JUST THE FACTS

Stick to brief sound bites that are easy to digest and understand. Always use a great visual.

6

## GET CREATIVE

Short videos, Facebook Live Q&A, or a weekly podcast.

7

## MONITOR POSTS

Be prepared for negative comments and have a plan to respond.

8

## BUSINESS AS USUAL

Tell your district's story! Do 1-2 referendum posts per week in the 8 weeks leading up to voting day.

9

## REMIND PEOPLE TO VOTE

Your social media followers are likely supporters of the school. Make sure you remind them to vote!

10

## REPORT RESULTS

When you know results, post them on social media. Be prepared with statements both ways!

11

## UPDATE FOLLOWERS

Don't stop communicating! Long building projects can take time, but you need to update your followers.

