

BATTLEGROUND YOUTH INITIATIVE USE SOCIAL MEDIA TO GET OUT THE VOTE



🐦 Influencer identification 🐦 Influencer outreach 🐦 Event promotion 🐦 Hashtag deployment

🗨 **Reach, excite and mobilize influential, young, and tech-savvy voters in key battleground states.**

EXAMPLE **VIRGINIA**

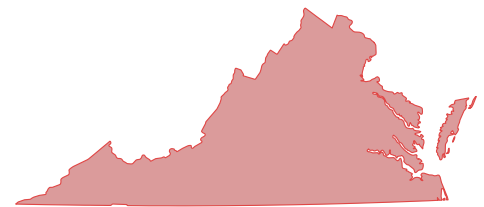
#VAvote GOTV Event Initiative

Design a 1-hour campaign event to get out the vote during a final Saturday push in Virginia

- 👉 Deployed the hashtag #VAvote via Fanatical messaging to gain momentum
- 👉 Used Fanatical to reach out to influential voices across the country to rally Virginia voters

VA Social Influencer Roundtable with Aneesh Chopra + Tim O'Reilly / VA Tweetup Saturday #VAvote with Chopra and Tom Perriello

- 👉 Messaged targeted social influencers to help promote the Virginia Social Influencer Roundtable
- 👉 Promoted VA Tweetup Saturday which used the hashtag #VAvote as part of the larger Get Out the Vote (GOTV) in VA



📄 TOTAL IMPRESSIONS

10M

#VAvote GOTV
4M in 1 hour

ROUNDTABLE
3M

👍 VOTERS CONVERTED

5,000+

🏆 ELECTED

OBAMA



Read more about Battleground Youth Initiative
Romney v Obama on Twitter, Facebook and YouTube
<http://www.bbc.com/news/magazine-19217967>