

SPEAKING UP:

Speak out on social media

Voters like you can make sure that the Great Lakes and clean water are part of the election-year conversation. A great place to start is speaking out on social media. Here are some tips to get you started:

Use a #hashtag. Tapping into trending hashtags — #GreatLakes, #election2024, #vote, etc. — is a great way to track a conversation and follow key issues.

Be relevant. Hook your audience and stay relevant to candidates and others in the conversation. Use interesting facts, photos, or links. For example, link to a recent news article, refer to current events in your community, and use relatable material.

Keep it simple. It's great to provide interesting information, but a social media post is not an encyclopedia entry. Get to the point quickly and clearly.

Make your ask. Your posts should make it clear what questions you're asking and what action you want candidates to take.

Tag candidates. Ask candidates questions directly by tagging them in your posts by using the @ sign with their campaign handle. You typically can find candidate social media handles on their campaign website.

Follow social media accounts that give you the information you need. Keeping up with news outlets, issue organizations, and candidates is a great way to stay informed during election season. Understand that different accounts have different goals — from providing information to influencing opinion to winning your vote — so read with a critical eye. Find us on Instagram (@alliance4greatlakes), Facebook (Alliance for the Great Lakes), X (@A4GL), and LinkedIn (Alliance for the Great Lakes).

Submit questions for interviews and candidate forums. Many news outlets will announce requests for question submissions for an upcoming interview or candidate forum.

Share your participation in a candidate forum. If you plan to attend an event, share information about the event on social media or with friends and family. This kind of activity helps spread the word and raise awareness of election season events.

