



Vision for Social Media and the Republican Party

Imagine one day that voters can say:

“I knew the Republican Party and her leaders really cared about me after engaging with them on social media.”

“I learned more about what it means to be a conservative and a Republican by the content they provided on social media.”

“I got involved in my local community to make an impact for conservative ideas, because of the resources the GOP provided to me through social media.”

“I can have access to my leaders, and those behind the scenes making the mechanics of our party work, through social media.”

“I have been able to make new friends across this country by connecting with social media.”

“I have been able to sell my peers on the importance of America, the validity and effectiveness of conservatism, and the appeal of the Republican Party by connecting them with your social media.”

“I have learned more about my American history through your social media.”

“I have gleaned how to more effectively pray for and support our military, security personnel, and fellow Americans - through social media.”

“I have found hope, and inspiration through your social media.”

“On days I have been discouraged, I look at your page and realize - I have so much to give thanks for. The content you provide to me on social media puts things in perspective. And I have hope! My resolve is restored to keep going.”

But first we must learn how to do social media right.

We have a powerful story to tell as conservatives, Republicans and Americans. It is time we tell it - where people are hanging out: on social media.