Master Social Media Guidance

It’s time to fire up our supporters and help Vice President Joe Biden win in November! We’ve got all the tools you need to encourage your followers, friends and family to get out there and make their support for Joe Biden official.

Let’s Get Social!
Follow @TeamJoe & @JoeBiden on Twitter
Follow Joe Biden on Instagram
Like & Follow Joe on Facebook
Join the Team Joe Slack Channel
Don’t forget to use #TeamJoe as much as possible!

Content Types

- **Graphics**
  As we draw closer to each state’s election, we will start to release state specific graphics for you to use on your social media accounts. Make sure to share them with your personal networks to show that you stand with Joe Biden! You can also find them in our Dropbox Folder.

- **Giphy Stickers**
  Are you posting on your Instagram Story about Joe Biden? We’ve uploaded a slate of new giphy stickers with GOTV/C language. If you like them, use them!

- **Facebook Profile Frames**
  Show off your support for Team Joe by changing your cover photos on Twitter or Facebook to the ones we’ve provided you with. We’ve made some profile frames for Facebook that you can use, too.
Guidance

- **Messaging Points:**
  - 2020 is the most critical election of our lifetimes. Four more years of Donald Trump will fundamentally alter our nation.
  - Joe Biden can defeat Donald Trump and move our country forward.
  - As president, Joe will hit the ground running to repair the damage done by Trump’s failed, reckless presidency. It’ll be a monumental task – there’s no time for on-the-job training.
  - Donald Trump has failed Americans. We need a President who not only has plans to put our country back together but is best prepared to actually get them done for working families.
  - Make a plan so you’re totally prepared for what’s to come on election day.

- **Sample Social Media Copy**

  **Make Calls**
  - Ready to help us get @JoeBiden across the finish line by making calls to make sure other #TeamJoe members get out and vote? Sign up now: https://joe.link/2GOY4Gg

  **Volunteer**
  - #TeamJoe needs your help! 🚨
  
  We’re looking for fired up supporters to volunteer for our campaign. Sign up now ➡ https://www.mobilize.us/joebiden/

  **Make A Plan**
  - Voting for @JoeBiden is easy, but having a plan makes it easier. ✅
  
  Do you know where your polling location is, and how you’re getting there? Will you walk, drive, or take a bus? If you’re unsure, visit https://joe.link/2wsWliM
  
  - I’m supporting @JoeBiden! The most important to-do’s: make a plan, and confirm your polling location. Head to vote.joebiden.com to get the information you need.

  **Election Day**
  - Rise & Shine #TeamJoe! Today is the day we get to vote for @JoeBiden! Go to vote.joebiden.com to get all the information you need!
  
  - Folks—today’s the day! Commit to vote for @JoeBiden and let’s restore the soul of our nation, together. #TeamJoe
Donate

- Calling all members of #TeamJoe: we need you! Folks are fired up and ready to make Joe Biden our next president. If you want @JoeBiden to win, chip in here to help us keep the momentum going: https://joe.link/2Hwvl4h

Important Links

- Donate: joebiden.com/donate
- Sign-ups: joebiden.com/join
- Volunteer: joebiden.com/volunteer
- Voting Info: vote.joebiden.com