

# Online Engagement Volunteer Resources

Thanks for being an Online Engagement Volunteer! Here you'll find everything you need – from links to our upcoming trainings to leadership opportunities and more. Resources will be updated on a regular basis, so make sure to check back in!

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# Trainings

We want to make sure you have access to everything you need to engage your online communities and get out the vote for Kamala Harris and Tim Walz. These recurring trainings will help you learn best practices for engagement, how to leverage your social media, tactics for combating misinformation, and more!

## GETTING STARTED

- **Online Engagement Part 1.** Get started engaging your digital communities and using your voice online. We'll go over how you'll have an impact online this year, how to map your digital communities, and what comes next.
  - Signup Link: <https://txt.democrats.org/OETraining1>
- **Online Engagement Part 2.** Continue engaging your digital communities by learning how to have persuasive conversations and use our tools and resources to maximize your impact.
  - Signup Link: <https://txt.democrats.org/OETraining2>
- **Discord Training.** Learn how to join Discord, how to navigate the platform, and be introduced to how our online engagement program will use the tool.
  - Signup Link: <https://txt.democrats.org/DiscordTraining>

## SOCIAL MEDIA

- **Social Platform Onboarding and Organizing Training.** Learn best practices on how to organize online through social media platforms and get added to our campaign sponsored social media groups on Facebook, Twitter/X and Instagram.
  - Signup Link: <https://txt.democrats.org/PlatformsTraining>
- **Social Media Best Practices.** Learn the essentials for utilizing platforms such as Facebook, Twitter, TikTok, Threads and Instagram for political storytelling.
  - Signup Link: <https://txt.democrats.org/SocialMediaTraining>
- **Organizing on TikTok.** Learn more about best practices on engaging with TikTok content, strategies to amplify the latest messages from the Harris-Walz campaign, and how you can develop your TikTok editing and content sharing skills.
  - Signup Link: <https://txt.democrats.org/TikTokTraining>

## MISINFORMATION

- **Misinformation on the Doors: How to Respond When Voters Repeat Online Lies.** Learn effective strategies and get access to valuable resources to help organizers navigate and counter misinformation during conversations with voters.
  - Signup Link: <https://txt.democrats.org/MisinfoTraining>

# Community Connections

**Our Online Engagement community has thousands of members and is growing everyday!** Check out the opportunities below to meet and connect with fellow volunteers. All of these are recurring events, so drop by whenever you're able to!

## ZOOM

- **Weekly Engagement Briefing.** Join us for our virtual weekly check-in to hear from Online Engagement leadership about weekly priorities, a recap of what's been added to Reach, and upcoming events. Come prepared to share feedback on what content was most successful, what new content you would like to see, and more. *This meeting is open to active Online Engagement Volunteers who are trained and using Reach!*
  - Signup Link: <https://txt.democrats.org/WeeklyBriefing>
- **Conversation Power Hours.** A dedicated time and space to engage your online communities with fellow volunteers! Conversation Power Hours are limited to 50 participants and are sometimes themed with music or outfits!
  - Signup Link: <https://txt.democrats.org/OEPowerHour>
- **Office Hours.** A dedicated time and space to ask and answer questions, share your wins of the week, and bond with fellow volunteers! Office Hours are limited to 50 participants, with both a 30 minute and 1 hour option.
  - Signup Link: <https://txt.democrats.org/OEOfficeHours>

## DISCORD

- **Daily Announcements.** Everyday in the *#online-engagement-announcements* channel you'll find an update with a countdown until the election, key moments for the day, messaging guidance, upcoming events, and a daily icebreaker.
- **Reach Roundups.** A weekly Sunday thread in the *#online-engagement* channel where you can share the content you liked the best and found the most useful that week in Reach.
- **Weekly Wins + Resource Requests.** A weekly Thursday thread in the *#online-engagement* channel where you can share your successful interactions of the week and request resources.

# Leadership Opportunities

**As a volunteer you have the opportunity to train for and take on leadership opportunities!** Take a look below to explore the different pathways for getting more involved in the campaign. If you're interested in learning more or joining any of these teams, fill out the [volunteer lead interest form here](#).

## VOLUNTEER CULTIVATION

**The Volunteer Cultivation Team recruits more volunteers to join us in Online Engagement!** We do this by:

- Creating and managing text campaigns
- Confirming attendance at trainings and other online events
- Recruiting new volunteers

## SOCIAL MEDIA

**The Social Media Team activates their social media networks via grassroots content boosting!** We do this by:

- Joining campaign bump groups on Facebook, Twitter/X, and Instagram
- Creating and managing bump groups on Facebook, Twitter/X, and Instagram

## VOLUNTEER SUPPORT

**The Volunteer Support Team creates a strong sense of community in Discord, encouraging and supporting fellow volunteers!** We do this by:

- Moderating Online Engagement channels
- Hosting Conversation Power Hours and Office Hours
- Leading Reach Roundups and Weekly Wins + Resource Requests

## TRAINING & DEVELOPMENT

**The Training & Development Team runs our Online Engagement Trainings!** We do this by:

- Leading Online Engagement Trainings Part 1 and 2
- Helping in the chat of Online Engagement Trainings Part 1 and 2

# Resources

We appreciate our volunteers – you are truly making the difference in this campaign! We want to make sure you have everything you need to succeed, so we've compiled a list of resources below to help you navigate life as a volunteer.

## ONLINE TOOLS

- **Discord Guide:** <https://txt.democrats.org/Discord-GetStarted>
- **Discord Training Video:** <https://www.youtube.com/watch?v=cA32MMsN61g>
- **Reach Guide:** <https://txt.democrats.org/ReachGuide>

## SHARING THE CAMPAIGN

- **Audio Recordings of Harris-Walz Issues:** *Link coming soon!*
- **Debate Toolkit:** <https://democrats.org/debatetoolkit>
- **Fact Sheet:** <https://txt.democrats.org/VolunteerFactSheet>
- **Telling Your Personal Story:** <https://txt.democrats.org/TellingYourPersonalStory>

## MISCELLANEOUS

- **Translating Your Volunteer Experience to Your Resume:** *Link coming soon!*