



CONGRATULATIONS ON BECOMING A SOCIAL AMBASSADOR!

This is your one-stop-shop with instructions on how to access and utilize the Greenfly app and other training resources you may find helpful. Please refer to this guide whenever you need!

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WHO ARE SOCIAL AMBASSADORS

Social Ambassadors are a community of volunteers that enable Democrats to create lasting organizing power through online collaborative story and content sharing. Our mission is to combat disinformation online by amplifying achievements of both the Democrats and the Biden-Harris administration over our personal social media networks. The main tool you will use as a Social Ambassador is the [Greenfly App](#).

You will find instructions on how to download the app and tips on navigating it in this document.

GET SET UP ON GREENFLY

STEP 1

[Download the Greenfly app](#) via the App Store, Google Play or provided QR code.

Note: Greenfly is currently only available on mobile devices.



[Click here for Google Play](#)



[Click here for App Store](#)



STEP 2

Next, enter your unique app invite code, provided by the DNC team.

Note: If you did not receive an invite code please reach out to digitalorganizing@dnc.org

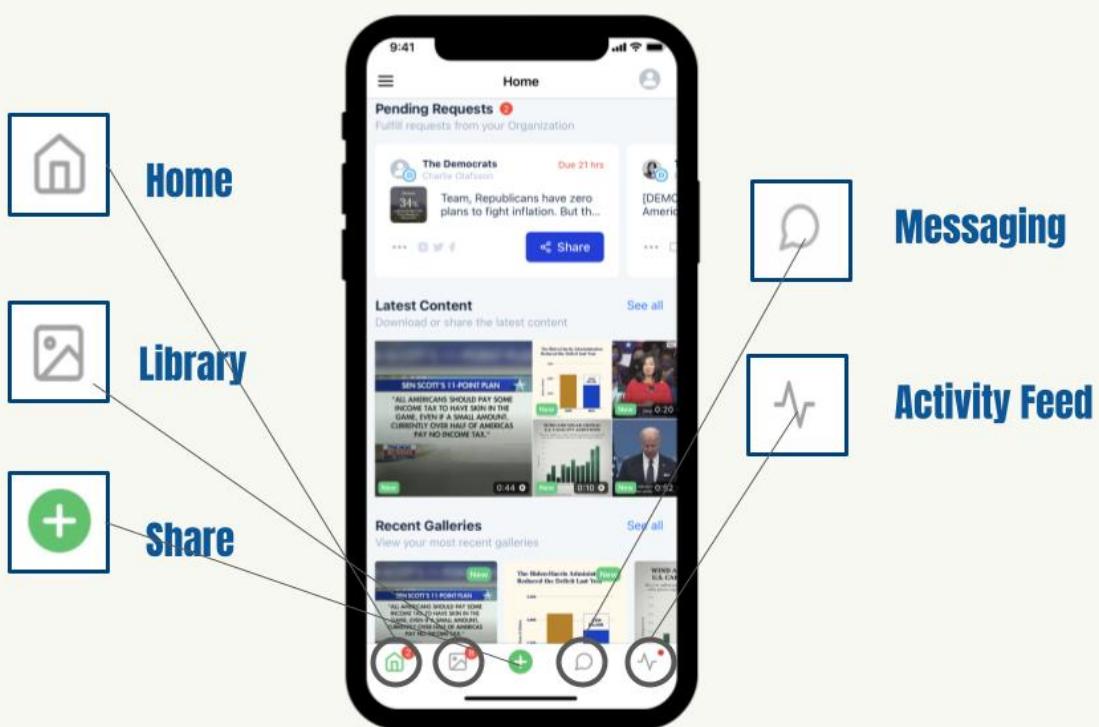
STEP 3

Set up your account with your name, email and a strong password.

STEP 4

Congrats, you're in! Greenfly will walk you through some welcome videos. We recommend starting with those and getting familiar with navigating the app.

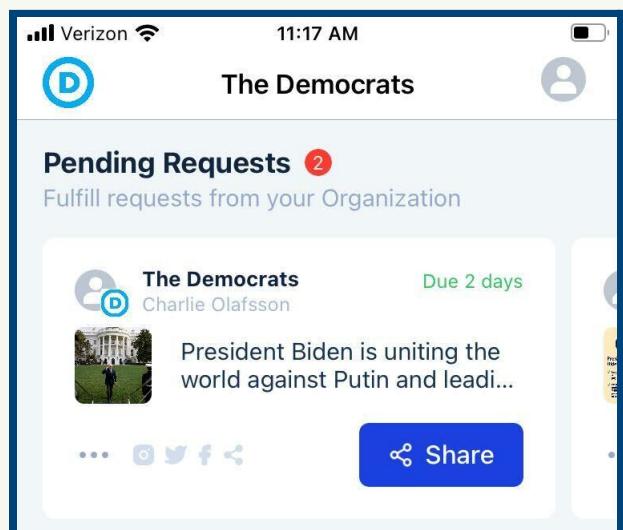
NAVIGATING THE GREENFLY APP



- **Home Icon** - This is where users are dropped by default any time they login to Greenfly. This is a preview of all the different sections you have access to on this app such as anything pending, recent content, messages from the DNC and personal engagement metrics.
- **Library Icon** - Directly to the right of the home screen, you can select the library to see an organized view of all of the Greenfly Galleries you have been given access to, tap into them to view the content more closely and you can immediately push content live.
- **Green Plus Icon** - The green plus offers advocates a way to share back content with the DNC. *We don't currently use this feature with social ambassadors.*
- **Messaging Icon** - If users have a question or comment around anything they are receiving via Greenfly, Messaging is the place to go! Here, you can reach out to the whole DNC team via the default support thread (will list as the "user's name & The Democrats"), or select the green plus in the top right to opt for a 1:1 message with Teres Elliott.
- **Activity Feed Icon** - All the way to the right of the bottom navigation bar, is the activity feed, which gives advocates a running tab of all of the activity taking place in The Democrats channel.

HOME SCREEN

Announcements - The DNC will send you a PSA-style message or an Announcement at the very top of your home screen highlighted in green.



Pending Requests - This is where any one-off Share or Content Requests will be housed from the DNC. Simply tap into them to share or create content and if you ever want to remove them from your view, once you're finished engaging with them, select the three dots all the way to the left of the pending request card and then "hide."

Latest Content

Download or share the latest content



Latest Content - This is a glimpse at any recent content that has been shared with users at the asset level. Users can tap into any of these directly from the home screen and begin sharing or downloading.

Recent Galleries

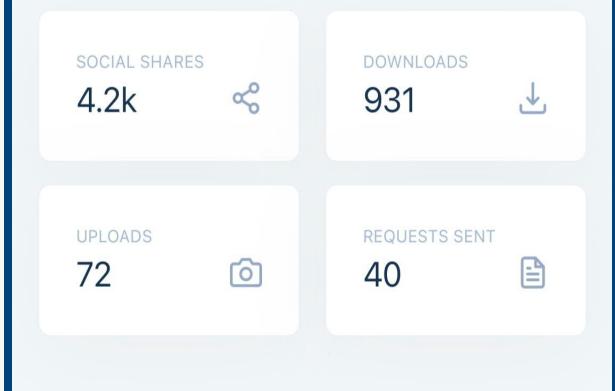
View your most recent galleries



Recent Galleries - Similar to the above, this takes the most recent assets shared with you and organizes them by the Galleries they are contained within, displaying which have been recently updated with more content.

Last 30 Days

See a snapshot of your recent Greenfly activity



My Stats - At the bottom of your home screen, you'll notice that your aggregate metrics over the past 30 days will grow as you engage with content The Dems send you via Greenfly

GREENFLY FREQUENTLY ASKED QUESTIONS

Q: Can Greenfly be used on a Desktop/Computer?

A: At this time Greenfly is only available as a mobile app on your phone or tablet

Q: How can I contact a DNC staff member if I have a question related to Social Ambassadors?

A: You can contact Teres Elliott via the messaging feature on the Greenfly App

Q: Can I invite my friend to the app?

A: Please ask them to attend a training or sign up on this form.

Q: I don't use social media

A: The Social Ambassador program requires the use of social media. Please refer to the additional resources in this document for other ways to get involved with the DNC.

Q: How do I get more involved?

A: The DNC has a variety of volunteer opportunities that can be found [HERE](#).

Q: Why does this program not utilize hashtags?

A: Platforms have evolved to tracking by keywords instead of hashtags. If you're interested you can use hashtags that are trending to gain more traction.

Q: Why don't you tag handles in your share requests / suggested language?

A: Because we are sharing to multiple platforms Greenfly does not allow admin to tag or add handles or hashtags. You will have the option to modify the text of your post and add any tags prior to posting.

Q: What can I do after this training? Will other trainings be offered?

A: We are currently working on expanding the Social Ambassador program and will keep you notified via Greenfly and Slack of new training opportunities.

SLACK GUIDELINES



[Join DNC's Organize Everywhere Volunteer Slack](#)

WHAT IS SLACK?

Slack is a messaging app where volunteers and staff can regularly communicate. Slack is available as an app for mobile devices as well as on a computer. For Social Ambassadors Slack will be where we welcome new volunteers to the community, post information from various DNC social media, ask and answer questions, and execute rapid response requests.

HOW TO SIGN UP FOR SLACK

[Click here](#) to join the Slack. If you are already on Slack, send a message to Teres Elliott over Greenfly or in Slack asking to be added to the relevant social ambassador channels.

https://join.slack.com/t/dncorganizeeverywhere/shared_invite/zt-xoz4euhv-ggVzz84KdvntUKSRvDEolw

OUR SLACK CHANNELS

Slack organizes conversations into dedicated spaces called channels. Channels bring order and clarity to work — you can create them for any project, topic, or team. With the right people and information in one place, teams can share ideas, make decisions, and move work forward.

- **#Social-Ambassadors:** General channel for Social Ambassadors where they can communicate with each other regarding messaging/best practices for each social media platform and receive regular updates from DNC staff.
- **#SocialAmbassadorRR:** Where DNC staff and volunteers will work together to mobilize during key rapid response moments.

ADDITIONAL RESOURCES

- **Social Ambassador Post-Training Survey:** <https://txt.democrats.org/uy3>
- **Friend Bank Host Training:** <https://txt.democrats.org/uys>
- **DNC Call Crew Training:** <https://txt.democrats.org/ban>
- **Community Organizing Host Training:** <https://txt.democrats.org/5r4>
- **Phone Bank for the Democrats:** <https://txt.democrats.org/rcp>