



## Social Media Toolkit

The following contains a social media toolkit with sample content and suggestions for the promotion of your election campaign.

### About

Associated Students, Inc. (ASI) is a nonprofit association organized under the CSULB umbrella—run for students, by students. The mission of ASI is to improve the quality of campus life for students while enhancing their educational experience. ASI Student Government elections serve as an opportunity for eligible students to make their mark at the Beach.

### Hashtags

The official hashtag: [#MakeYourMarkLB](#)

Related Hashtags: [#LBSU](#) [#CSULB](#) [#MyASIGov](#)

[You may also want to come up with your own campaign hashtag!](#)

# Sample Social Media Copy

Below you'll have some ideas to help you get started on social media copy for your posts. When creating content for your campaign remember to include why you're writing this, what you are asking for, and where your audience can get more information about your campaign.

## **Sample Copy 1**

Hello CSULB Friends! I am running to be your next Position here in the 2021 - 2022 @CSULBASlgov elections. I am running for Position here because insert reason here. I'd like to ask you to vote for me on March 15 - 17!

Here is why you should vote for me:

- Reason 1
- Reason 2
- Reason 3

#yourownhashtag #MakeYourMarkLB #MyASlgov #CSULB #LBSU

## **Sample Copy 2**

Hey Long Beach State! It's that time of the year again where you have the opportunity to make your voice heard by voting for your student leaders. This year, I am running to be the next Position here. As the next Position here I want to list a potential accomplishment here.

Vote for me on March 15-17 by following these simple steps:

- Check your student email
- Click the 'Vote' link

To learn more about my goals as your Position here visit [your bit.ly link here](#).

#yourownhashtag #MakeYourMarkLB #MyASlgov #CSULB #LBSU

## **Sample Copy 3**

Attention Long Beach State students! Voting is now open until Wednesday, please check your student email for the link to vote. I am are running to be your next Position here and my main initiatives include:

- Initiative 1
- Initiative 2
- Initiative 3

Vote for me/name on March 15-17 and visit [your bit.ly link here](#) for more information about my campaign. #yourownhashtag #MakeYourMarkLB #MyASlgov #CSULB #LBSU

### **Sample Copy 4**

I am/We are excited to announce that I/we have been endorsed by the following organizations:

- List and tag club/org 1
- List and tag club/org 2
- List and tag club/org 3

Thank you for your support! Don't forget to vote for me/name on March 15 - 17.

#yourownhashtag #MakeYourMarkLB #MyASlgov #CSULB #LBSU

### **Additional post and strategy ideas:**

- Create a short bio
- Highlight/List campaign initiatives
- Ask your CSULB friends to reshare your posts
- Create a FREE website (use a free website builder: <https://www.wix.com>)
- Create a hashtag for your campaign
- Leverage your network and use your social platform

Please note if you decide to make a social media page for your campaign you must let the Government Elections Officer know and you must follow @csulbasigov.

## **Digital Assets**

Below we have attached the digital assets that you can use for Instagram, Instagram Stories, Snapchat, Facebook, Twitter, and Twitter Fleets. In this folder you will find Zoom backgrounds for any virtual events you would like to host or for any events you'll participate in during election events. You will also find vertical backgrounds to use for IG story or TikTok green screen feature in order to help you create content that is on brand with elections. Last, there are digital templates for social media posts that you may use along with your head shot.

[Link to Digital Assets](#)