

**To:** Team Haley  
**From:** Caleb Smith, Digital Communications Director, Office of the Speaker  
**Date:** January 11, 2016  
**Re:** SOTU Digital Best Practices

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With tomorrow's Republican Address to the Nation just hours away, here are a few (simple and actionable) digital best practices to help ensure the address goes as far and wide as possible. Our team has used these tactics during past Republican responses – as well as part of our own day-to-day digital presence – and we've found that they increase engagement rates, and ultimately, do a good job of driving traffic to the address.

#### **TODAY**

1. Share a photo of the Governor marking up her speech.
2. Ask a question on Twitter in the form of a Twitter Poll around 10pm tonight. In 24 hours, the poll will close, and participants will receive an automatic push notification, mere minutes before the Republican Address begins.

#### **TOMORROW**

1. Share a [behind-the-scenes photo](#) of the Governor practicing.
2. Remind people to tune into your address – which will be livestreamed online at [GOP.gov/SOTU](http://GOP.gov/SOTU)
3. In addition to the livestream mentioned above, please also livestream it on Facebook using the Mentions app. The Speaker's office – and other House Republicans – will then share your address in real time on our respective newsfeeds.
4. Share a [behind-the-scenes photo](#) of the Governor with her family immediately after the speech, thanking people for tuning in.

On both Facebook and Twitter, @SpeakerRyan will be sure to share and retweet a lot of your content, and please do not hesitate to reach out with other questions or ideas.