

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

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
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.