



Engaging Online to Support the Republican Party 2024

1. Introduction: Why Engage Online?

- Importance of building a strong online presence.
- Goals: Support the Republican Party, amplify conservative voices, and grow organically.

2. Setting Up for Success

- Creating a Gmail account (step-by-step process).
- Importance of a professional email for online activity.

3. Top 10 Social Media Platforms and Their Role

1. **Twitter** – Real-time communication and public debate.
2. **TikTok** – Viral videos for younger audiences.
3. **Facebook** – Community building via groups and pages.
4. **Instagram** – Visual storytelling and memes.
5. **NextDoor** – Local community engagement and activism.
6. **Rumble** – Conservative-friendly video-sharing platform.
7. **Truth Social** – Platform with conservative values.

4. Following Conservative Voices on Each Platform

- **Twitter:** Amy Reichert, Zack Gianino, Pastor Darrell Scott.
- **Facebook:** Charlie Kirk, The Republican Party of San Diego.
- **Instagram:** Corey Gautereaux, Armen Kurdian, Bill Wells.
- **YouTube:** Fox News, Tucker Carlson.
- **Rumble:** Dan Bongino, Dinesh D'Souza.
- **NextDoor & Truth Social:** New Year, No Fear, Donald Trump.

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5. Understanding Shadow Banning and Censorship

- **What is Shadow Banning?** Hidden or deprioritized posts.
 - **Why Conservative Voices Get Censored:** Biases, misinformation claims.
 - **How to Combat It:** Consistent posting, alternate platforms, diversified content.
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6. The Power of Twitter and Elon Musk's Promise to Free Speech

- **Twitter** as a Conservative hub: Hashtags and fast engagement.
- **Elon Musk's Role:** Vow to protect free speech and reduce censorship.

7. Overcoming Shadow Banning: How to Grow Organically

- React, respond, and reshare content to boost engagement.
- Target posts to your demographic (age, occupation, community).
- Build a local network by engaging with neighbors and local activists.

8. Online Social Etiquette

- Avoid falling for distractions aimed to derail your message (identity politics, gaslighting, ad hominem attacks).
- Maintain respect and uphold a Republican standard of online discourse.

9. The Republican Standard for Online Engagement

- Focus on **Policy**, not personal attacks.
- Encourage **constructive discussions**.
- Support and share fellow conservative content.

10. Conclusion: Stay Engaged, Stay United, Stay Classy!

- Keep up the conversation online while maintaining professionalism and supporting the party.

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