

National GOOOH Social Media Campaign Twitter Plan

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The purpose of this campaign is to use Twitter to bring GOOOH to the forefront of a diverse audience and to make sure that the media knows that there is an answer to the extreme displeasure that many across the country are currently vocalizing in polls about the current US Congress. The specific shows that have been chosen will cover a diverse population of viewers, including those interested in the political scene (Fox News Sunday), the business community (Your World), the Youth/Libertarian community (Stossel), and even retirees & Stay-at-home moms/dads (Fox & Friends). Several of the shows are played more than once a day and they also cover many different times of the day on their 'first run', so this will also benefit a wider audience.

Benefits of a National Social Media Campaign:

When implemented, an example of the total reach of the followers (on Twitter) of the shows/journalists will be 474,156 followers and this doesn't include the numbers that will be reached with re-tweets (a strong possibility if the tweets are pithy & powerful). GOOOH will be able to bring more followers to its National website (<http://goooh.com/>), its National Twitter account (<https://twitter.com/#!/GOOOH>), and its National Facebook website (<https://www.facebook.com/GOOOH>). The hosts of these shows consistently request for their viewers to 'tweet' them. Concentrated tweets across the spectrum of shows/hosts should make a significant impact while not taking much time/efforts/resources from the GOOOH volunteers. This entire campaign should take no more than an hour for each volunteer to implement (including joining Twitter, 'following' the shows/hosts & sending out the Tweets).

GOOOH Leadership Strategy for a Successful Social Media Campaign

Included in this email are instructions for joining Twitter, sending a 'tweet', and 'liking' a Facebook page; see also www.GOOOH.com/FacebookPlan.pdf. It's vital that all of our GOOOH Team Leaders have completed this step before the 'official' announcement of the campaign is sent to the general membership.

There is also Twitter accounts listed for the Fox News shows & hosts that will be our 'targets'. And some suggested 'tweets' that you can send out to your followers that refer to GOOOH. Once you have 'followed' the National GOOOH Twitter account, you will also find that it's very simple to 're-tweet' the future suggestions that will be tweeted from that account. It actually only takes a minute or two, and builds the status of the GOOOH account on Twitter.

How to Join Twitter & Send a Tweet

- Access the Twitter homepage at www.Twitter.com. Notice the highlighted box in the center of the screen labeled "Get Started-Join!"
- Click the highlighted box labeled "Get Started-Join!" (from Step 1). The account-setup page appears. It reads "Create a Free Twitter Account" at the top of the highlighted sign-up box.
- Enter the requested information to join the site. Select a user name and password, enter your email address, and type the random "humanness" words

into the box provided. This proves a live person is setting up the account instead of a computer program.

- Check the box for Twitter service email updates if you're interested in receiving them. Click the box labeled "I accept. Create my account" to accept Twitter's terms of service and create your social-networking account.
- 'Follow' the selected shows/hosts by 'searching' their Twitter accounts. Copy & paste the Twitter account information (for ex. @GOOOH) into the 'Search' function (found at the top of your Twitter Home page), press enter. The accounts will be found on the upper right hand side of the page, under 'People results for....'. Click on the "Follow" button (found next to the picture of the selected account).
- To begin using your Twitter account, answer the question "What's happening?" in the highlighted box at the top of the page on the top of your account 'Home Page'.
- To send a Tweet, from your account 'Home Page', copy & paste the suggested GOOOH tweet into the "What's happening?" box at the top of the page and press enter.

A few suggested Tweets from GOOOH Membership (encourage members to write their own as well):

@FoxNewsSunday Thomas Paine Speaks Again! <http://youtu.be/lt4HtPvr7iY>

@FoxNewsSunday An intriguing plan to evict the 435 politicians from the U.S. House of Representatives. <http://goooh.com/>

@TeamCavuto A system that will allow you and your neighbors to choose a candidate who will truly represent your district. <http://goooh.com>

@SpecialReport @Bret_Baier @krauthammer @stephenhayes

@TheJuanWilliams A plan for change that will work. http://youtu.be/1jHC_LlhMHw

@Bret_Baier @krauthammer @stephenhayes @TheJuanWilliams Replace career politicians with true representatives. <http://goooh.com/>

@foxandfriends Less than 1 in 5 Americans believe that Congress can solve this Nation's problems. http://youtu.be/1jHC_LlhMHw |

@sdoocy @kilmeade @gretchencarlson A NON-PARTISAN plan to place 435 citizen representatives on the ballot in 2012. <http://j.mp/jEbS4>

@America_Live @megynkelly GOOOH Patriot Proclamation. Do you have the courage to sign it? <http://j.mp/oYvR7F>

@FBNStossel Ready to return control of our government to the people? Then GOOOH is for you. <http://goooh.com/Learn.aspx>

@ffweekend @AlyatFox @ClaytonMorris @foxdavebriggs If you are tired of career

politicians, GOOOH is for you. <http://goooh.com/Learn.aspx>

These suggested tweets have been verified for acceptable length & working links.

Tweeting while the show is airing 'live' will improve the chances that the host will mention the tweet, especially if they are inundated with many tweets about GOOOH.

Another suggestion would be to reference something the host refers to in their show in the text of the tweet, if possible. It will make a bigger impact if they know that 'we are watching'.