**EMAIL SET-UP**

**\*\*Required. Incomplete forms will be returned. Please submit to** [**cansupport@aclu.org**](mailto:cansupport@aclu.org)**.**

If you have not already, please schedule the email on the [CAN Calendar.](https://www.acluloop.org/Departments/affiliateSupport/CAN/Lists/CAN%20Calendar1/Main.aspx)

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| **Affiliate Name \*\*** | ACLU-VA |

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| **Target Audience \*\*** |
| Affiliate Full List  Segmented list (Please provide zip codes, chapter code or any other geo-information below. Please separate zip codes with a comma.) |
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| **Testers and Reviewers \*\***  **Please provide the email address of those that should receive a test version of this email. One person from your affiliate should respond to the CAN team with edits from all members of your affiliate team. Please don’t have everyone reply directly to the CAN team.** |
| bfarrar@acluva.org |

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| **Email Template \*\***  **Note: Images are required for the Action, Event and Banner format emails.** | | | |
| Letter format  (no image) | Action format  (image 190x230) | Event Template  (image 350x300) | Banner Format (Image 600x300) |
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| **Subject line \*\***  Tease, tell or take action. Avoid initial caps, keep it under 50 characters, and make it compelling for constituents to open your email. Avoid the words “Help,” “Act,” “Marriage,” “Immigration,” “Immigrant,” “Action,” ” Let’s,” and “Save the date.” |
| Your Elected Representatives Can’t Block You on Social Media |

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| **Pre-header Text \*\***  The pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. It is right about the header logo. Include a call to action. |
| There has been a disturbing trend lately of elected officials violating the First Amendment by blocking constituents who disagree with them on social media. |

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| **Side Box Content (Action & Event format only)** |
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| **Hyperlinks for email message \*\*** |
| letters to members of Congress - https://acluva.org/en/press-releases/letter-rep-scott-taylor-censoring-content-based-viewpoints-first-amendment-violation  friend-of-the-court brief - https://acluva.org/en/news/elected-officials-stop-blocking-your-constituents-social-media |

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| **Email Body Content \*\***  Keep the content brief. One of the worst mistakes we make is trying to include the entire story into the email message. Think about when you open an email in your inbox. Do you read every single word in there? Probably not. Find a way to summarize the content compelling way, and let them click through to a page on your website for more information.  Answer the these three questions for the reader when you write your message:   1. **What are you asking me to do?** Always give the reader an action to take. Your call to action should be able to stand-alone. Remember, people scan their emails, and if there is one thing you want your recipient to notice, it is your call-to-action. 2. **What is in it for me?** You know the value of your email content, but does your recipient? Tell them why taking action is important for them or why they should attend an event. 3. **Why should I care?** Write in the second person – orient the copy toward the reader and not the ACLU. Readers take action on things that are about them or affect them. |
| Greetings friends -  A disturbing trend has appeared in recent months in which elected officials – from local school board members to representatives in Congress – have been blocking constituents from posting on social media channels they control because they don’t like what the constituents are saying.  What these officials don’t seem to understand is that, even if a Facebook page or Twitter feed was established as part of a campaign for office, once they’re elected and continue to use that for public business it has become a government-sponsored public forum in which anyone has a right to speak.  We’re on your side fighting for your right to tell your elected officials what you think, even if they don’t like it. We’ve written [letters to members of Congress](https://acluva.org/en/press-releases/letter-rep-scott-taylor-censoring-content-based-viewpoints-first-amendment-violation) reminding them of their constituents’ constitutional rights, and on Monday we filed a [friend-of-the-court brief](https://acluva.org/en/news/elected-officials-stop-blocking-your-constituents-social-media) in a federal lawsuit brought against Loudoun County Board of Supervisors Chair Phyllis Randall in response to her Facebook blockage of a constituent who asked a challenging question. A district judge ruled against Chair Randall, and she has asked the U.S. Circuit Court of Appeals for the 4th District to overturn that decision.  Randall says on the page, created the day before she took office, that its purpose is to “hear from ANY Loudoun County citizen on ANY issues, request, criticism, compliment, or just your thoughts.” We agree that government use of social media as a way to engage with the public is a good idea. But silencing critics who choose to participate is not only a bad idea – it’s unconstitutional.  We encourage you to take advantage of every opportunity to tell your elected officials what you think about the issues that matter most to you – whether by postal mail, email, phone calls, showing up at a town hall meeting, or posting on an official government social media platform. If you are censored or blocked by an elected official on social media, take a screenshot and send your story to [acluva@acluva.org](mailto:mystory@acluva.org).  Very truly yours,  Claire |

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| **Social Share Buttons \*\***  **Social share buttons are added to the Action and Event templates. Please provide the language below for Twitter. We cannot customize the email or Facebook links.** |
| **Twitter:** |
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