Texting Team Training

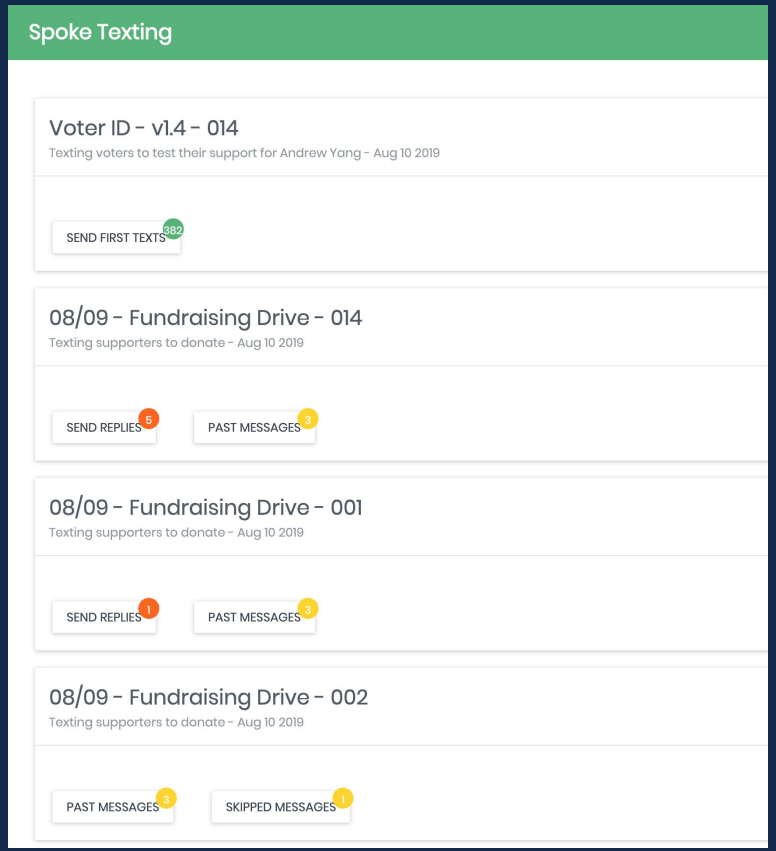
Mission of the Texting Team

1. Humanity First
2. Make America Think Harder
3. Identify, recruit, inform and mobilize Yang supporters
4. Three main types of texts:
    a. Voter Identification
    b. Event Invites
    c. Fundraising

Getting Started

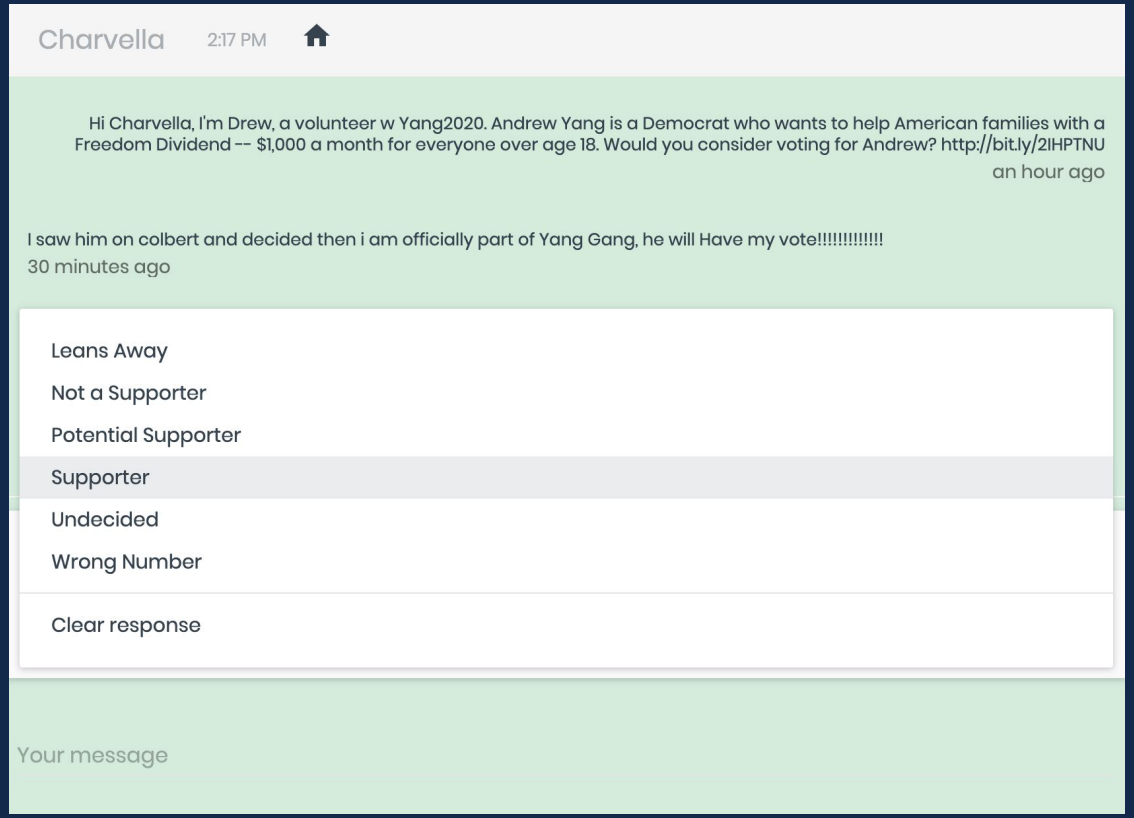
- We use two platforms to send texts and communicate
  - Spoke
    - Peer-to-peer texting platform
    - Web-based
    - Texting hours are 12pm - 9pm ET
  - Slack
    - Team communications

Spoke - Dashboard

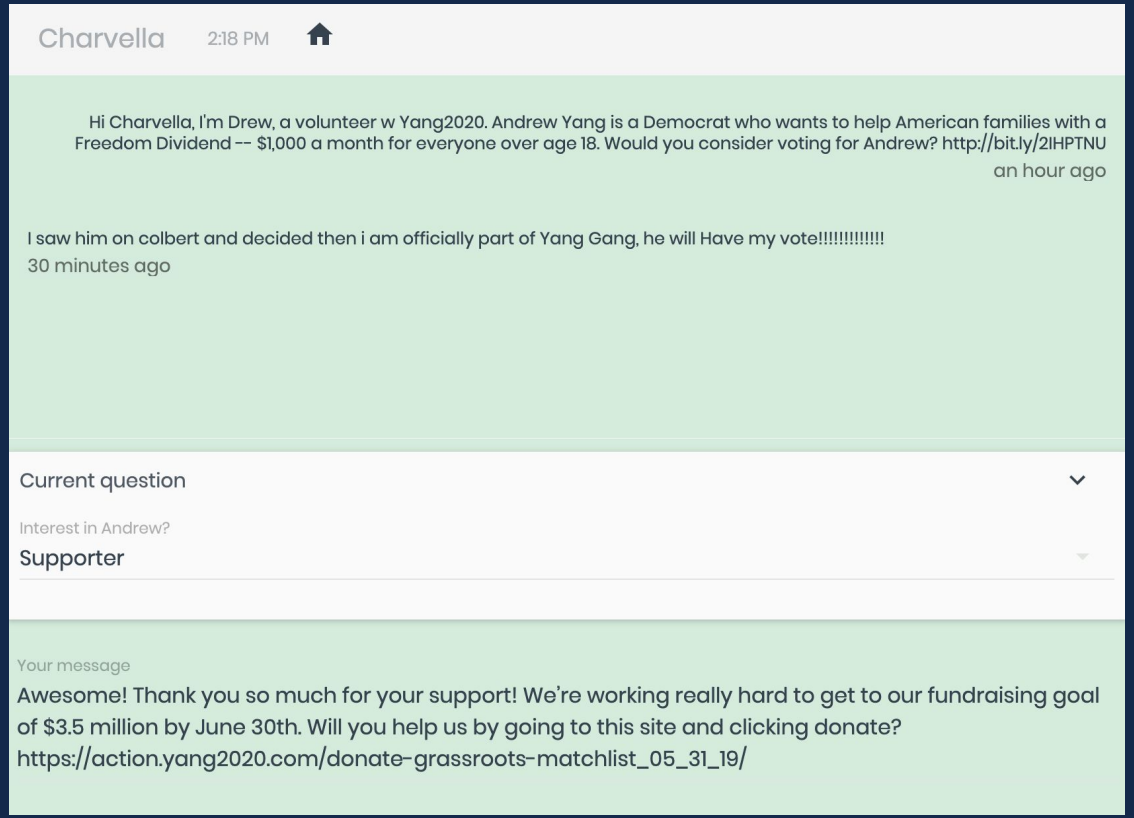


Spoke - Initial Message

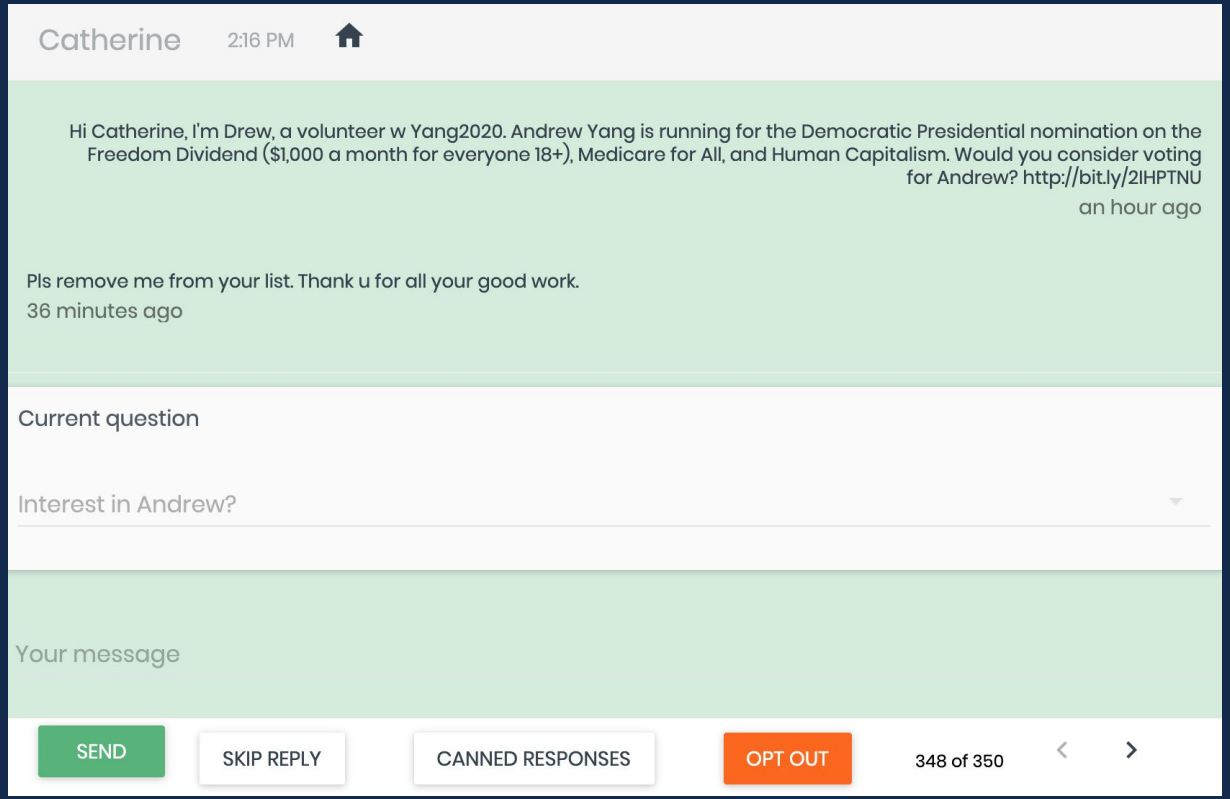
Spoke - Canned Responses



Spoke - Canned Responses

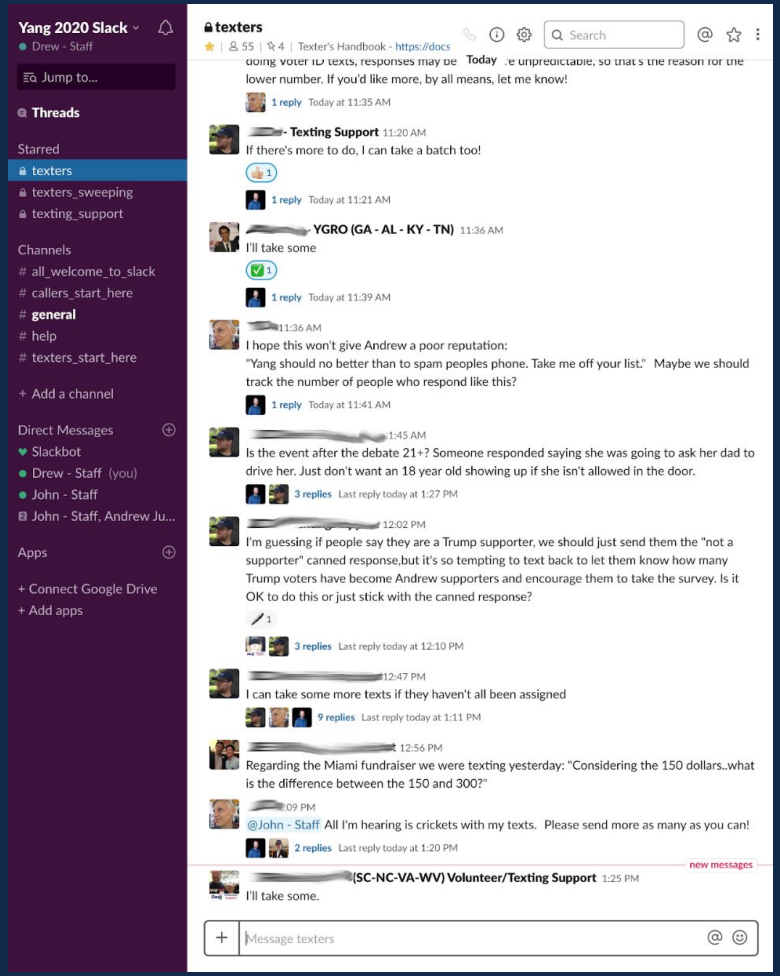


Spoke - Opt Out



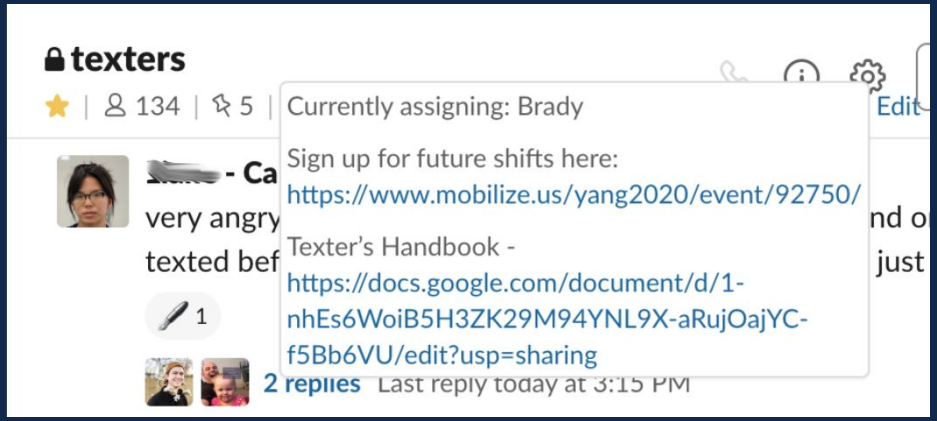
Slack

- Slack is the exclusive way to communicate with the Texting Team.
  - Request texts
  - Get updates
  - Ask questions



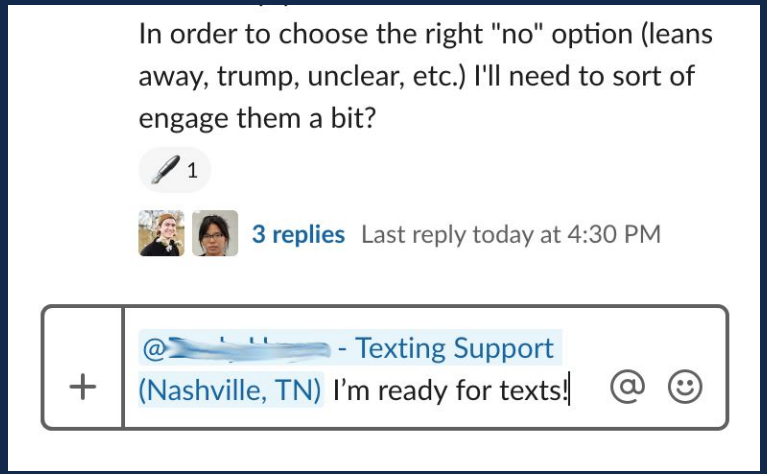
Slack

- When logging into Slack, check the channel status by hovering your mouse over it at the top of the channel. This will indicate who is currently assigning, and relay any important information about the day's campaigns.



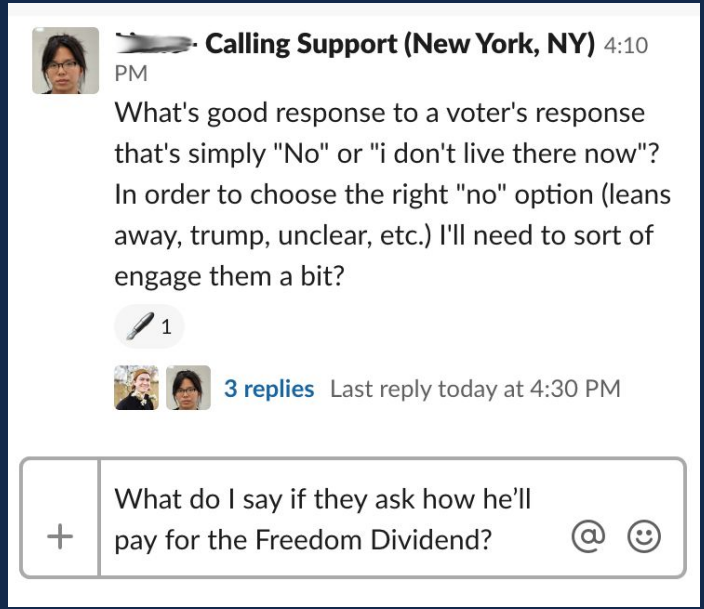
Slack

- When you're ready for some texts, tag the current assigner by typing "@" and their username, and let them know you're ready
- They will assign a batch of texts to you and reply to your post when they're assigned



Slack

- If you have a question about how to respond to a question or how to mark a response, ask in the #texters channel



Code of Conduct

- Be a Good Guest: No arguing or disrespect
- We say good things about our candidate, not bad things about other candidates
- Stay Positive!
- Wrong numbers always take precedent
- Report threats and abusive messages to staff or volunteer managers

Code of Conduct

- Opt-Out Requests
  - If they want to be opted out, do it. If they don’t mention it, don’t
  - **YES** Opt Out: Stop, unsubscribe, quit, go away, don’t text me
  - **NO** Opt Out: Wrong number, #MAGA, I support someone else, you text too much

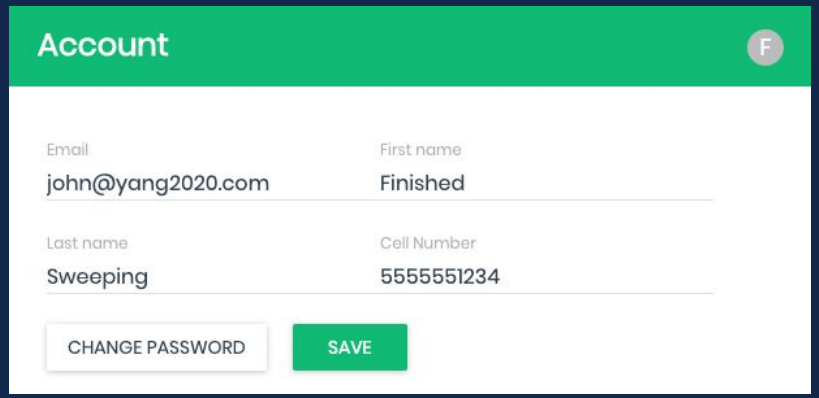
Code of Conduct

- Texts are Forever: What would your message look like out of context on CNN?
- Represent Yang's positions accurately
- Let Andrew Speak for Himself: use the website, quotes from Andrew, or make it clear you're speaking for yourself
- Personalize the Responses: You can and should do minor editing for conversation flow

Code of Conduct

- No Data > Bad Data: Do not read into text responses
- Always report double texting
- Follow Security Rules
- Follow the naming conventions
    - Use the same email for your Slack account and your Spoke account.

Yang2020

Take the Quiz!

- Visit yang2020.com/textingquiz to agree to the Code of Conduct and take the quiz!
- Keep an eye on your email inbox (check for spam - email will come from drew@yang2020.com)