

How to Promote a “Thunderclap”

As we tried to make clear in our [“Thunderclap, Explained”](#) document, Thunderclap™ (“TC” for short!) is a very simple yet very powerful way to build (over about a two-week period) a large audience for our messages about the upcoming Open Enrollment Period for the Affordable Care Act.

It's powerful not only because of the big (we hope **REALLY** big) audience for the scheduled message blast—but because the two week “Support and Promote” process itself offers even more chances to get our message in front of as many people as possible as many times as possible—**FOR FREE!**

The Thunderclap [“Screen Grab Tutorial”](#) walks you through the process of adding your social media support for one specific scheduled TC; after you've done that, please share that Thunderclap with others (and encourage them to do the same) in order to spread the word and grow our final audience as considerably as possible.

The purpose of **this** document is to explain how to share (i.e. “promote”) a Thunderclap. It is based on what we've done so far, but additional creative ideas are always welcome!

1) Your first promotion happens when you add your social media support to a Thunderclap:

When you support a Thunderclap, a post appears on your Facebook feed saying that you've added your support. You can edit that post, add a message to your friends about supporting the TC, and tag some friends you think might be interested in adding their support as well. You can tag them in the main message, and/or in the comments below that message.

Not everyone sees every post we make on Facebook or Twitter. We encourage you to repost and/or retweet the link to the Thunderclap several times during the promotion period – as often as every other day if you're up to it.

We've found that keeping people updated on the growth of the final audience size is a great "hook" for getting people interested in spreading the word on their own. Try it and see what happens!

SAMPLE LANGUAGE FOR ASKING PEOPLE TO SUPPORT/PROMOTE A THUNDERCLAP:

Exciting news from the Indivisible ACA Signup Project Facebook group - a grassroots effort to counteract the funding cuts to outreach and support for the 2018 Open Enrollment period:

Our social media message blasts so far have reached a total audience of over 7 Million!

We'd love to have you support the next message blast by clicking on the link below.

Add your social media audience then cut, paste and share this message (with the link) to help spread the word!

SAMPLE LANGUAGE FOR ASKING PEOPLE TO SUPPORT/PROMOTE A THUNDERCLAP ON TWITTER:

Prior TCs seen by 7M - click, support, RT and ask others to do the same!

2) The next thing to do is to share the Thunderclap link (and explanation, if needed) to your “close in” online communities:

Start the next stage of the promotion process by sharing the TC link with the people, places and groups you already know (both online and offline) and your Twitter followers (if any) – preferably those you think will be interested and responsive.

We don't want to just massively spam people – we want to be reasonably thoughtful both about asking people to support the TC in the first place and about asking them to promote the TC. Again, it's ok to post the information more than once to give more people a chance to see it.

Some ideas for places to share:

- Facebook groups
- Twitter followers
- Reddit threads
- Email lists (personal)
- E-newsletters (organizations)
- Google Hangouts

You can use the sample language included on page 2, or create your own!

3) Last but not least, consider sharing the Thunderclap outside your normal circles, even WAY outside your circles by putting some creative thought into the process. There are thousands of people who are interested in health care and the Affordable Care Act – if you have the time, let's find them!

For example:

- Email and/or tweet radio and TV stations, newspapers and magazines (local, regional and national)
- Sports teams
- Educational and health-related organizations
- Local branches of civic organizations (i.e., Rotary Club, Junior League)
- Celebrities and others who have shown interest in health care and the ACA
- Local government, libraries, etc.

You can use the sample language provided on page 2, or tailor it for your audience. We encourage you to be creative!

4) Closing thoughts

We want the Thunderclap support and promotion process to be simple, fun, uplifting, non-confrontational and as non-partisan as possible. Do as much or as little promotion as suits you, but, please do give it at least a try after you've added your own social media support to a Thunderclap.

We're doing just one thing – sharing basic information about Open Enrollment for the Affordable Care Act --- and with your help, we'll do a **SPECTACULAR** job!