

Thunderclap is a bit difficult to understand – until you use it!

Think of it as planning a really big party weeks in advance. You set the date for the party, then invite as many people as you can think of. At the same time, you tell all those people that they should invite **their** friends, and that those friends can invite **their** friends, too....so that the number of potential guests at the party keeps growing – because you want this to be a really, really big party, as big as possible.

You won't know exactly how many people are coming until the party actually starts, but that's okay – you just want a **LOT** of people to show up on the appointed day. Millions, even!

Now, change “party” to “social media blast for an important message,” and you'll see what we're doing.

Thunderclap™ helps us assemble (in advance!) a VERY large group of people who agree to share a specific message on a specific day (on Facebook®, Twitter® and Tumblr®) to help promote our message about the upcoming open enrollment period for the Affordable Care Act.

All we have to do is invite people to support the Thunderclap, encourage them to invite their contacts to participate and support it, which then gives us access to a HUGE social media audience for our ACA signup messages on the day the Thunderclap goes live.

Did I mention it's free? All participants have to do “donate” is their social media friends/followers (on Facebook, Twitter and/or Tumblr) to help increase our final audience by clicking on the Thunderclap campaign link. No money involved; just time and effort (and precious little of that!) to cut, paste, share and generally promote the heck out of it.

We are planning to roll out new Thunderclap campaigns roughly twice a month at both the national and state level (one through the national group, and one through each state working group) through the end of the 2018 ACA signup period.

If you have any ideas about how best to get folks to help us with these efforts, please let us know!