

COLIN ALLRED



FOR SENATE

Team Allred Social Media Toolkit

Thank you for all that you are doing to support Colin Allred for Senate! We are excited to have you on #TeamAllred and to have your help amplifying Colin's message online. Reaching out to family and friends on social media about why you're supporting Colin Allred will make a significant difference in this race. We do kindly ask that you include our social media handles and the #TeamAllred hashtag in your posts.

Photos & Graphics Click here for campaign-approved photos and graphics to bring your social media content to life.	Logos & Font Click here for campaign logos to give your graphics a little oomph! Primary Font: Metropolis	Colors #001F45 — Victory Blue #008AD8 — Progress Blue #FF3600 — Change Orange #C3C8CC — State Gray
Social Media Accounts Facebook: @ColinAllredTX Twitter (X): @ColinAllredTX Instagram: @ColinAllred Threads: @ColinAllred TikTok: @ColinAllredTX	Sample Content & Hashtags #TeamAllred #ColinOverCruz #MyTeamIsTexas Click here for sample social posts	Important Links Website: colinallred.com Donate: colinallred.com/donate Yard signs: colinallred.com/sign Merch Store: store.colinallred.com
Volunteer Actions: Get updates: colinallred.com/join Volunteer: txoffense.com/#volunteer Find an event: colinallred.com/events Mobilize: mobilize.us/texasoffense	Regional FB Groups Click to join: Rio Grande Valley North Texas South Texas East Texas West Texas Coastal Bend Gulf Coast Central Texas Texas Panhandle	Volunteer Slack Click to Join our digital organizing HQ on Slack to connect with Team Allred, ask questions and organize your community. Team Allred Slack Guide

Social Media Best Practices

- Add **#TeamAllred** to your bio!
- Tell **YOUR PERSONAL STORY** and what drew you to support Colin Allred. Some examples:
 - As someone who lives with Type 1 diabetes, I'm on #TeamAllred because when Colin took on Big Pharma and fought to cap insulin costs, I knew he'd always be on our side – not that of special interests.
 - I'm sick and tired of Ted Cruz trying to tell me what to do with my body. @ColinAllredTX respects my right to choose and it's time Texas women had a Senator who fights for bodily autonomy.
- **Share pictures** of you supporting Colin!
- **Amplify** our posts and pictures via **stories**
- **Spread the word** about our events
- Create "**why I'm supporting Colin**" videos
- **Stitch and duet** our videos on Tiktok
- Turn on **post notifications** ([here's how!](#))
- Use the platforms that work for you
- Do **NOT** tag Rep. Allred's government accounts: @RepColinAllred