

# 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.

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

## 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