



YOUNG AMERICA FOR EDWARDS

YAFE Online Social Networking Guide

Effectively harnessing the power of online social networks can help your Edwards' organization grow dramatically. It's up to you to keep tabs on your new recruits and turn online numbers into offline action.

Essential First Steps

- ✓ **Become an official Facebook John Edwards supporter:** Just visit [John Edwards' profile](#) and click on the "Support this politician" button underneath John's profile picture.

Link to Edwards' profile: <http://facebook.com/person.php?id=2352506197>

- ✓ **Add the US Politics Facebook application:** When you add [this application](#), your support for John Edwards will show up on your profile. This increases the number of friends that John has on Facebook and ensures that everyone knows you are an active supporter.

Link to the Politics application:

<http://facebook.com/apps/application.php?id=2359935501&b&ref=pd>

- ✓ **Email the campaign for names of more supporters:** We can give you names of other John Edwards supporters that we know about at your school. You can then friend them on Facebook and invite them to your group. Contact us at youngamerica@johnedwards.com
- ✓ **Reach out to your online supporters:** Turn your online supporters into offline community actors. Individually messaging supporters is much more successful than bulk messaging everyone. Personally invite everyone to your events and challenge them to recruit five more people to your Edwards group.

Taking it Further:

- ✓ **Create Facebook events:** Advertise your offline actions online by creating a Facebook event (<http://facebook.com/editevent.php>) for everything that your One Corps chapter does.

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Contact the Young America for Edwards team at youngamerica@johnedwards.com



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- ✓ **Maintain your OneCorps chapter page and blog:** If you submit a blog or diary entry on the John Edwards blog (<http://blog.johnedwards.com>), it is automatically cross posted to your One Corps Chapter blog. Keeping this and the Upcoming Events section of the One Corps Chapter page updated increases your effectiveness online.
- ✓ **Expand to MySpace:** Facebook is great for reaching out to college students, but MySpace is also popular amongst high school students and adults. You can create a MySpace profile (<http://signup.myspace.com/index.cfm?fuseaction=join>) and reach out to a wider audience of the supporters you meet.

These three pages are good examples of supporter MySpace profile:

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=166519618>

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=165642432>

<http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=197590227>

- ✓ **Keep everything updated:** Your online presence is going to be more successful if you have good, accurate, and timely information about both your chapter and the campaign. Post pictures, videos, and blogs to profiles and group pages.

“Do you believe that compromise, triangulation will bring about big change? I don’t. I think the people who are powerful in Washington -- big insurance companies, big drug companies, big oil companies -- they are not going to negotiate.” – John Edwards

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