

New Media Outreach Plan For Members

Official hash tag for the day:

#StartupDay2014 OR #StartupDayAcrossAmerica

Other hash tags to use in tweets and on Facebook:

#innovation #innovate

#entrepreneurship

#jobs

#tech

Please fill out this [google form](#) so we can make sure organizations involved with Startup Day Across America are able to use Twitter and Facebook to interact and showcase how creating jobs, building communities, spurring innovation and moving the economy forward.

Twitter:

Important Reminder: Please ensure that Members do not send out tweets that promote or endorse individual start-ups or their products.

- Tweet about the Startup you will be visiting leading up to Startup Day. Include their Twitter handle and use the above hash tags. Make sure to tweet about your visit on Startup Day.
- Tweet before the visit and on the day of. We want to build the audience around Startup Day 2014.
- If there are local organizations/companies in your district, such as accelerators or associations, make sure to tweet at them as well.
- Make sure all tweets are less than RT+Twitter handle so folks can retweet. Ex: RT @RepJaredPolis = 13 characters, so all tweets must have 13 characters remaining.
- Caucus co-chairs and partner organizations will be retweeting Member Tweets.
- Make sure to discuss new media plan with the startup you are visiting. Ask them to tweet about your visit.

Facebook:

- Make sure to post photos of your visit and add the location of the startup to your post.
- You can also tag the startup in your post. Describe what the startup does and how it is impacting your district.
 - “BUSINESS NAME is helping to build a stronger economy in STATE’S # DISTRICT.”
- Caucus Co-Chairs and partner organizations will be sharing Member Facebook posts.
- Discuss new media plan and ask the startup you are visiting to post on Facebook about your visit.

Below is a list of the Entrepreneurship & Innovation Caucus Co chairs twitter handles and Facebook Pages:

- Rep. Darrell Issa
 - @DarrellIssa

- www.facebook.com/darrellissa
- Rep. Vern Buchanan
 - @VernBuchanan
 - www.facebook.com/CongressmanBuchanan
- Rep. Gary Peters
 - @RepGaryPeters
 - www.facebook.com/RepGaryPeters
- Rep. Jared Polis
 - @RepJaredPolis
 - www.facebook.com/jaredpols

Sample tweets for Members:

- #StartupDay2014 is 8/5. I will be visiting @startup to showcase how #innovation & #tech grow economy
- On 8/5 I will be visiting @startup to learn about #innovative ideas & benefits to YOUR DISTRICT/STATE's economy. #StartupDay2014
- Startups are responsible for most new jobs in US. I will visit @startup to learn how #innovation creates #jobs. #StartupDay2014
- Each year, startups create avg of 3 mil jobs in US. On 8/5 I am visiting @startup to learn more.
- [@startup](#) is fueling job growth & promoting innovation. #StartupDay2014 (Picture)
- Visited @startup today. Proud to showcase how they are moving our district forward and creating #jobs. #StartupDay2014