VoterFeed
Your Election Home

Your VoterFeed Campaign Page

On VoterFeed, each candidate gets their own campaign page that incorporates all the elements a voter needs to know about them:

- *Profile picture*
- *Short bio*
- *Age*
- *Big 5 social media feeds integrated*
- *Link to campaign website*
- *Top 5 priorities & plan*
- *Exclusive VoterFeed channel*
- *Links to your donation page*

New Way to Get Out Your Message

Social media feeds

VoterFeed automatically integrates all of a candidate's social media feeds into their VoterFeed campaign page so it's easy for them to present a complete message to voters.

VoterFeed   Facebook   Twitter   Instagram   Youtube   Linkedin

VoterFeed channel

This is a dedicated feed that allows candidates to upload content into a special VoterFeed channel that has content designed to reach targeted voter audiences.

This can be custom content just for their VoterFeed channel, or campaigns can easily re-upload any video, audio or picture that they have already posted to their social media, as long as it meets the two rules of the road.

Rules of the Road

VoterFeed wants to offer voters a better way to get informed on candidates, and an honest way for candidates to get out their message.

To that end, there are only two rules of the road for each piece of video or audio content posted on a candidate's dedicated VoterFeed channel (does not apply to their other social media feeds):

SOAPBOX GUARANTEE
More than 75% of the content's time is the candidate talking

PRIORITIES FIRST
Candidate must spend the majority of their talk time on their own policies and positions

Exception:
Professional made-for-TV/radio ads, approved by the candidate personally, are the only ads allowed for uploading to a candidate's VoterFeed. We consider these a personal extension of the candidate's own voice, whereas ads from SuperPACs and other political action groups are instead representing third-party interests.

How To Prepare VoterFeed Content

Each video, audio or picture posted on your VoterFeed can have the following descriptors to help voters find you:

- *Type* (video, audio, or picture)
- *Title* (up to 50 characters)
- *Keywords* (up to 10 words)
- *Category*
    - *Ad, Comedy, Commentary, Debate, Interview, Other, Rally, Speech, Town Hall*
- *Length of content* (h:mm:ss)
- *Date*
- *Location*
- *YouTube link* (if applicable)

Support

Please reach out to us at **support@voterfeed.com** should you have any questions on how best to prepare your VoterFeed. We are here to help!