

# COLIN ALLRED



FOR SENATE

## Team Allred Supporter Digital Guide

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 for Senate will make a significant difference in this campaign.

To help, we have created this Digital Guide to help you spread the message about Colin's campaign online. Below are links to resources that will help you, including a Social Media Toolkit complete with sample posts and graphics, a Video Guide with sample scripts and tips, and a form you can fill out to join one of our online communities on Facebook.

Thank you again for your support. Let's win this race!



# COLIN ALLRED



FOR SENATE

## Online Communities Form

Join Team Allred's online crew and help us remind voters about the stakes of this race! Our social media groups operate as engaging group chats for supporters who want to defeat Ted Cruz in 2024 and deliver Texas the Senator we deserve. Our team will send updates on campaign news and posts to re-share on social media.

**Team Allred - Slack:** This is for individuals interested in volunteer opportunities, such as phone banking and creating your own original digital content.

**Team Allred - Facebook regional groups:** Join for campaign updates and opportunities to reshare content.

We're excited to welcome you to Team Allred! Message [michelle@colinallred.com](mailto:michelle@colinallred.com) with any questions. Here's the link to the form:

[Online Communities Form](#)

# COLIN ALLRED



FOR SENATE

## Social Media Toolkit for Colin Allred for Senate

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 for Senate will make a significant difference in this campaign.

To help promote Colin and our campaign online, we prepared a series of suggested social media posts specifically for Facebook, Twitter, Instagram, and Threads and have also created complementary graphics. We invite you to share this content across your social media channels, and welcome you customizing the language to make it your own. We do kindly ask that you include our social media handles and the #TeamAllred hashtag in your posts.

It's always most effective to tell **YOUR** story and what drew you to support Colin, so please feel free to use these sample posts as a starting point to write your own and tell your personal story.

*Some examples:*

- *As someone who lives with Type 1 diabetes, Colin Allred's push to take on Big Pharma and cap insulin costs makes me feel like he'll always be on our side – not that of special interests. I'm on #TeamAllred.*
- *I'm sick and tired of Ted Cruz trying to tell me what to do with my body. Colin Allred respects my right to choose and it's time all Texas women had a Senator who fights for bodily autonomy.*

### Relevant Social Media Channels:

Facebook — [facebook.com/ColinAllredTX](https://facebook.com/ColinAllredTX) – @ColinAllredTX

Twitter (X) — [twitter.com/ColinAllredTX](https://twitter.com/ColinAllredTX) – @ColinAllredTX

Instagram — [instagram.com/colinallred](https://instagram.com/colinallred) – @ColinAllred

Threads — [threads.net/@colinallred](https://threads.net/@colinallred) – @ColinAllred

TikTok — [tiktok.com/@colinallredtx](https://tiktok.com/@colinallredtx) – @ColinAllredTX

### Other Ways to Get Involved Online:

- **Add #TeamAllred to your bio!**
- **Share a Donation Link:** After Colin's entry into the race, FiveThirtyEight, Politico, and The Cook Report have all called this race Democrats' best Senate pickup opportunity in 2024 and declared that Ted Cruz is more vulnerable than ever. In a race this close, every dollar counts and small-dollar donations could make all the difference to help Colin pull ahead in this neck-and-neck race. Consider sharing a donation link online today! <https://secure.actblue.com/donate/allred-social-fr-2023>
- **Volunteer:** [https://secure.ngpvan.com/OGOhcIDd2USq\\_3\\_XyUoNcw2](https://secure.ngpvan.com/OGOhcIDd2USq_3_XyUoNcw2)

### Creative Folder

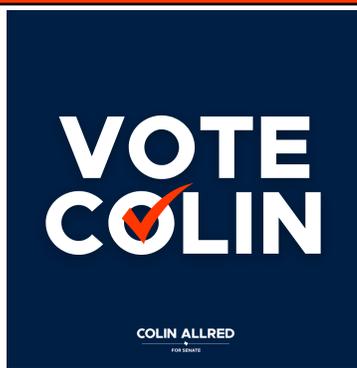
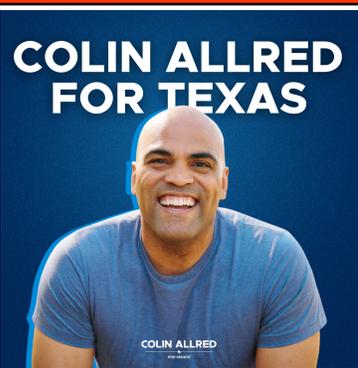
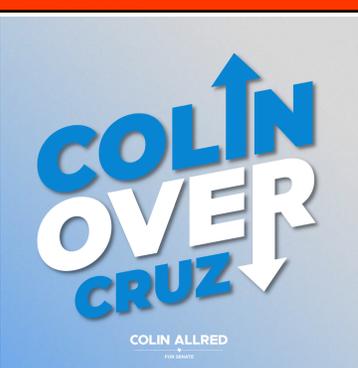
To download any of the graphics outlined below in this toolkit, [please click here](#). This folder also includes hi-resolution versions of our logo for use on social media.

# COLIN ALLRED



FOR SENATE

Note: Please use any of these graphics in combination with the suggested social media content below!

<p><b>Creative 1:</b></p>  <p>VOTE COLIN</p> <p>COLIN ALLRED FOR SENATE</p>	<p><b>Creative 2:</b></p>  <p>MY TEAM IS TEXAS</p> <p>COLIN ALLRED FOR SENATE</p>	<p><b>Creative 3:</b></p>  <p>COLIN ALLRED FOR TEXAS</p> <p>COLIN ALLRED FOR SENATE</p>
<p><b>Creative 4:</b></p>  <p>Let's make sure Ted Cruz can podcast full time after 2024.</p> <p>COLIN ALLRED FOR SENATE</p>	<p><b>Creative 5:</b></p>  <p>All hat, no cattle.</p> <p>COLIN ALLRED FOR SENATE</p>	<p><b>Creative 6:</b></p>  <p>COLIN OVER CRUZ</p> <p>COLIN ALLRED FOR SENATE</p>
<p><b>Creative 7:</b></p>  <p>TEXAS DESERVES BETTER THAN TED CRUZ.</p>	<p><b>Creative 8:</b></p>  <p>ALL IN FOR ALLRED</p> <p>COLIN ALLRED FOR SENATE</p>	<p><b>Creative 9:</b></p>  <p>I'm All in for Allred:</p> <ul style="list-style-type: none"><li>✓ Most bipartisan member of TX Congressional delegation</li><li>✓ Former voting rights attorney</li><li>✓ 4th-generation Texan</li><li>✓ Endorsed by leaders from across the state</li></ul> <p>COLIN ALLRED FOR SENATE</p>
<p><b>Creative 10:</b></p>	<p><b>Creative 11:</b></p>	<p><b>Creative 12:</b></p>

# COLIN ALLRED



FOR SENATE



## Sample Social Media Content

**SHARE:** Colin Allred's Launch Video

- **Twitter (X):** <https://x.com/ColinAllredTX/status/1653727403536183301?s=20>
- **Facebook:** <https://fb.watch/nb3NzmDWDx/>
- **Instagram:** <https://www.instagram.com/reel/Crx6T5lg0qu/?igshid=MzRIODBINWFIZA==>

**SAMPLE POST 1:** I'm proud to support @ColinAllredTX for #TXSen! Colin is a battle-tested leader with a track record of winning tough races and working across the aisle to deliver for Texas, and in 2024 we're going to send him to the Senate to replace Ted Cruz for good.

**SAMPLE POST 2:** In 2024, we're going to

- Protect reproductive health care
- Fix our broken immigration system
- Reduce costs for Texas families
- Protect social security and medicare
- FIRE TED CRUZ
- Elect @ColinAllredTX for #TXSen

**SAMPLE POST 3:** .@ColinAllredTX's track record:

# COLIN ALLRED



FOR SENATE

- Helping open a VA hospital
- Investing in Texas infrastructure
- Lowering prescription costs for seniors

Colin has shown he's willing to work with anyone to deliver results, and that's exactly the type of leadership Texans deserve in their next Senator.

**SAMPLE POST 4:** Texans deserve a Senator who understands the struggles of working families, who has a record of reaching across the aisle to get things done, and who always puts the needs of our state first. That leader is @ColinAllredTX.

**SAMPLE POST 5:** Texas has never elected a Black senator. In 2024, we're going to change that and elect @ColinAllredTX for #TXSen

**SAMPLE POST 6:** While @ColinAllredTX has real solutions to make Texas the best place to live, work, and raise a family, @TedCruz offers extremisms like criminalizing abortion, slashing public education funding, and cutting Social Security and Medicare. In 2024, the choice is clear: vote Colin Allred for #TXSen!

## **SAMPLE POST 8:**

### **Abortion:**

Abortion rights are on the ballot in 2024 in Texas and there is only one choice for a Texas Senator who will defend our reproductive rights: @ColinAllredTX! Vote to protect the freedom to choose by voting Colin Allred for #TXSen!

## **SAMPLE POST 9:**

### **Evergreen:**

.@ColinAllredTX has never lost a race and he doesn't plan on starting now. In 2018, he decisively won a battleground race against a 22-year GOP incumbent, and in 2024 he's going to send Ted Cruz packing once and for all. #ColinOverCruz

## **SAMPLE POST 10:**

While Ted Cruz riled up the January 6th mob and then hid in a supply closet during the insurrection, @ColinAllredTX was on the House floor prepared to defend our democracy at all costs. That's the kind of leadership Texans deserve. #ColinOverCruz

## **SAMPLE POST 11:**

### **Negative Ted:**

Another 6 years of Ted Cruz in the Senate would mean:

- ✗ Slashed public education funding
  - ✗ Cutting Social Security and Medicare
  - ✗ Enforcing a nationwide abortion ban, with no exceptions for rape or incest
- Texans can't afford that. We must vote @ColinAllredTX!

## **SAMPLE POST 12:**

# COLIN ALLRED



FOR SENATE

.@ColinAllredTX grew up in Dallas raised by a single mom who was a public school teacher. He knows how hard it can be for working families, and that's why he's dedicated to fighting for them. Vote Colin for #TXSen!

## SAMPLE POST 13:

.@ColinAllredTX has taken down guys a lot tougher than Ted Cruz, and he's not afraid of a challenge. Vote for Colin for #TXSen!

## SAMPLE POST 14:

Instead of working to lower prescription drug costs or creating good-paying jobs in Texas, Ted Cruz is busy podcasting 3x/week. Texans deserve better and in 2024, we're going to make sure he can podcast full-time. Vote @ColinAllredTX for #TXSen!

## SAMPLE POST 15:

FiveThirtyEight, Politico, and The Cook Report have all called Texas Democrats' best Senate pickup opportunity in 2024 because @ColinAllredTX is the guy who's going to finally send him packing in 2024. #ColinOverCruz

## SAMPLE POST 16:

Ted Cruz's record:

- Working to cut Rx drug costs
- Investing in Texas infrastructure
- Creating good-paying Texas jobs
- Podcasting 3 times a week

Texans deserve a Senator who actually works for them – Texans deserve @ColinAllredTX!

## SAMPLE POST 17:

Texas: we don't have to be embarrassed by our Senator. We can get a new one. Vote @ColinAllredTX for Senate.

## SAMPLE POST 18:

My team is Texas, and that's why I'm voting for @ColinAllredTX for #TXSen.

## SAMPLE POST 19:

Let's put an end to the culture wars and elect a Senator who is dedicated to delivering real results for Texas. Vote #ColinOverCruz!

## SAMPLE POST 20:

### Bipartisanship:

While Ted Cruz is one of the most extreme Senators of all time, @ColinAllredTX was named the most bipartisan member of the Texas Congressional delegation. Colin's willing to work with anyone to get stuff done – that's why I'm voting for him for #TXSen.

## SAMPLE POST 21:

# COLIN ALLRED



FOR SENATE

Ted Cruz is all hat, no cattle. Let's elect a Senator who actually talks the talk AND walks the walk – vote @ColinAllredTX for Senate!

## **SAMPLE POST 22:**

### **Book bans:**

.@ColinAllredTX is fighting for every Texas kid to be able to chase their version of the American dream. Ted Cruz is fighting to ban books and control what kids can learn in the classroom. I'm on #TeamAllred because our kids deserve better.

## **SAMPLE POST 23:**

### **January 6 comparison:**

While Ted Cruz was hiding in a supply closet from the mob he helped stir up on January 6, @ColinAllredTX took off his suit jacket on the House floor, ready to defend our democracy. That's the kind of Senator I want, and that's why I'm voting #ColinOverCruz.

## **SAMPLE POST 24:**

### **Vulnerable Ted:**

In 2018, Ted Cruz won his election by only 2.6 points. That same year, Colin Allred beat a 22-year GOP incumbent by 6 points.

Ted Cruz has never been more vulnerable and in 2024 @ColinAllredTX is going to finally send him packing. #ColinOverCruz

## **SAMPLE POST 25:**

### **Cancun Cruz:**

While Texans were freezing in the dark during the 2021 Winter Storm, Ted Cruz jetted off to Cancun. Texans deserve a Senator who doesn't abandon them in a crisis. That's why I'm voting for @ColinAllredTX for #TXSen, and together, we're going to send Ted Cruz packing.

## **SAMPLE POST 26:**

### **Gun Violence:**

In Congress, @ColinAllredTX worked to pass the first bipartisan gun safety bill in 30 years, joining Sen. John Cornyn in ensuring this legislation became law. Ted Cruz voted against it.

Texans deserve a Senator who is dedicated to keeping our communities safe. Let's vote @ColinAllredTX for Senate so we can work to stop gun violence.

## **SAMPLE POST 27:**

### **Health Care:**

There are so many Texans who have to make the difficult decision between paying for their medical bills or for groceries. Since his first day in Congress, @ColinAllredTX has been dedicated to protecting Texans' health care and lowering costs, and he'll continue that work in the Senate.

# COLIN ALLRED



FOR SENATE

## Colin Allred for Senate Supporter Video Guide

Videos are a great way to share your support for Colin Allred! And with platforms like Instagram and Tiktok encouraging video content, it's a great way to get the message out there about the campaign. Below are video ideas, sample scripts and tips on how to create great videos.

### Video Ideas

- Why you're on Team Allred
- Your Texas story (where you are from, where you grew up etc)
- Your 2021 Winter Storm story and Ted Cruz running to Cancun
- The importance of the 2024 Election

### Sample Video Script One

*Hi y'all! Next year is an election year and it's going to be one of the most important of our lifetimes.*

*In Texas we have the chance to fire Ted Cruz and replace him with a leader who will unite our state on the values we share, not divide us. That leader is Colin Allred.*

*He's a 4th generation Texan, former NFL player, current Texas congressman and he's the man who is going to take down Ted Cruz.*

*I hope you'll join me on Team Allred and if you want more information on Colin's campaign for Senate, visit*

# COLIN ALLRED



FOR SENATE

*colinallred dot com for more information and how you can get involved.*

## Sample Video Script Two

*Everyone remembers where they were during the 2021 winter freeze.*

*[Tell your story about your experience during the winter storm].*

*While we were freezing and in the dark, Ted Cruz was jetting off to Cancun.*

*Texas deserves a leader who won't abandon us during a crisis, and come next year we're getting rid of Ted and replacing him with Colin Allred.*

*He's a real leader who has always put Texas first unlike Cancun Cruz.*

*Check out his website at colinallred dot com and get involved!*

# COLIN ALLRED



FOR SENATE

## TIPS FOR BETTER FOOTAGE

1. **Always have the camera in vertical orientation**
2. **Keep it casual and relatable**
3. **Find a stable surface to place the camera on when possible**
  - a. Set it on a table and prop it up with a book when the space allows to prevent camera shake
4. **If not, always hold the camera with two hands**
  - a. Rest your elbows against your body to remain as steady as possible
5. **Indirect natural sunlight is always best**
  - a. Open all the windows and let as much light in as possible
  - b. Don't stand right next to or behind a window or light source to avoid harsh light casts
6. **Be intentional about what is in the background**
7. **Be mindful of ambient noise**
  - a. Turn off fans and air conditioners when possible
  - b. Listen for sirens or planes outside
  - c. Watch for rustling notes in hand, loud jewelry, etc.
8. **Always rewatch the footage to make sure everything recorded properly**
  - a. Ensure you're happy with the delivery and there isn't something distracting you didn't notice while recording