

# **HYPE SQUAD**

*PENNSYLVANIA EDITION*



# **PA ENTERS THE CHAT**

## **JOIN THE 2025 PA HYPE SQUAD!**



# WELCOME

Thank you for being here!

Please take a moment to introduce yourself in the chat.

Share your name and where you live in our fabulous Commonwealth.



# WHAT'S AT STAKE

- School boards
  - 499 districts are electing at least Four Directors
- Judicial retentions
  - 3 State Supreme Court Seats
  - 1 Commonwealth Retention and 1 election
  - 1 Superior Court Retention and 1 election
- Row offices/county & municipal races
  - County Council
  - Auditors
  - Sherrifs



**LOCAL RACES = BIG IMPACT ON OUR DAILY LIVES.**

When we don't vote in LOCAL elections, extremists win by default.

# WE HOLD THE POWER

- More and more, Americans get their news from social media.
  - We can flood social media with facts.
- People are more likely to believe information when it comes from someone they know.
  - We can be that trusted source.
- Every post, every share, every DM to a friend makes a difference.
  - We are our own messaging powerhouse.  
— and it starts with you.



# WHAT'S THE **HYPE SQUAD**?

The **Hype Squad** is our badass team of digital amplifiers!

A **digital amplifier** is a person who shares important messages on their personal social media accounts to help spread important information with their friends and followers.



# THE **HYPE SQUAD** EFFECT

We create all the content for you – the message, the graphic or video, etc. – So you don't have to figure out what to say.

We publish all the pre-written social media posts in a toolkit that is available to you online and via the RWB app. It just takes a couple of clicks to post these messages.

By doing this, you help spread critical elections info to people that we can't reach on our own.






# HOW IT WORKS

1. We create social media content for you to share.
2. We alert you by email, text, and in a private “PA Hype Squad only” group in the new RWB app.
3. You pick the post you want to share, then select the social media platform where you want to share it.
4. You can edit the text of the post if you want to make it sound more like you.
5. Post your message.

You can do it once a day or multiple times a day.  
You can focus on just one platform or several.  
It's up to you!

I found an awesome community of women doing amazing work in Pennsylvania -- Red Wine & Blue! Standing up to extremism and making friends while I do it? Yes, please. Love this so much!

**EMPOWERED WOMEN,  
EMPOWER WOMEN.**



Sign up with me!  
[secure.everyaction.com](https://secure.everyaction.com)

Select social network: f Facebook ▼

Share on Facebook↓





**DEMONSTRATION**



# GIVE IT A TRY

1. Grab your phone!
2. Open the SoSha toolkit:
  - a. Scan this QR code or by
  - b. Entering this link in your browser:  
<https://go.redwine.blue/hype>
  - c. Go to the PA Hype Squad group in the RWB app and click on the link posted in there.



# PICK A POST TO SHARE

1. Tap on “Swipe to see posts” and swipe to scroll through the posts.
2. Decide which post you want to share.
3. Select a social network.
4. Click the “Share” button.
5. Follow the instructions on the screen.

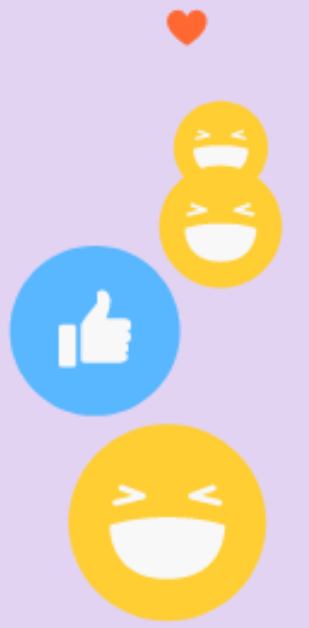




**QUESTIONS?**

# WE'LL KEEP YOU IN THE LOOP!

1. You can count on Team PA to update you regularly with new and timely posts.
2. Look for weekly emails with new post suggestions.
3. We also have a private group in the app to communicate with each other.





**READY**

**TO**

**RALLY**



# Download the RWB App





1. Grab your phone.
2. Search for “Red Wine & Blue” in the app store on your phone or scan the QR codes.
3. Click the button to install the app.





# SET UP YOUR PROFILE

**RALLY** | 



**Welcome**

Legal First Name

Legal Last Name




☐ I go by a different name


Street Address

City

State

Zip


**RALLY** | Rally Together - N...   


 Back


**Confirm Voter Status**

Match Hudson to the voter file

We've searched for **Hudson Smith** from **Cincinnati, OH** in the official file of registered voters. Select the best match.


☐ HUDSON SMITH 


Age   
22


City   
100+ MILES  
FROM  
CINCINNATI  
PERRYSBURG, OH  
43551

Party  
UNK

Street  
LOUISIANA

☐ HUDSON SMITH 

Age   
NEAR AGE

City   
100+ MILES

It's okay if  
you can't find  
a match!  
Select "none  
of these" at  
the bottom  
and you can  
find the  
match later

# ADD YOUR CONTACTS!

Add the names of the people you will contact about voting and elections.

***Make sure you match everyone to the voter file! If not match, click “None of these.”***

RALLY

Rally Together - N... J

[← Back](#)

## Add a Contact

Legal First Name

Enter first name

Last Name

Enter last name

☐ They go by a different name

City

Enter city

State

Age range

13-17

18-29

30-39

40-49

50-59

60-69

70-79

80 or older

RALLY

Rally Together - N... J

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## Confirm Voter Status

### Match Hudson to the voter file

We've searched for **Hudson Smith** from **Cincinnati, OH** in the official file of registered voters. Select the best match.

☐ HUDSON SMITH ✓

Age 22 ✓

City 100+ MILES FROM CINCINNATI  
PERRYSBURG, OH 43551

Party UNK

Street LOUISIANA

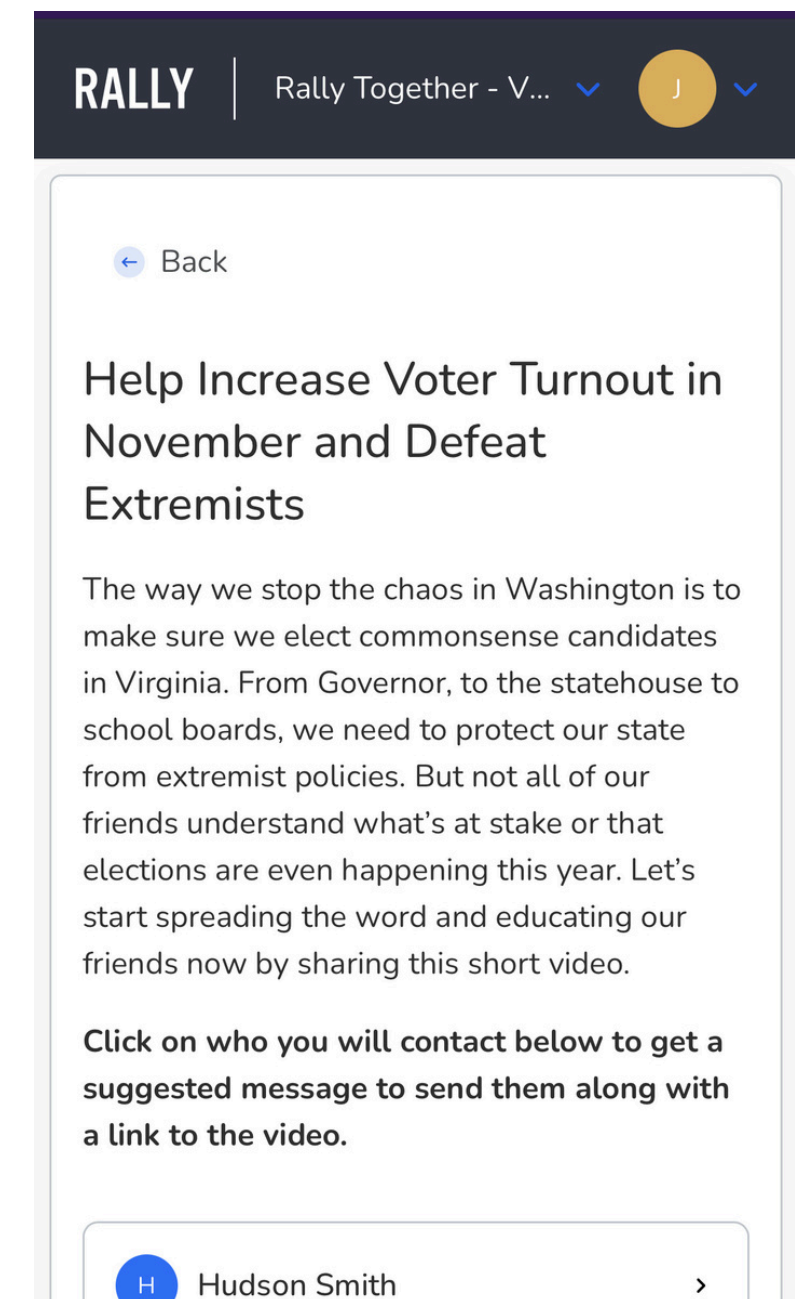
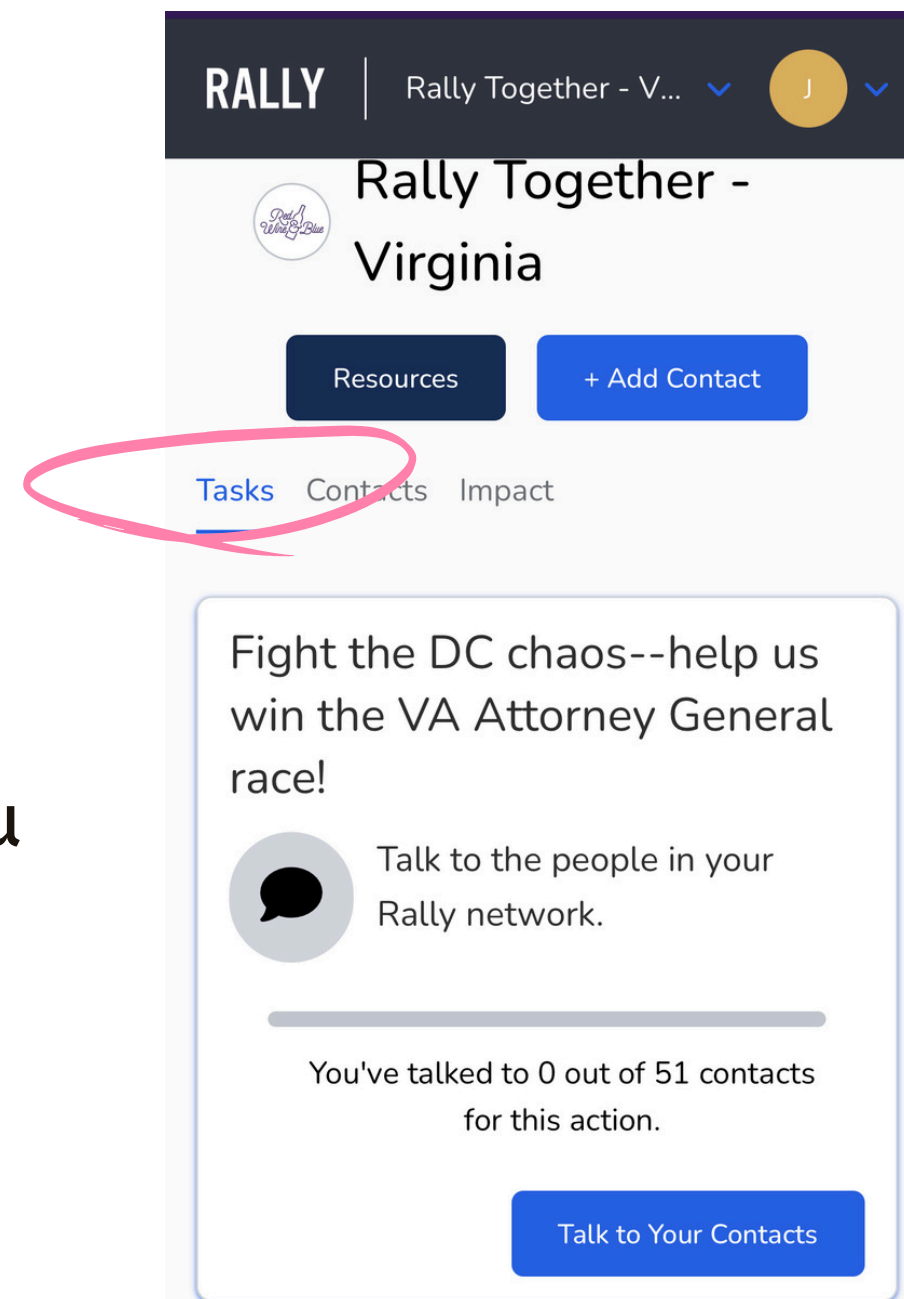
☐ HUDSON SMITH ✓

Age NEAR AGE RANGE

City 100+ MILES FROM

# REACH OUT TO YOUR CIRCLE OF INFLUENCE

- Tap the **Tasks tab**. You will see all the actions and information you can share with your contacts.
- Click the action you want to take to get details and instructions. Then tap the name of the person who you will message or contact.



# REACH OUT TO YOUR CIRCLE OF INFLUENCE

- Get instructions and suggested messages and links to share and then report back and click “I did it” once you engage with your contact.
- **Reporting back is VERY important**
  - it supports RWB by helping us track our goals and helps us show the impact that we are having together on the election!

RALLY | Rally Together - V... J

[← Back](#)

H Hudson Smith

Rally Your Contact

Copy and paste this message (or create your own) and send it to your contact.

Send the message via text, email, or however you normally communicate. Once you send it, click “I Did It.” Then click the Back arrow at the top to return to your contact list and click on the next friend to contact!

Sample Message:

Hi - check out this super cute video about how important Virginia elections are going to be this year. We are one of the only states electing a Governor as well as our state legislature. We need to make sure the people we elect will fight against the chaos coming from DC. I am here to answer any questions. <https://www.youtube.com/watch?v=tckW5FYRsE0>

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☐ I did it!

Submit

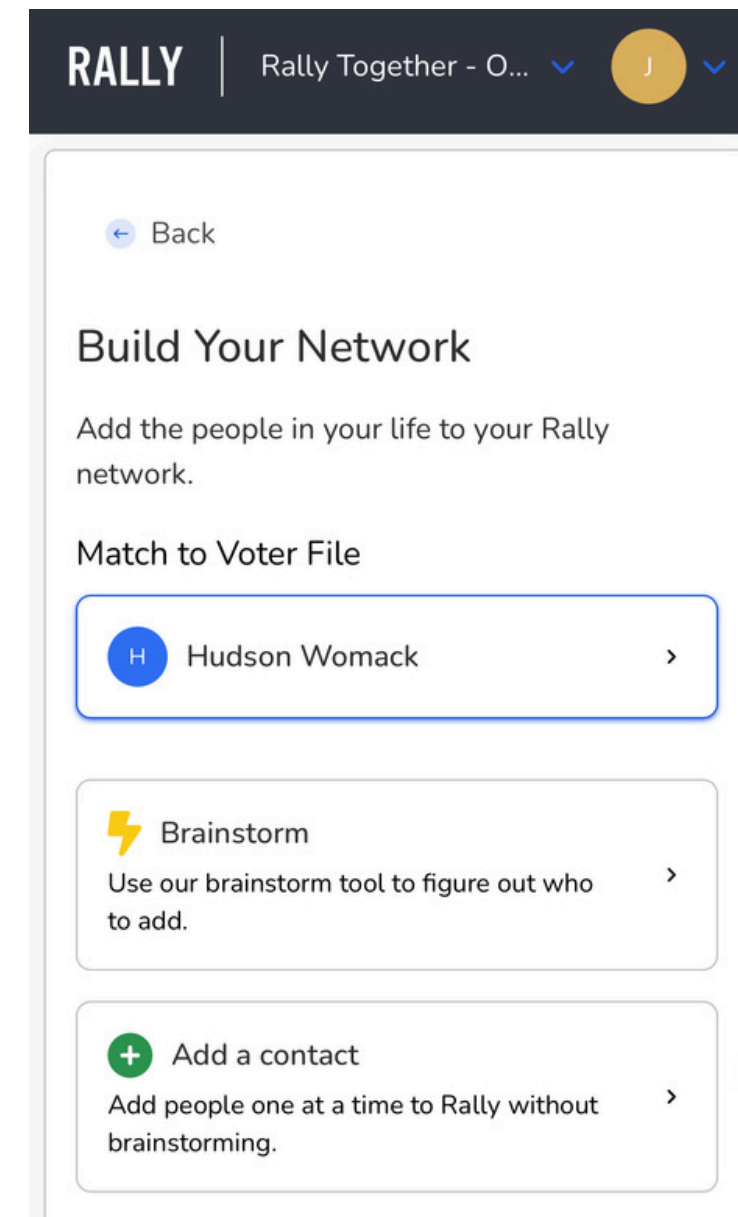
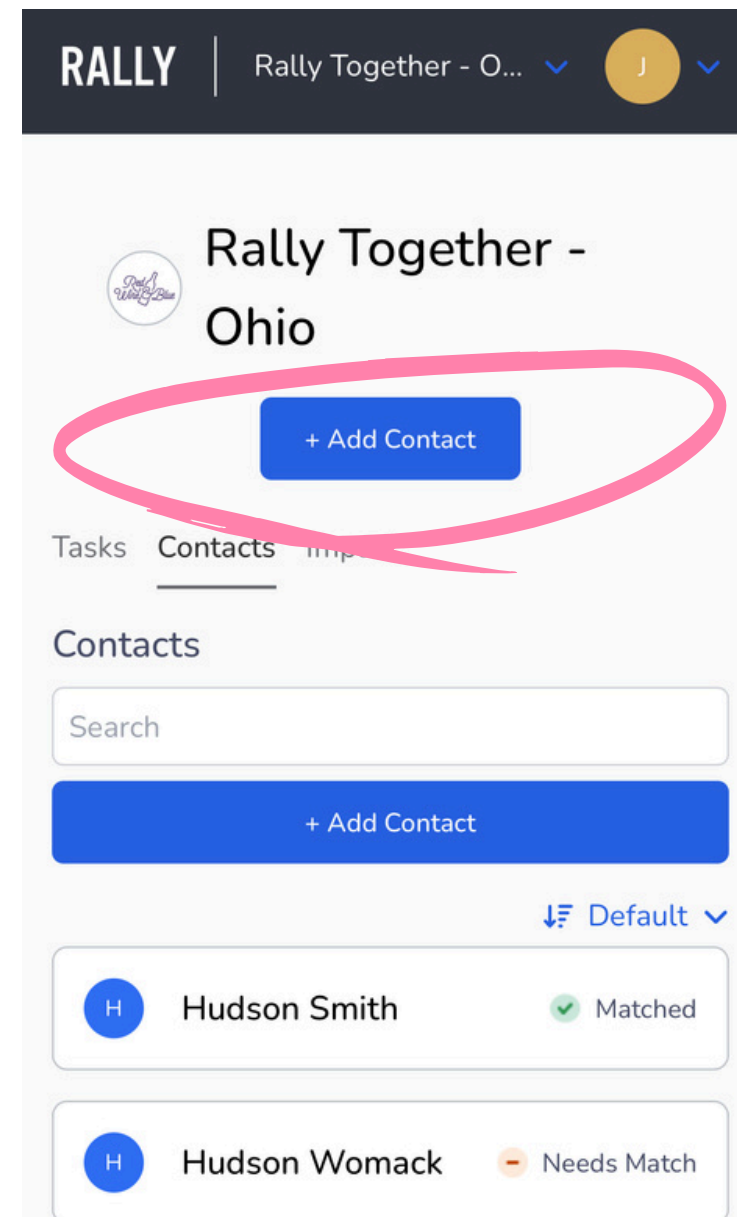
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# BUILD YOUR LIST!

Tap **Tasks or Contacts** to find the “Add Contact” button

Need to help building your list? Use the **brainstorm** function.





**DEMONSTRATION**



# THANK YOU

**QUESTIONS? EMAIL US:** *PENNSYLVANIA@REDWINE.BLUE*

