

Digital Assets & Advertising Toolkit



I. Introduction: The Power of Owned and Paid Assets

The Concept:

Controlling your own digital channels is the most effective way to ensure your advocacy reaches your audience directly. Tools like your social media profiles and Substack channels act as your **digital foundation**, helping you establish long-term authority, grow a loyal following, and define the clean energy narrative on your own terms.

The Connection:

Owned and Paid assets go hand-in-hand: your **owned channels** provide the credibility and "home" for your message, while **paid advertising** allows you to scale that message to new audiences. Without a strong organic foundation, ads won't have the trust needed to convert; without advertising, even your best content can struggle to break through the crowded digital landscape. Together, they help build up your presence and get you in front of the right audience.

The Resource:

This toolkit provides the blueprint for building that organic foundation and scaling your influence through professional, compliant advertising strategies. It is designed to help you navigate the complexities of digital management and turn passive observers into an active, engaged network of supporters.

To learn more about the difference between paid and organic, check out this video:

 **[Paid Social Vs. Organic Social: What's The Difference?](#)**

II. Section 1: Establishing Your Digital Voice (Owned Channels)

1.  Social Media Strategies and Tips -

The Importance of Social Media

Social media is generally the first impression people have of you. This is where you build initial awareness and cultivate an audience. Before investing in paid advertising, your "organic" profiles must be healthy and active. A consistent organic presence builds the credibility you need to turn a casual scroller into a committed advocate.

Social Media in 2026

In 2026, social media algorithms have shifted away from measuring "attention" (likes) to now measuring "utility" (saves and shares). For businesses and organizations, this means just having your content watched is not enough; it needs to be insightful or engaging enough to be kept or passed along.

The Need for Real Content

The rise of AI has led to an explosion of generic, automated content, often referred to as "AI slop". This has fundamentally changed how audiences perceive their content. In fact, research shows that 62% of users are concerned about "synthetic" or AI-driven misinformation in their feeds. There is now a strong desire for real intention and real people behind content creation. To get ahead in today's algorithm, you don't need a massive production budget; you need authenticity.

Strategies for Social Media:

→ Build Out a High-Impact Content Calendar

To keep your feed active without burnout, balance your weekly posts with a schedule focused on highlighting clean energy wins, information and events.

Project Milestones: Show off the progress that's happening in your space. Post site photos, new initiatives/contracts, and outcomes of a finished project.

Economic Reality: Use verified data to connect community needs like local union jobs, tax revenue, or utility bill savings to your initiatives.

Audience Activation: Encourage participation from your community. You want to promote upcoming events, webinars, or subscriptions to newsletters, substacks, podcasts with relevant information.

→ Lean into Personal Profiles

People follow people, not logos. In 2026, personal profiles on sites like LinkedIn see **5x the engagement** of organizational pages. Have your leadership or project managers post insights and achievements directly from their own accounts, then have the organization "repost" those insights with added context.

→ Record Vertical Video

Video content is shared **20 times more** than static text. You don't need a film crew or a crazy budget. A 60-second **vertical video** shot on a phone is plenty to prove there's a person behind the brand. It allows your audience to hear a voice and see a face, which builds immediate trust.

→ Optimize for Social Search (SEO)

Hashtags no longer carry the same weight as before. Algorithms now scan your **entire caption** for keywords. Write your first two sentences with **specific terms** like "[State] clean energy infrastructure," so your posts show up for stakeholders who use social media search bars as their primary news source.

Algorithm Optimization: Frequency & Workflow

In 2026, the algorithm rewards consistency over intensity. You don't need to be online 24/7, but you do need to maintain a presence on all your platforms in order to engage with your audience and to reach new viewers. Below you'll see the recommended posting averages for maximum reach and engagement, along with insights into why.

Platform					
Frequency	3-4 posts per week	1-2 posts per day	1-2 posts per day	2-4 posts per week	1-2 posts per day
Objective	Community building (mix of Feed & Stories)	Real-time news & policy reactions.	Community building (mix of Feed & Stories)	Professional Authority & Networking.	Human-centric conversation & rapid response.

Build Out Time for Content

For many social media accounts, the stress of scrambling to find something to say every morning and not knowing how to deliver is overwhelming. To avoid this, work in batches by setting aside one 90-minute time slot per week (ideally on Monday morning or Friday afternoon) to draft, edit, and schedule your entire week's posts. Use tools like [Meta Business Suite](#) or **LinkedIn's built-in scheduler** to ensure your content goes live during peak hours even when you're preoccupied. This also gives you more flexibility in case you do need to react to something quickly.

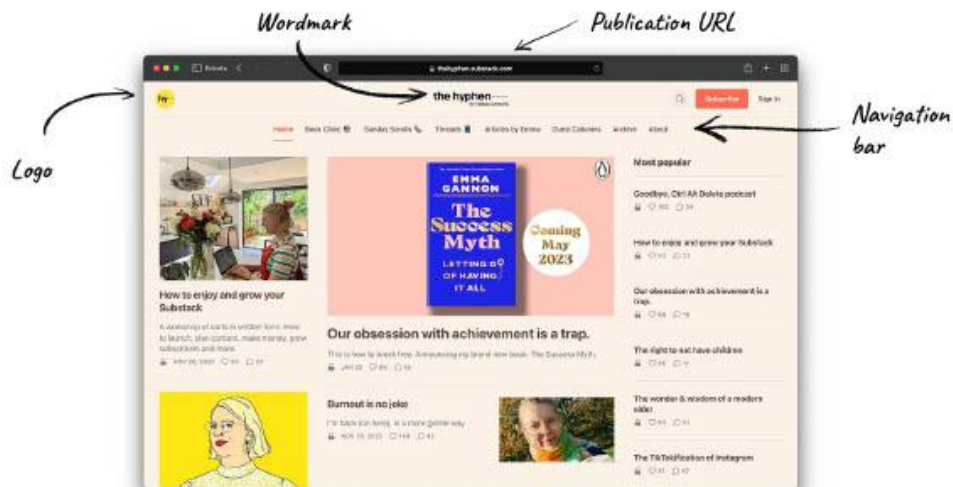
2. Substack Setup & Optimization -

What is Substack?

Substack is more than just a newsletter platform; it is a "direct-to-stakeholder" engine. While social media platforms like X (Twitter) or LinkedIn are great for finding new people, Substack is where you elevate the relationship with your audience. When someone subscribes, they aren't just following a profile; they're actively looking for your content directly into their inbox.

Getting Started: Building Your Publication

- ☐ **Create an Account:** Go to substack.com/signup and enter your email address.
- ☐ **Set Up Profile:** Set up your profile with a name, photo, and a short bio.
- ☐ **Create Your Publication:** Click "Create your publication" and Choose a publication name and a subdomain (e.g., yoursite.substack.com).
- ☐ **Description:** Write a one or two-liner summarizing your content and why people should subscribe.
- ☐ **Import Subscribers** (Optional): If you have an existing email list, you can import it or skip this step.
- ☐ **Add Branding:** Add your logos, colors, and fonts to customize your Substack and ensure your brand is seen throughout (*See the image below for details*)



WordMark

- 1344 x 256
- Keep it relatively simple

Logo

- At least 256 x 256

Cover Photo

- At least 600 x 600
- This is what appears in the subscribe flow

Email Banner

- 1100 x 220

Podcast Cover Image

- At least 1400 x 1400

Podcast Episode Shareable image

- 420 x 300

Please note podcast images on Spotify and Apple will be cropped to a square 300 x 300 version

All vertical and horizontal shareable images match social media norms.

III. Section 2: Amplifying Your Voice (Paid Media)

3. The 3 Types of Paid Media

Boosted Content:

- *What it is:* Takes your best-performing organic social media posts and puts money behind them to increase their reach.
- *Benefit:* An easy way to ensure your existing and new audiences can find your content. This option is great for a post that you think is valuable and want more eyes on.

Sponsored Content:

- *What it is:* Partnering with influencers, established publishers (like popular Substack newsletters or local media sites), or other organizations to create or host content on your behalf.
- *Benefit:* You are accessing the trust and credibility of an established outlet with an already built-in audience. By using another brand's credibility, you're providing instant familiarity to a new audience that may be compelled to check you out in the future.

Digital Ads:

- *What it is:* Purpose-built, traditional digital advertisements. This includes search ads (Google), display/banner ads, pre-roll video (YouTube), and video ads embedded on other sites (referred to as programmatic buying). *Benefits:* These are highly targeted and can help get more people to perform an action that your organization needs. Capturing email sign-ups, event promotion, and survey links fall into this category.

<i>Feature</i>	Boosting Content	Sponsored Content	Digital Ads
<i>Effort Level</i>	Low: Can be done in seconds from your phone or page.	Medium: Requires publisher outreach, contracts, and coordination.	High: Requires a full technical setup and strategy.
<i>Primary Goal</i>	Awareness & Engagement. Best for increased number of views, likes, and comments.	Trust & Audience Expansion. Best for brand exposure that leverages an established audience with information you want them to see	Conversions. Best for driving specific actions or reaching specific targeted audiences
<i>Creative Control</i>	Limited to the existing post you've already created.	Shared: Co-created with the publisher to fit their native style.	Unlimited: Test multiple headlines, images, and video versions.
<i>Targeting</i>	Basic: Broad geographic and interest-based settings.	Publisher-Based: Reaches a specific audience, including whoever the host may target.	Advanced: Precision targeting by zip code or custom supporter lists.
<i>Measurement</i>	Simple: Shows total reach and engagement metrics.	Variable: Relies on publisher reports or custom tracking links.	Deep: Tracks the exact ROI of every dollar spent.

IV. Section 3: Strategic Delivery

4. Advertising Onboarding & Compliance Checklist

To run advocacy or issue-related ads, platforms require extensive verification. To ensure your campaigns launch without a hitch, we've integrated our master in-house compliance checklist. Think of this as your pre-flight manual. If these boxes aren't checked, the ads won't be able to get off the ground.

☐ **Phase 1: Intake and Compliance Basics**

- **Ad Strategy:** Confirm if you are running broad awareness, specific issue advocacy, or localized policy updates.
- **Geography:** Define exactly which states or districts you plan to reach.
- **Legal Identity:** Gather your organization's legal name (matching tax documents exactly), EIN/Registration, and a physical address.
- **The Disclaimer:** Approve the "Paid for by [Organization Name]" language that will appear on every ad.

☐ **Phase 2: Access and Security**

- **Asset Audit:** Identify who owns the Meta Business, FB Page, and Google Ads accounts.
- **Mandatory Security:** Ensure **Two-Factor Authentication (2FA)** is turned on for every admin. A single user without 2FA can stall the process.

☐ **Phase 3: Platform Authorization**

- **Identity Verification:** Admins must upload a government-issued photo ID to prove they are authorized to represent the org.
- **Issue Authorization:** Request permission to run ads related to "Social Issues"

☐ **Phase 4: Billing and Infrastructure**

- **Payment Setup:** Add a payment method and verify it with a small test charge to avoid bank blocks during launch.
- **Budgeting:** Confirm your total budget and daily spend caps to keep the campaign on track.

☐ **Phase 5: Tracking and Workflow**

- **Success Metrics:** Define what a "win" looks like (e.g., website clicks, video views, or Substack sign-ups).
- **Measurement:** Ensure necessary tracking tools (like the Meta Pixel) are installed on your landing pages to measure real-world results.
- **Approval Chain:** Establish who has the final sign-off on copy, creative, and disclaimers to avoid last-minute delays.

Realistic expectation-setting

To run political or issue-related ads on social platforms, platform verification and advertiser authorization need to be completed **before** launch. Even when everything is submitted correctly, approvals are handled by the platforms and can take time especially close to Election Day.

Typical setup time is 10–21 days from kickoff to being fully launch-ready. The fastest cases can be **about 5–7 business days**, but if verification documents don't match exactly, if the payer/disclaimer needs revisions, or if the platform flags the account for additional review, it can take **3–6+ weeks**.

To keep your launch on track, we recommend starting onboarding **3–4 weeks before your target start date** (and **6–8 weeks before Election Day**). Begin verification immediately and build out creative in parallel, but final approval timing is ultimately controlled by the platforms.

5. Platform Creative Specifications

Meta (Facebook & Instagram)

Asset Type	Aspect Ratio	Dimensions	Technical Limits
Image (Feed)	1:1 or 4:5	1080 x 1080 px 1080 x 1350 px	JPG, PNG (Max 30MB)
Video (Feed)	4:5 or 1:1	1080 x 1350 px 1080 x 1080 px	MP4, MOV (Max 4GB)
Stories & Reels	9:16 (Vertical)	1080 x 1920 px	Keep disclaimers out of top 14% and bottom 20%.

LinkedIn

Asset Type	Aspect Ratio	Dimensions	Technical Limits
Single Image	1:1 or 1.91:1	1200 x 1200 px 1200 x 627 px	JPG, PNG (Max 5MB)
Video	16:9 or 1:1	1920 x 1080 px 1200 x 1200 px	MP4 (Max 200MB)

Twitter (X)

Asset Type	Aspect Ratio	Dimensions	Technical Limits
Image Ads	1:1 or 16:9	1200 x 1200 px 1200 x 675 px	JPG, PNG (Max 5MB)
Video Ads	1:1 or 16:9	1200 x 1200 px 1920 x 1080 px	MP4, MOV (Max 512MB) Max Length: 2 min 20 sec



Asset Type	Aspect Ratio	Dimensions	Technical Limits
YouTube Video (Skippable)	16:9	1920 x 1080 px	MP4, MOV 15–30 seconds recommended
YouTube Shorts	9:16	1080 x 1920 px	MP4 (Max 60 seconds)
Google Display Banners	Varies	300x250, 728x90, 300x600	JPG, PNG (Max 150KB)