Making the Most of Your Campaign Website

Mel Choyce

@melchoyce

AUTOMATTIC

WordPress.com

Jetpack

WOO COMMERCE

LONGREADS

A·kis·met

Gravatar

Simplenote

WVIP

CROWD SIGNAL
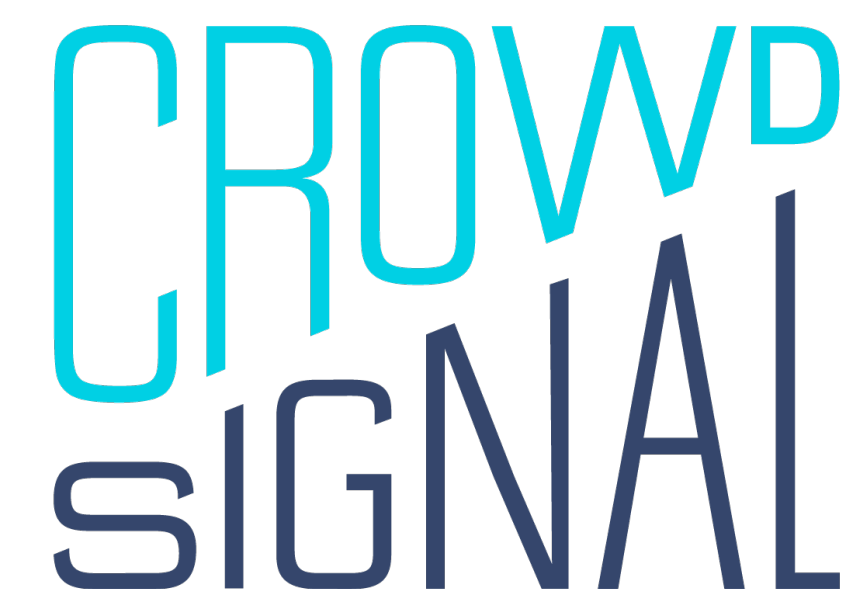
Why am I here?

2016

Denial
Anger
Bargaining
Depression
Acceptance

Denial
Anger
Bargaining
Depression
Acceptance

Denial
Anger
Bargaining
Depression
~~Acceptance~~

RESISTANCE

Ragtag is building a movement of technologists to amplify progressive organizing in innovative and high-impact ways.

─────

Use your powers for good. Join the Ragtag team.

─────

Ragtag's volunteers include developers, content creators, strategists, designers, data scientists, organizers, and managers. Ready to join?

Team up with Ragtag and level up your tech.

─────

We help progressive groups with anything from building a web app to troubleshooting wifi for a phone bank. Interested in enlisting our help?

TECH FOR
CAMPAIGNS

ABOUT US   CAMPAIGNS   DONATE   VOLUNTEER

We bring best-in-class talent and
technology to political campaigns.

Get involved.

| Email address | GET INVOLVED |

https://www.getherelected.com

Get Her Elected

Home   About GHE   Services for Candidates   Contact

We're skilled volunteers helping progressive women candidates

GET ELECTED.

Learn More →

Alessandra BIAGGI
DEMOCRATIC STATE SENATOR
BRONX & WESTCHESTER

SENATOR ALESSANDRA BIAGGI

NEW YORK STATE SENATE D34

Chris Hurst

Delegate for Virginia's 12th District, encompassing Blacksburg, Radford, Pulaski and Giles Counties.

Get Involved

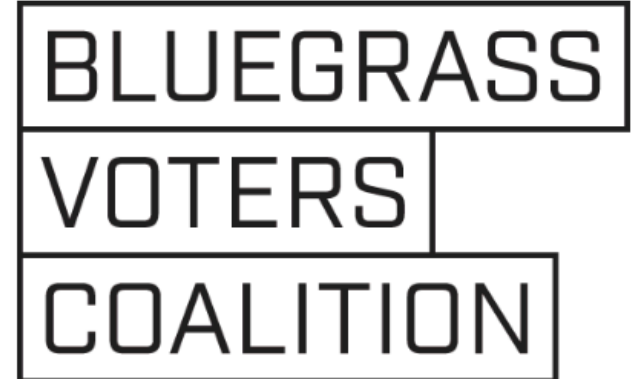I will continue to dedicate my life to giving a voice to the people of southwest Virginia.

Anthony Allison for New Mexico State House District 4

Democrat. Public Servant. Fighter for the Navajo Nation.

BLUEGRASS
VOTERS
COALITION

OUR MISSION

TRANSFORM KENTUCKY'S FUTURE

DONATE

2019

Agenda

How to make the most of your website

Keeping your website safe & secure

Best practices

Social media

You've won your campaign. Congrats!

Wow! Now what do I do with my website?

Thank voters

Audit access

Dashboard

🎛 **Dashboard**

Home

Updates

📌 Posts

🎵 Media

📄 Pages

💬 Comments

📌 Appearance

🔌 Plugins

👤 Users

🔧 Tools

⚙ Settings

▦ CoBlocks

◀ Collapse menu

Welcome to WordPress!

We've assembled some links to get you started:

✖ **Dismiss**

Get Started

[Customize Your Site]

or, change your theme completely

Next Steps

📝 Edit your front page

➕ Add additional pages

🖥 View your site

More Actions

▦ Manage widgets or menus

✖ Turn comments on or off

🚩 Learn more about getting started

At a Glance   ▲

📌 1 Post   📄 8 Pages

💬 1 Comment

WordPress 5.2.2 running Chaplin theme.

Quick Draft   ▲

Title

Content

What's on your mind?

[Save Draft]

Activity   ▲

Recently Published

Aug 1st, 12:49 am   Hello world!

Recent Comments

From A WordPress Commenter on Hello world!
Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1) | Mine (0) | Pending (0) | Approved (1) | Spam (0)

Trash (0)

WordPress Events and News   ▲

Attend an upcoming event near you. 📝

🗺 **WordCamp Las Vegas, NV**   Saturday, Sep 7, 2019
Las Vegas, NV

The Month in WordPress: July 2019

WordPress.org blog: The Month in WordPress: July 2019

WPTavern: WPWeekly Episode 362 – Fitness, Freelancing, and More With Michelle Schulp

WPTavern: Gutenberg 6.2 Adds Nesting Capabilities to Cover, Media & Text Blocks

Meetups ↗ | WordCamps ↗ | News ↗

Howdy, admin

Dashboard

Posts

Media

Pages

Comments

Appearance

Plugins

Users

All Users
Add New
Your Profile

Tools

Settings

CoBlocks

Collapse menu

Screen Options ▾   Help ▾

Users   Add New

All (1) | Administrator (1)

Search Users

| Bulk Actions ▾ | Apply | Change role to... ▾ | Change | | | 1 item |

☐	Username	Name	Email	Role	Posts
☐	admin	Melissa Choyce	dev-email@flywheel.local	Administrator	1
☐	Username	Name	Email	Role	Posts

| Bulk Actions ▾ | Apply | Change role to... ▾ | Change | | | 1 item |

Thank you for creating with WordPress.

Version 5.2.2

Renew your domain

Buy another domain

Tanya Sichynsky ✔
@tanyasic

joe33030.com redirects to biden's site
joe3030.com redirects to mayor pete's site
joe30330.com redirects to ... some guy named josh
joe3033.com goes to ... a real estate co.

joe30303.com is unclaimed, go get 'em tigers
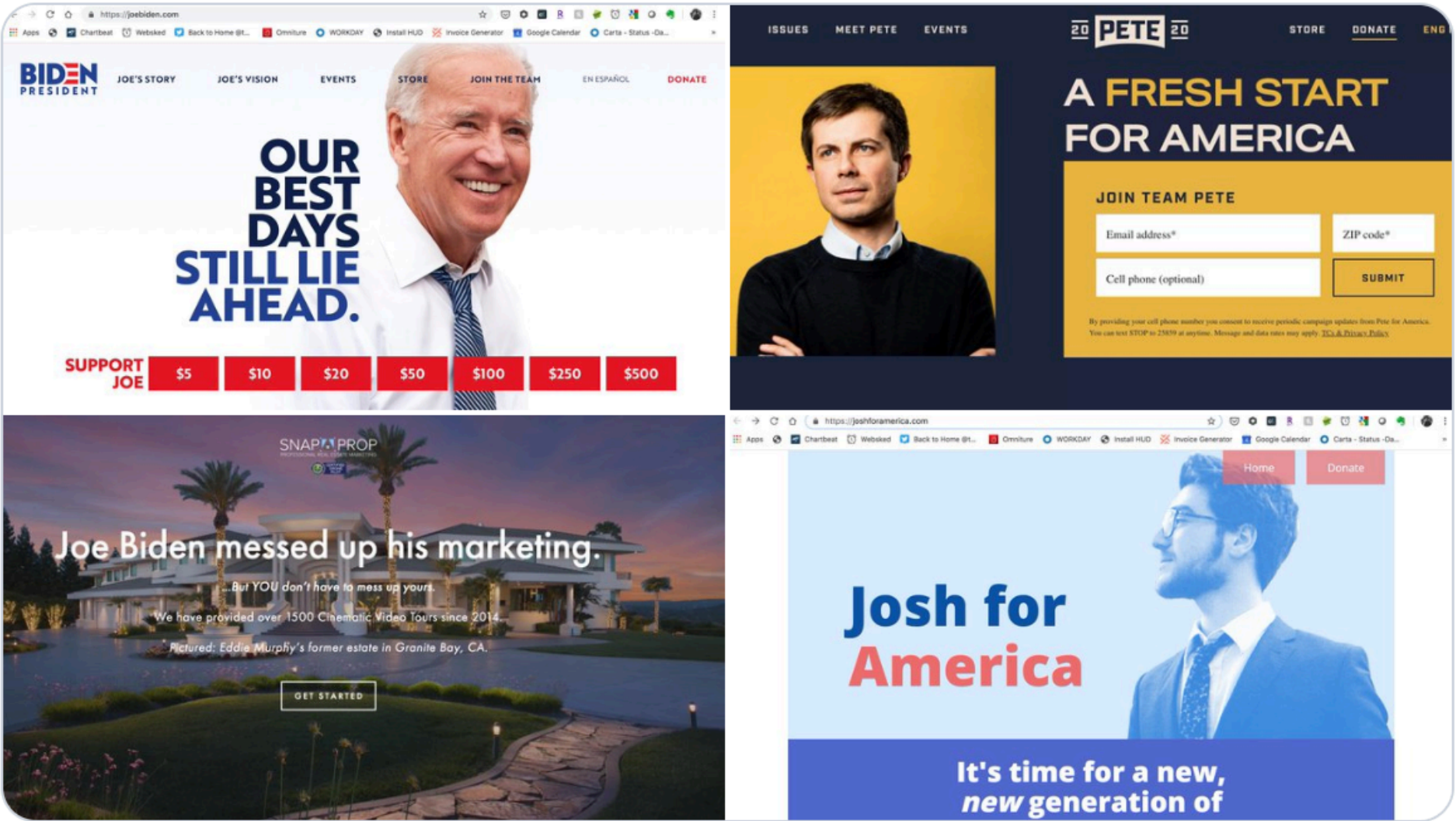
11:08 PM · Jul 31, 2019 · TweetDeck

524 Retweets   **1.6K** Likes

Consult your lawyer

Think about the long-term

"Archive" mode

Keep updating

Archive your site

Website as a business card

MEL
FOR MA

Mustering for MA HD2

We can no longer wait for the old guard to help us prepare for climate change. We need fresh new faces ready to face the challenges of the next couple decades.

↓ Scroll Down

MEL
FOR MA

Mustering for MA HD2

We can no longer wait for the old guard to help us prepare for climate change. We need fresh new faces ready to face the challenges of the next couple decades.

↓ Scroll Down

Tweets by @melchoyce

Mel Choyce
@melchoyce
Replying to @melchoyce
This feels like a good sign as I board my flight to @YEOnetwork

10h

Mel Choyce
@melchoyce
Just ran into @SenWarren in the airport and got to shake her hand 😍😍😍

Embed   View on Twitter

Peachfuzz
Like Page   101 likes
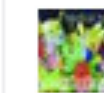
Peachfuzz
about 2 months ago

Medical Maps
Musician/Band · 163 Likes · June 7 · 🌐

Hi All, As mentioned in an earlier post from today we just released our new album. In addition to all the online listening places you can go to bandcamp and lis...

See More

Create new "home" page

Mel 4 MA   0   + New   View Page

Howdy, admin

Dashboard

Posts

Media

Pages

All Pages
Add New

Comments

Appearance

Plugins

Users

Tools

Settings

CoBlocks

Collapse menu

Switch to Draft   Preview   Update

Document   Block   ×

Status & Visibility

Visibility   Public

Publish   Aug 1, 2019 2:26 am

Move to trash

15 Revisions

Permalink

Featured Image

Replace image

Remove featured image

Excerpt

Discussion

Page Attributes

We Did It!

Representative for MA House District 2

In this election, we offer that choice. And as I listened to him explain why he'd enlisted, the absolute faith he had in our country and its leaders, his devotion to duty and service, I thought this young man was all that any of us might hope for in a child. The press has scoured every exit poll for the latest evidence of racial polarization, not just in terms of white and black, but black and brown as well. Of course, recognizing our common humanity is only the beginning of our task.

Set as front page

Dashboard

Dashboard

Welcome to WordPress!

⊗ Dismiss

We've assembled some links to get you started:

Get Started	Next Steps	More Actions
Customize Your Site	✎ Edit your front page	▦ Manage widgets or menus
or, change your theme completely	+ Add additional pages	⊠ Turn comments on or off
	▢ View your site	⚑ Learn more about getting started

At a Glance ▲

📌 1 Post   📄 8 Pages

💬 1 Comment

WordPress 5.2.2 running Chaplin theme.

Quick Draft ▲

Title

Content

What's on your mind?

Save Draft

Activity ▲

Recently Published

Aug 1st, 12:49 am   Hello world!

Recent Comments

From A WordPress Commenter on Hello world!
Hi, this is a comment. To get started with moderating, editing, and deleting comments, please visit the Comments screen in...

All (1) | Mine (0) | Pending (0) | Approved (1) | Spam (0) |
Trash (0)

WordPress Events and News ▲

Attend an upcoming event near you. ✎

🗓 **WordCamp Las Vegas, NV**   Saturday, Sep 7, 2019
Las Vegas, NV

The Month in WordPress: July 2019

WordPress.org blog: The Month in WordPress: July 2019

WPTavern: WPWeekly Episode 362 – Fitness, Freelancing, and More With Michelle Schulp

WPTavern: Gutenberg 6.2 Adds Nesting Capabilities to Cover, Media & Text Blocks

Meetups ↗ | WordCamps ↗ | News ↗

Home
Updates

📌 Posts
🎵 Media
📄 Pages
💬 Comments

🖌 Appearance
🔌 Plugins
👤 Users
🔧 Tools
⚙ Settings

⊞ CoBlocks

◀ Collapse menu

Remove menu

Draft existing pages

MEL
FOR MA

We Did It!

Thank you to all of my staff, volunteers, and all of the voters in HD2. I won because of your support!

Scroll Down

Tweets by @melchoyce

Mel Choyce
@melchoyce
Replying to @melchoyce
This feels like a good sign as I board my flight to @YEOnetwork

♡ ⬆ 10h

Mel Choyce
@melchoyce
Just ran into @SenWarren in the airport and got to shake her hand 😍😍😍

Embed   View on Twitter
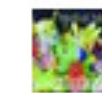
Peachfuzz
f Like Page   101 likes

Peachfuzz
about 2 months ago

Medical Maps
Musician/Band · 163 Likes · June 7 · 🌐

Hi All, As mentioned in an earlier post from today we just released our new album. In addition to all the online listening places you can go to bandcamp and lis...

See More

Keep updating your site

Political resume

List successes

Maintain a blog

Alessandra BIAGGI

DEMOCRATIC STATE SENATOR
BRONX & WESTCHESTER

MEET ALESSANDRA   ENDORSEMENTS   PRESS   NEWS   CONTACT   DONATE

NEWS AND PRESS RELEASES

Biaggi Responds To Cuomo's Dec. 17 Speech

DECEMBER 30, 2018

Senator-Elect Biaggi Statement on Proposed Amazon Deal

NOVEMBER 22, 2018

Newsletter

Press

lohud.

Alessandra Biaggi: A losing streak, then unseating a political kingpin

June 26, 2019

The New York Times

Sex Harassment Laws Toughened in New York: 'Finally, This Is Happening'
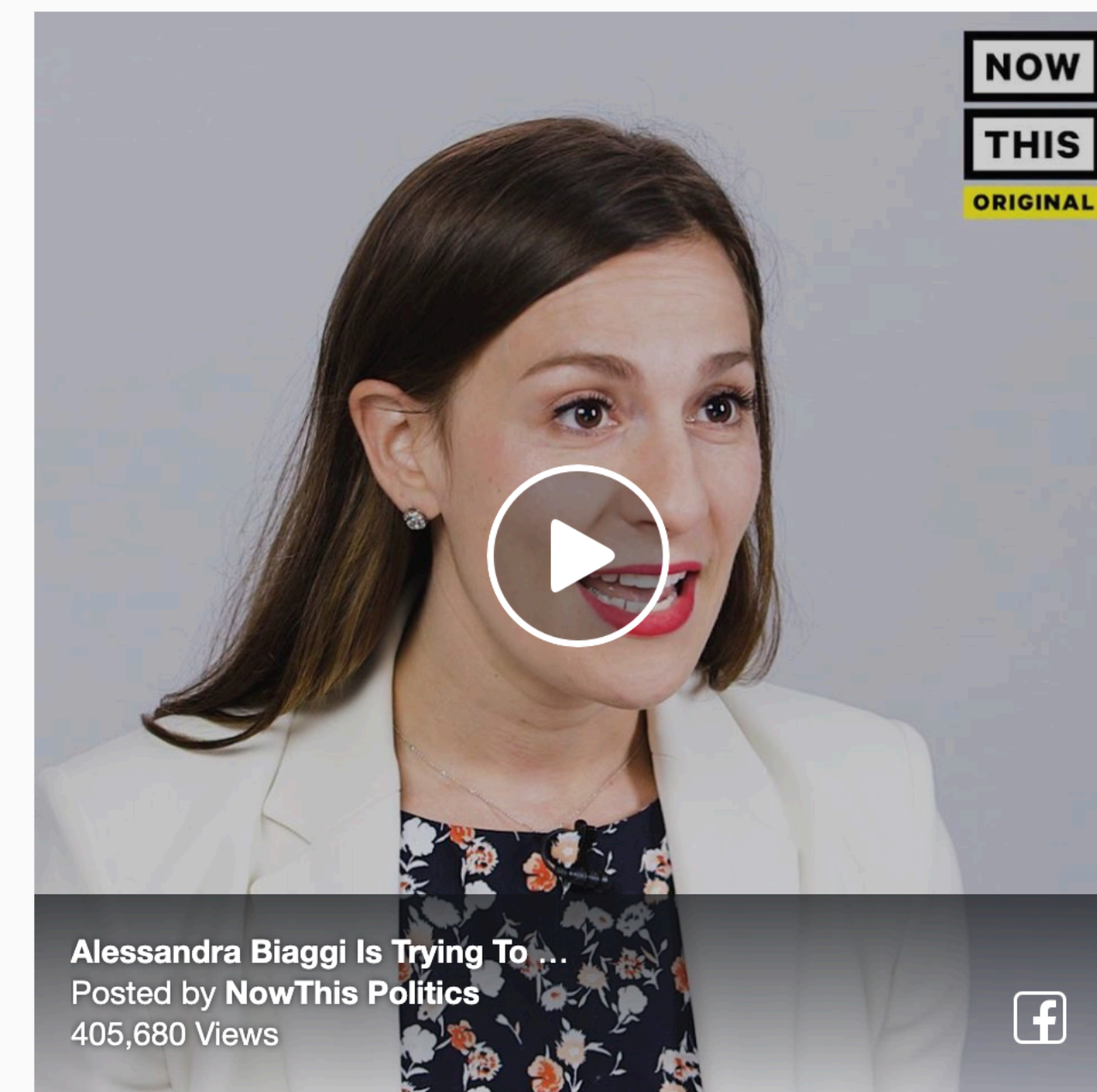
June 20, 2019

The Nation.

Progressive 'Piss and Vinegar' Takes On Albany

Mar 13, 2019

ARTICLES

- **Democrat & Chronicle:** Public schools to teach New York students about child sexual abuse under 'Erin's Law'. *July 3, 2019.*

- **The Nation:** The Working Families Party and a New Class of Progressive Lawmakers Are Revolutionizing Albany. *July 1, 2019.*

- **The Riverdale Press:** Biaggi's campaign promises become Albany successes. *June 30, 2019.*

- **Bronx Times:** Senator Biaggi Hosts Meet & Greet. *June 28, 2019.*

- **NY Daily News:** New York lawmakers pass host of progressive measures and weigh remaining items as legislative session stretches into extra day. *June 19, 2019.*

- **The New York Times:** 3 Young Lawmakers Share a Progressive Vision, and a 7-Room Apartment. *Mar 18, 2019.*

- **lohud:** Alessandra Biaggi: Driver's licenses for undocumented New Yorkers can boost safety for all. *Mar 18, 2019.*

- **lohud:** Deep-pocketed donors hold sway over New York politics, and all of us suffer: Sen. Biaggi. *Feb 4, 2019.*

- **The New York Times:** Smoke a Joint, Save the Subway? *Dec 5, 2018.*

- **BronxTimes:** Ocasio-Cortez, Biaggi win big. *Nov 9, 2018.*

- **Curbed New York:** NYC's rent laws poised for major reform after Democratic wins in state

MEDIA

Alessandra Biaggi Is Trying To ...
Posted by NowThis Politics
405,680 Views

BronxTalk: 34th Senate District Primary Debate 8/13/18

Donations

Security

What happens when you get hacked

Defacement

Hacked By VandaTheGod

corruption turned political culture fuck governments we want more jobs hospitals fuck the police
#AntiGov Contato Twitter.com/VandaTheGod

Leaks

More compromised accounts

It's a pain.

What can you do?

Be aware

Phishing

"BUT HER EMAILS"

> *From:* Google <no-reply@accounts.googlemail.com>

> *Date:* March 19, 2016 at 4:34:30 AM EDT

> *To:* john.podesta@gmail.com

> *Subject:* *Someone has your password*

>

> Someone has your password

> Hi John

>

> Someone just used your password to try to sign in to your Google Account

> @gmail.com.

>

> Details:

> Saturday, 19 March, 8:34:30 UTC

> IP Address: 134.249.139.239

> Location: Ukraine

>

> Google stopped this sign-in attempt. You should change your password

> immediately.

>

> CHANGE PASSWORD <https://bit.ly/1PibSU0>

>

> Best,

> The Gmail Team

> You received this mandatory email service announcement to update you about

> important changes to your Google product or account.

> *From:* Google <no-reply@accounts.googlemail.com>
> *Date:* March 19, 2016 at 4:34:30 AM EDT
> *To:* john.podesta@gmail.com
> *Subject:* *Someone has your password*
>
> Someone has your password
> Hi John
>
> Someone just used your password to try to sign in to your Google Account
> @gmail.com.
>
> Details:
> Saturday, 19 March, 8:34:30 UTC
> IP Address: 134.249.139.239
> Location: Ukraine
>
> Google stopped this sign-in attempt. You should change your password
> immediately.
>
> CHANGE PASSWORD <https://bit.ly/1PibSU0>
>
> Best,
> The Gmail Team
> You received this mandatory email service announcement to update you about
> important changes to your Google product or account.
>

Social Engineering ⚑ Red Flags

⚑ FROM

- I don't recognize the sender's email address as someone **I ordinarily communicate with**.
- This email is from **someone outside my organization and it's not related to my job responsibilities**.
- This email was sent from **someone inside the organization** or from a customer, vendor, or partner and is **very unusual or out of character**.
- Is the sender's email address from a **suspicious domain** (like micorsoft-support.com)?
- **I don't know the sender personally** and they **were not vouched for** by someone I trust.
- **I don't have a business relationship** nor any past communications with the sender.
- This is an **unexpected or unusual email** with an **embedded hyperlink or an attachment** from someone I haven't communicated with recently.
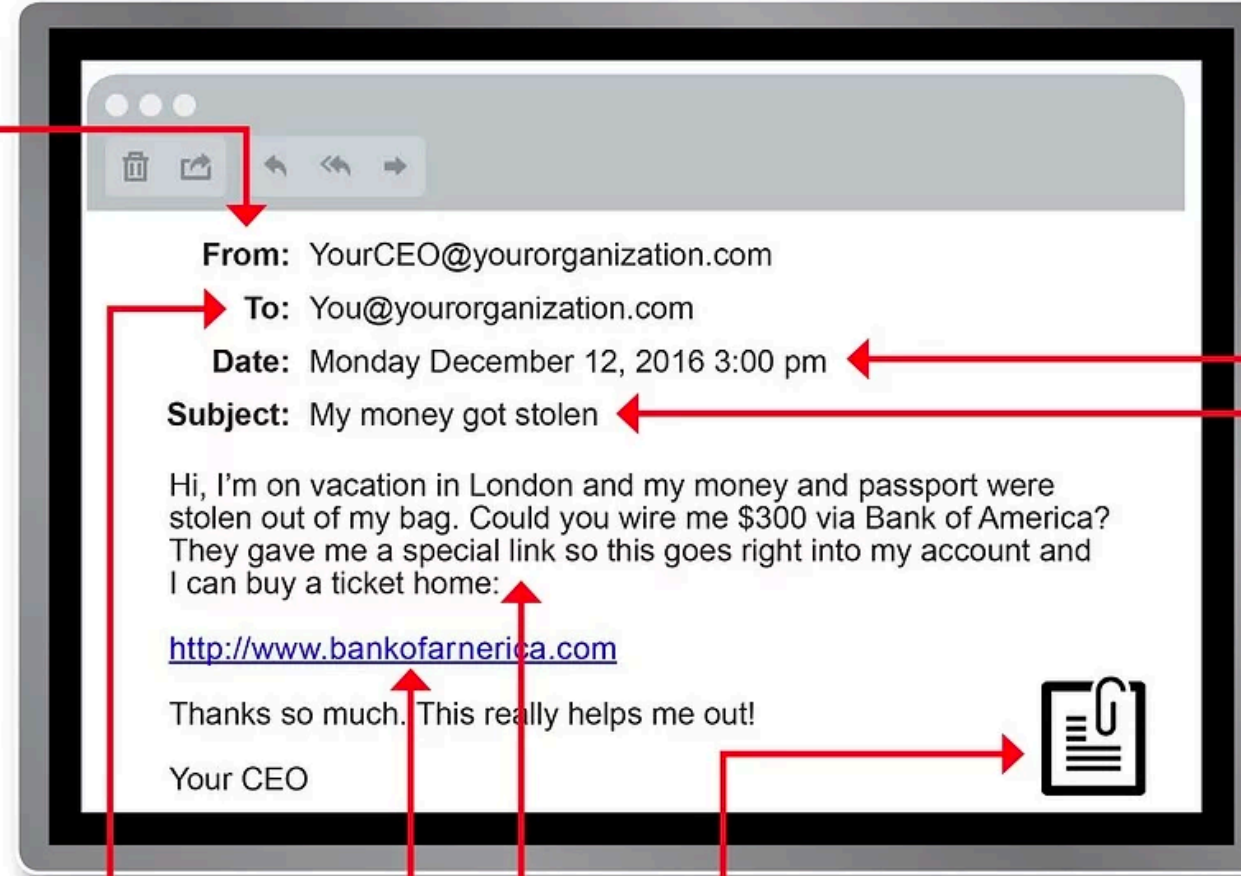
⚑ TO

- I was cc'd on an email sent to one or more people, but **I don't personally know** the other people it was sent to.
- I received an email that was also sent to an **unusual mix of people**. For instance, it might be sent to a random group of people at my organization whose last names start with the same letter, or a whole list of unrelated addresses.

⚑ HYPERLINKS

- I hover my mouse over a hyperlink that's displayed in the email message, but the **link-to address is for a different website**. (This is a **big** red flag.)
- I received an email that only has **long hyperlinks with no further information**, and the rest of the email is completely blank.
- I received an email with a **hyperlink that is a misspelling** of a known web site. For instance, www.bankofarnerica.com — the "m" is really two characters — "r" and "n."

From: YourCEO@yourorganization.com
To: You@yourorganization.com
Date: Monday December 12, 2016 3:00 pm
Subject: My money got stolen

Hi, I'm on vacation in London and my money and passport were stolen out of my bag. Could you wire me $300 via Bank of America? They gave me a special link so this goes right into my account and I can buy a ticket home:

http://www.bankofarnerica.com

Thanks so much. This really helps me out!

Your CEO

⚑ DATE

- Did I receive an email that I normally would get during regular business hours, but it was **sent at an unusual time** like 3 a.m.?

⚑ SUBJECT

- Did I get an email with a subject line that is **irrelevant** or **does not match** the message content?
- Is the email message a reply to something **I never sent or requested**?

⚑ ATTACHMENTS

- The sender included an email attachment that **I was not expecting** or that **makes no sense** in relation to the email message. (This sender doesn't ordinarily send me this type of attachment.)
- I see an attachment with a possibly **dangerous file type**. The only file type that is **always safe to click on is a .txt** file.
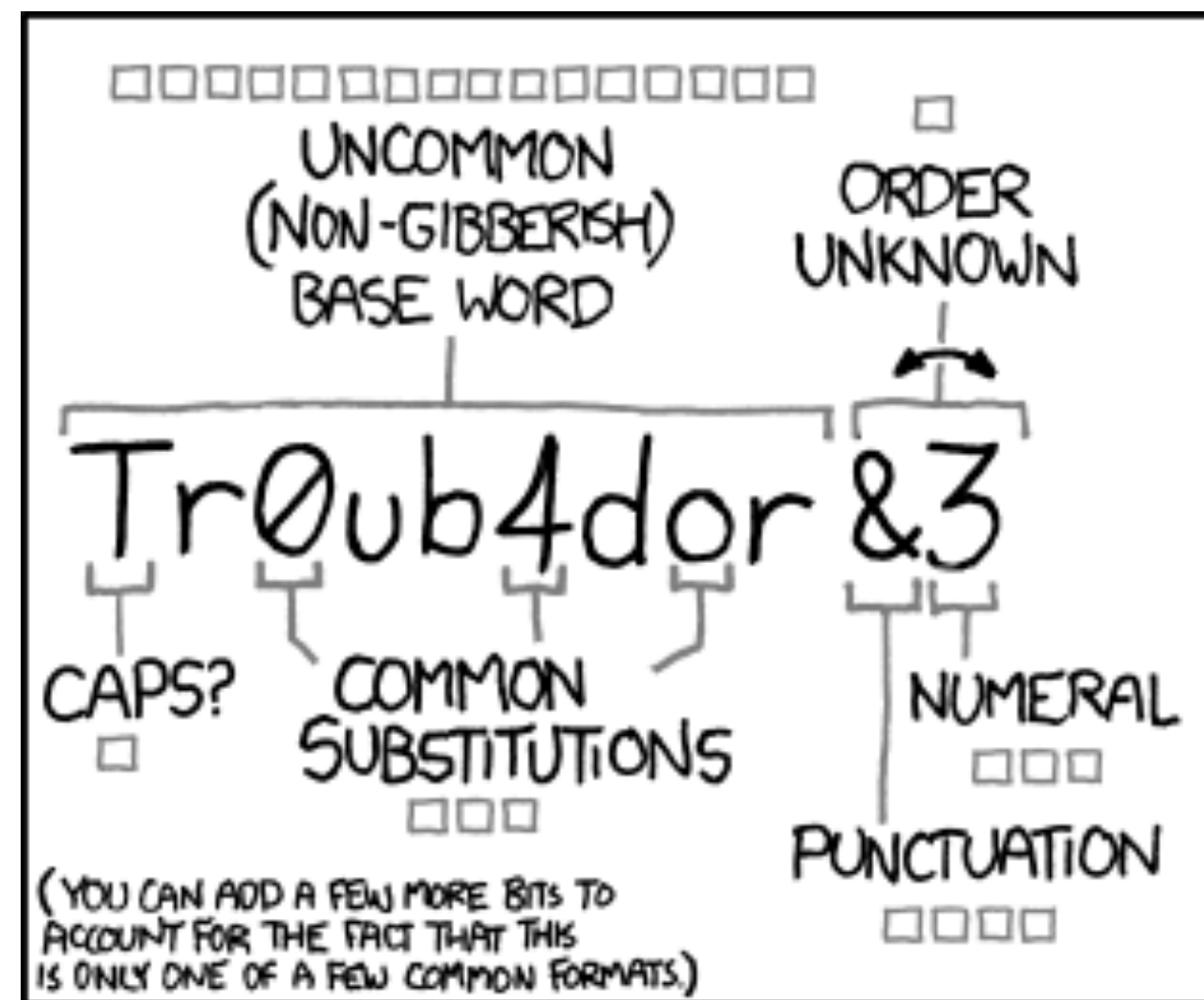
⚑ CONTENT

- Is the sender asking me to click on a link or open an attachment to **avoid a negative consequence** or to **gain something of value**?
- Is the email **out of the ordinary**, or does it have **bad grammar** or **spelling errors**?
- Is the sender asking me to click a link or open up an attachment that **seems odd** or **illogical**?
- Do I have an **uncomfortable gut feeling** about the sender's request to open an attachment or click a link?
- Is the email asking me to look at a **compromising or embarrassing picture** of myself or someone I know?

KnowBe4
Human error. Conquered.

http://www.phishing.org/what-is-phishing

Strong passwords

mel4ma1 = bad password

"Brute force" attacks

v82YyPX]U7IJq1l)5Sw3bjc
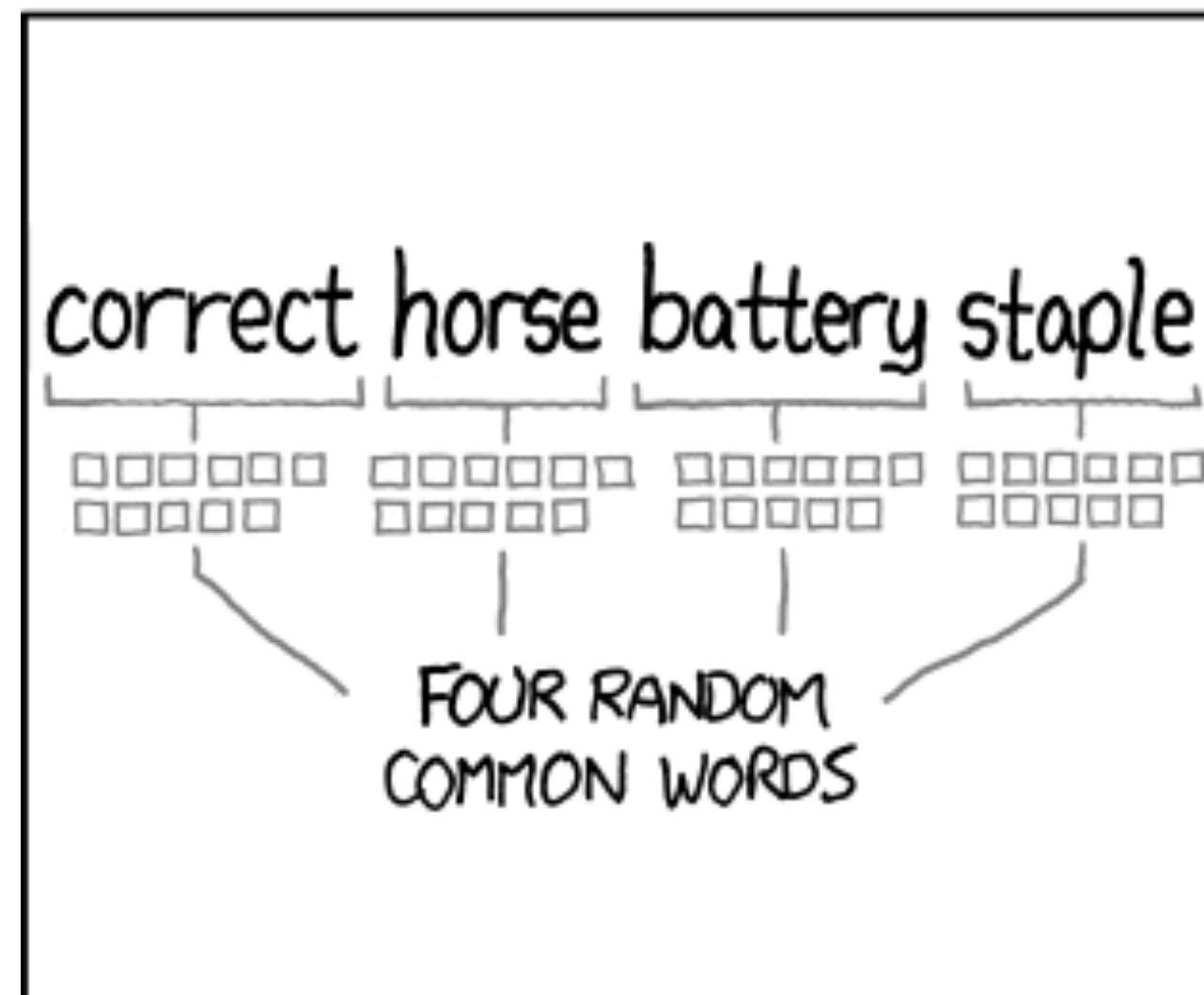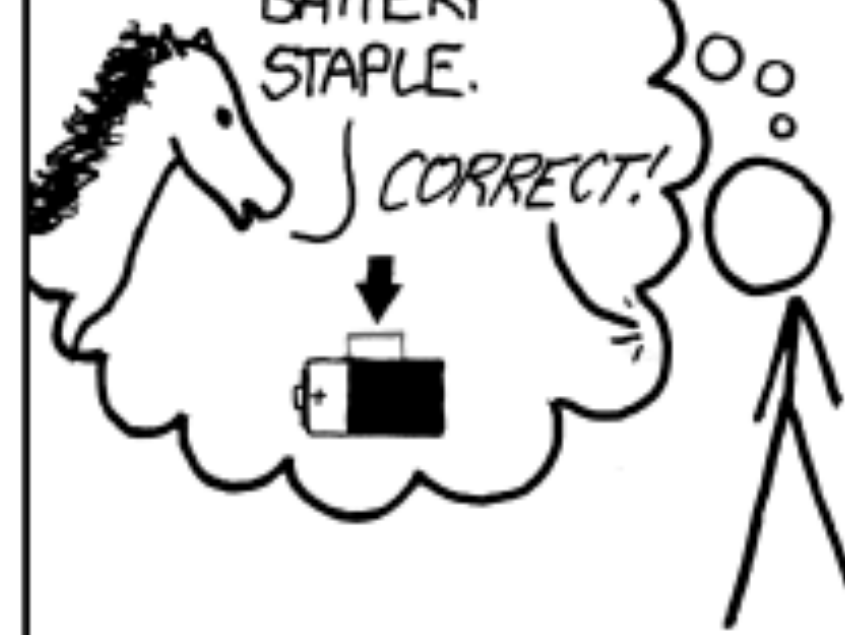
Use a password manager

Two-factor authentication

Limit access

Keep your site up-to-date

Not Secure | test.local/wp-admin/update-core.php

Dashboard

Home
Updates 8

📌 Posts

📷 Media

📄 Pages

💬 Comments

🎨 Appearance

🔌 Plugins 4

👤 Users

🔧 Tools

⚙ Settings

✏ Gutenberg

▦ Stackable 1

▦ Atomic Blocks

◀ Collapse menu

Help ▾

WordPress Updates

> **Important:** before updating, please back up your database and files. For help with updates, visit the Updating WordPress Codex page.

Last checked on July 29, 2019 at 7:52 pm.   Check Again

An updated version of WordPress is available.

You can update to WordPress 5.2.2 automatically:

Update Now

While your site is being updated, it will be in maintenance mode. As soon as your updates are complete, your site will return to normal.

Plugins

The following plugins have new versions available. Check the ones you want to update and then click "Update Plugins".

Update Plugins

☐ Select All

☐ **Atomic Blocks - Gutenberg Blocks Collection**
You have version 1.5.2 installed. Update to 2.0.1. View version 2.0.1 details.
Compatibility with WordPress 5.0.4: 100% (according to its author)
Compatibility with WordPress 5.2.2: 100% (according to its author)

☐ **Classic Editor**
You have version 1.4 installed. Update to 1.5. View version 1.5 details.
Compatibility with WordPress 5.0.4: 100% (according to its author)
Compatibility with WordPress 5.2.2: 100% (according to its author)

☐ **CoBlocks**
You have version 1.9.2 installed. Update to 1.12.0. View version 1.12.0 details.
Compatibility with WordPress 5.0.4: 100% (according to its author)
Compatibility with WordPress 5.2.2: 100% (according to its author)

☐ **Stackable - Gutenberg Blocks**
You have version 1.12.1 installed. Update to 1.16.0. View version 1.16.0 details.

Enable auto-updates

Security Plugins

Sucuri, iThemes Security, Wordfence, Jetpack, etc.

Good hosting

Bluehost

Powering over 2 million websites, Bluehost offers the ultimate WordPress platform. Tuned for WordPress, we offer WordPress-centric dashboards and tools along with 1-click installation, a FREE domain name, email, FTP, and more. Easily scalable and backed by legendary 24/7 support by in-house WordPress experts.

Forum threads about Bluehost »

DreamHost

DreamHost has been committed to WordPress and its community for over 10 years. Our hosting platforms are optimized for WordPress and our team actively contributes to the WordPress community. At DreamHost, you take total control of your server or let our team of experts handle everything for you. DreamHost offers choice, performance and value for new users and experts alike.

Forum threads about DreamHost »

SiteGround

SiteGround has tools that make managing WordPress sites easy: one-click install, managed updates, WP-Cli, WordPress staging and git integration. We have a very fast support team with advanced WordPress expertise available 24/7. We provide latest speed technologies that make WordPress load faster: NGINX-based caching, SSD-drives, PHP 7, CDN, HTTP/2. We proactively protect the WordPress sites from hacks.

Forum threads about SiteGround »

https://ragtag.org/
security-trainings

Backups

Jetpack, All-in-One WP Migration, UpDraft Plus, etc.

Hosts

Website best practices

Accessibility

1 in 4 adults in the US has a disability

Percentage of adults with functional disability types

MOBILITY 13.7% — Serious difficulty walking or climbing stairs

COGNITION 10.8% — Serious difficulty concentrating, remembering, or making decisions

INDEPENDENT LIVING 6.8% — Difficulty doing errands alone

HEARING 5.9% — Deafness or serious difficulty hearing

VISION 4.6% — Blindness or serious difficulty seeing

SELF-CARE 3.7% — Difficulty dressing or bathing

https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html

Thirty-five million eligible voters are disabled, and disability turnout lags behind that of nondisabled voters by 6 percentage points; if disabled people voted at the same rate as their nondisabled counterparts, there would be 2.2 million more voters.

s.e. smith
"Not one 2020 candidate has a website that is accessible to the blind"

Keyboard navigable

Screen reader navigable

Color contrast & sufficient text size

Think about accessibility the next time you redesign

https://wordpress.org/themes/tags/accessibility-ready/
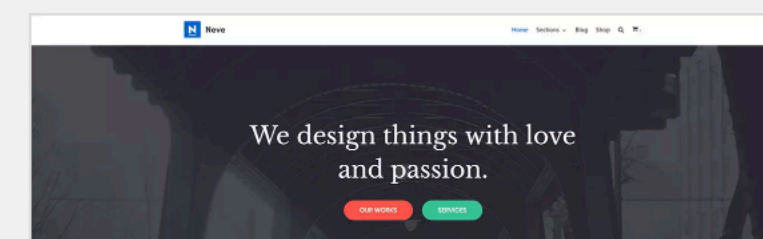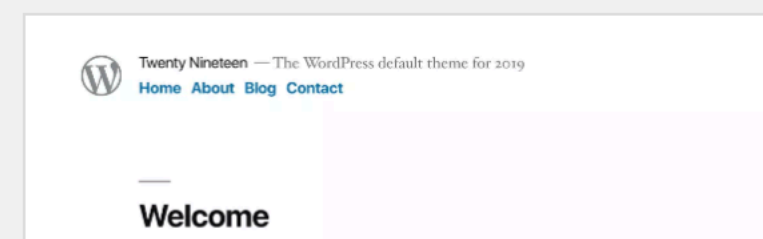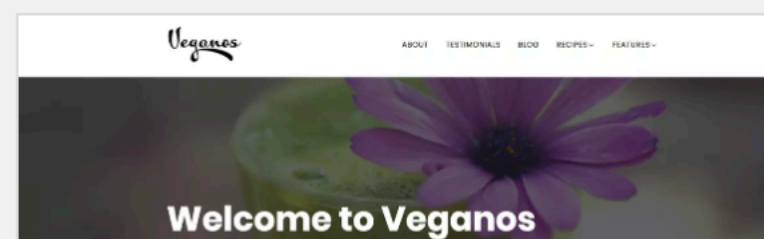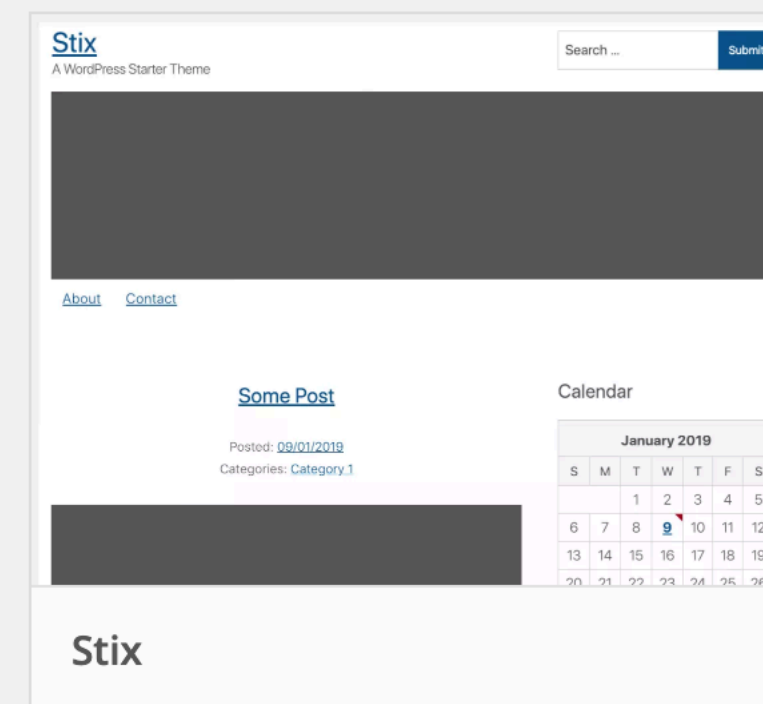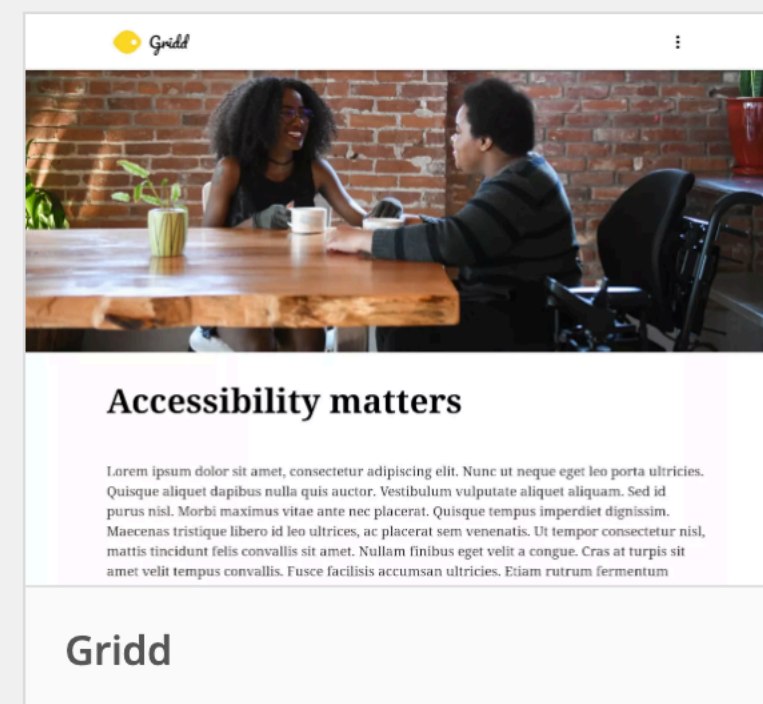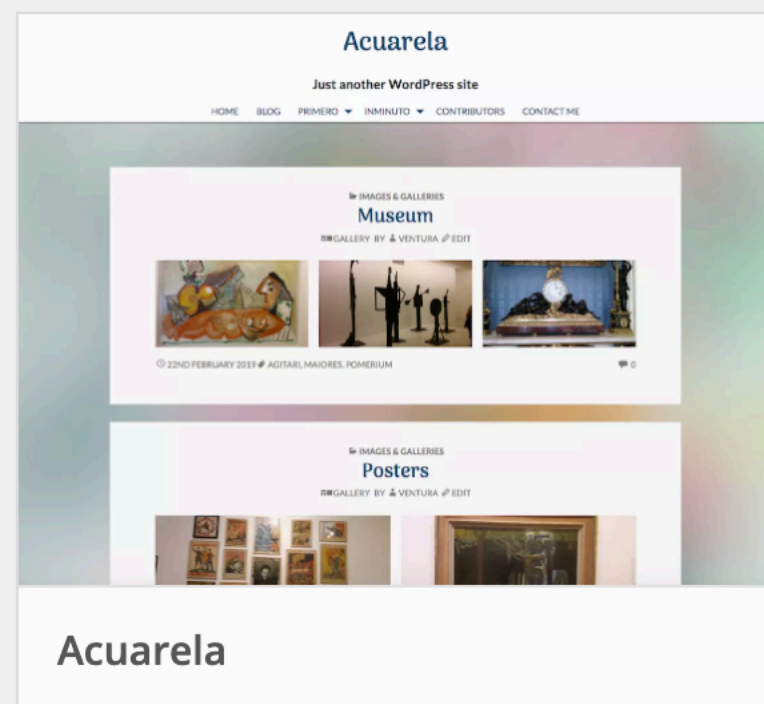
Maria Town
@maria_m_town

Update: so far @ewarren and @CoryBooker have accessibility statements on their website, and @AndrewYang has accessibility tools built into his website. Thanks to everyone who responded! #CripTheVote #RevUp

> **Maria Town** @maria_m_town · Jul 31
>
> Disability community - so far every candidate tonight has named their website in their closing statement. Last time I checked none of the websites were accessible. Has there been any progress on this from any campaign? #RevUp #CripTheVote #DemDebate

11:30 PM · Jul 31, 2019 from Washington, DC · Twitter for iPhone

47 Retweets   **88** Likes

Content

What story are you telling?

Know your audience

Text formatting

Break up paragraphs

Use correct headings

Use bullet points

Cut your content in half...
and then half again

Hire a copyeditor

Social media

Why have a website when social media exists?

Website = Hub

Moderated Engagement

Pull in, not push out

Josh on Twitter

Joshua G. Cole Retweeted

Ilhan Omar ✓
@IlhanMN

They said "send her back" but Speaker @SpeakerPelosi didn't just make arrangements to send me back, she went back with me ✊🏽

So grateful for the honor to return to Mother Africa with the @TheBlackCaucus and commemorate The Year of Return! #Doorofreturn #Ghana

Josh on Facebook

Joshua Cole for Delegate
2,711 likes

f **Like Page**   💬 **Send Message**

Joshua Cole for Delegate ✓
22 hours ago

When our Commonwealth was recently named the number one state in the country to do business while continuing to deny 1.2 million hardworking Virginians the ability to stay home when they have

https://jgcole.org/

Try to keep content varied

Summary

- Y'all rock 🤘

- You should either archive your site ("business card") or actively maintain it ("resume")

- Be careful and use good passwords

- Backup your site

- Be accessible to people with disabilities

- Get to the point

- Pull in from, don't push out to social media

- Keep fighting 💪💪💪

Thanks!

@melchoyce