

Digital Branding, Best Practices Guide

By FindMy.gop

Overview

This guide is to help Republican Committees to establish digital best practices for branding.

Websites & Domains:

When selecting a Domain Name it is important to keep in mind that shorter is better. Here are some potential formats for helping you select your domain name.

- 1) [County Name]gop.com or gop[County Name].com
 - 2) [County Name][State Initials]gop.com
- Or
- 3) [County Name].gop*

Your committee name does not need to be specifically in your domain name to rank high in search engines. That can be accomplished by optimizing your website content and utilizing effective Search Engine Optimization (SEO) strategies. SEO involves a set of practices designed to improve the visibility and ranking of your website on search engines like Google.

Having the right domain can also provide you with good email domains. Using services such as Google Workspace, Fastmail, Protonmail, or other email service providers you can host your own email accounts for added security, transparency, and uniformity.

Essential email addresses needed are:

- 1) chairman@insertdomainnamehere
- 2) secretary@insertdomainnamehere
- 3) newsletter@insertdomainnamehere

By having these emails you can (1) setup email forwarders, (2) get verified for email marketing platforms, and (3) provide your audience with an easy way to get access to you. Avoid using personal email addresses at all cost. This will cause legacy issues during leadership transitions.

Facebook:

When setting up your Facebook Page there are two important factors to take into consideration. First being the name of your page, as this will directly help with search results. Second being the username set to help link to your page.

Facebook Page names should have a clear and concise format to help with discovery.

- 1) [County Name] Republicans, ie: Broome Republicans
- 2) [County Name] County Republicans, ie: Ulster County Republicans
- 3) [County Name] Republican Committee
- 4) [County Name] County Republican Committee

All of these are acceptable formats that will help republicans discover your Facebook Page with the least amount of resistance.

Facebook Page Username however, when used properly can help with branding and symmetry. You should primarily look to keep this in line with your website domain format minus the .com. This is beneficial for all your marketing efforts.

- 1) [County Name]gop.com or gop[County Name]
- 2) [County Name][State Initials]gop

This should try to conform to your domain name or a uniformed naming convention for marketing purposes.

Twitter

Twitter Profile names should have a clear and concise format to help with discovery.

- 5) [County Name] Republicans, ie: Broome Republicans
- 6) [County Name] County Republicans, ie: Ulster County Republicans
- 7) [County Name] Republican Committee
- 8) [County Name] County Republican Committee

All of these are acceptable formats that will help republicans discover your Twitter Profile with the least amount of resistance.

Twitter Username however, when used properly can help with branding and symmetry. You should primarily look to keep this in line with your website domain format minus the .com. This is beneficial for all your marketing efforts.

- 3) [County Name]gop.com or gop[County Name]
- 4) [County Name][State Initials]gop

This should try to conform to your domain name or a uniformed naming convention for marketing purposes

Example County:

Ulster County, New York

Website: ulster.gop, ulstergop.com

Facebook Name: Ulster County Republicans

(This is also done because there is a town within the county with the same name Ulster)

Facebook Username: @ulstergop

Twitter Name: Ulster County Republicans

Twitter Username: @ulstergop

Notes

** The .gop domain name is a top-level domain (TLD) that was established specifically for the Republican Party in the United States. The .gop domain is intended to serve as a branding tool and a digital platform for Republican candidates, organizations, and party-related initiatives, facilitating a unified online presence that is easily identifiable with the party.*

The .gop domain was launched in 2014 by the Republican State Leadership Committee (RSLC), which is a political organization dedicated to electing down-ballot, state-level Republican candidates. The initiative to create a .gop domain was part of a broader effort by the Republican Party to improve its digital strategy and online presence following the 2012 presidential election, during which the party identified a need to enhance its technological and digital capabilities to better reach and engage with voters