

Why use social media?

- To interact with supporters
- To reach different audiences
- To increase your supporters
- To find allies
- To increase number of people taking and sharing actions



- To drive traffic to your website
- To share photos and videos
- Because it's free
- Because you have control (most of the time)



Why is Facebook useful for campaigning?

- Write long posts - give more information
- Engage in conversations with multiple people
- Create events – monitor and communicate with people who are coming
- Create a personality for your campaign
- Keep important news prominent



Why is twitter useful for campaigning?

- To give your supporters real time news about your campaign
- To contact people you otherwise might not be able to
- To have conversations in public
- Immediacy – you're likely to get a quick response
- Powerful tool for connecting people – users are often strangers





How to use social media in campaigning

- **Be strategic**
 - Why do you want to use social media?
 - What time of day should you post?
 - Do you need a rota for multiple users?
 - What tone should your posts have?
- **Interact with supporters**
 - Respond where possible
 - Types of comments to respond to
- **Content**
 - Take time to create posts
 - Post often but not too often
 - Stay relevant
 - Post interesting content
 - Post images and videos



What is your campaign goal and how can you use social media to achieve it?