

Learning points from the Social Media Workshop

What works in social:

- Social media is about personal interactions, as such Tweets/Posts that reflect this personal nature but also align with the campaign values/aim work well;
- Having said that there are no hard and fast rules – the workshop recommended experimenting with content and seeing what your followers/members were interested in or responded to (this is where analytic tools help);
- Surveys often work well as they engage with your followers;
- Memes on Twitter that are successful often include humour and parody but also jeopardy (see photo for more).

How to maximise social:

- Use the analytics of social media to see how and understand how your followers interact and what draws them in;
- Use this information to turn your followers into members, your members into active campaigners etc.

Emails:

- Other campaigners tend to put more effort into structuring and wording their eNewsletter / campaign action emails over Tweets/Posts. With around half a day/ a full day spent editing and sharing for comments;
- They often test variations of phrasing and wording on a small sample of their membership base (about 10%). Then track responses through links, then mass mail the most successful version to the rest of the mail base. *MailChimp* has a dedicated feature to do this;
- They also use this feedback to test what difference issuing times, features changes etc. make to readership and action response.
- Suggested to look at the Al Franken (US Senator) campaign emails, analyse why they work and how they are structured.

Tools to help (blog on analytics

<http://blog.bufferapp.com/definitive-guide-social-media-metrics-stats>):

- *Hootsuite* - <https://hootsuite.com/> - allows you to manage multiple social platforms more effectively. It can also provide analytical information on social media traffic to find out the impact you are making;
- *GroupTweet* - <https://www.grouptweet.com/> - service that allows users to tweet in their personal account and for that tweet to also be issued from a campaign account;
- *Thunderclap* - <https://www.thunderclap.it/en> – a service that allows you to boost the performance of a digital campaign by allowing a single tweet or post to be issued from multiple accounts. Supporters subscribe to allow the message to be issued on their behalf. Variety of costing options from free to \$500;
- *Topsy* - <http://topsy.com/> - search and analyse past tweets;
- *Crowdbooster* - <http://crowdbooster.com/> - another social management service, doesn't look as good;
- *Asana* – www.asana.com – a team task list that allows you to share and assign tasks/projects without having to use emails. Lots of useful features (Dropbox integration, Gantt chart add-ins, time-tracking add-ins) to help manage team workload;
- *Trello* - <https://trello.com/> - another team project service to help manage workloads.

Additional:

- *Obscuracam* - Android camera app that can pixelate faces and strip metadata to help protect privacy.