

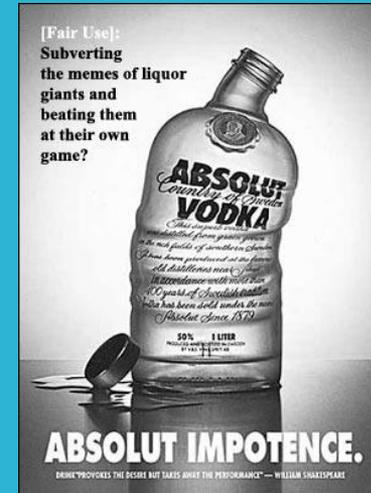


How to use social media in campaigning

- **Be strategic**
 - Why do you want to use social media?
 - To get more people taking actions
 - To name and shame
 - To raise awareness
 - To publicise events
 - What time of day should you post?
 - Do you need a rota for multiple users?
 - What tone should your posts have?
- **Interact**
 - Respond where possible
 - Types of comments to respond to
- **Pay attention to details**
 - Take time to create posts
 - Make sure they are accurate
 - Don't over-saturate
- **Going 'viral'**
 - Photos, videos, memes



Culture jamming



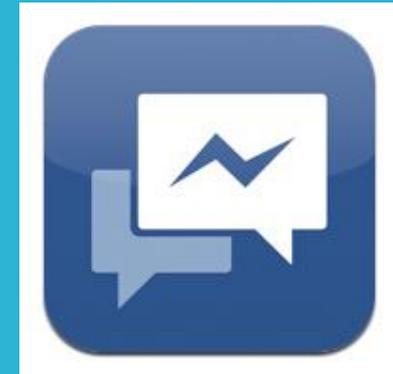
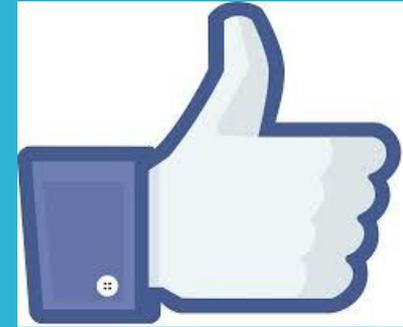
Memes





Facebook

- **News Feed**
 - Home
 - Posts from others
- **Pages**
 - A website within facebook
 - Crucial info about your campaign
 - Share content, events, receive messages, etc
- **Groups**
 - Like a discussion forum
- **Events**
 - Organise around a point in time
 - Public, private, invite only
 - Monitor numbers coming
- **Insights**
 - Statistics
- **Constructing posts**





Group activity

Structuring the content of your posts

- 1) Split into pairs
- 2) Write a Facebook post about one of the topics

Remember to:

- Briefly explain what the post is about
- Briefly explain the content
- Include a call to action



Twitter

- **Your profile**
 - Personal vs group accounts
 - Name & bio: should be clear who you are & what you do
 - Good image
- **Getting followers**
 - Follow others, follow followers
 - Tweet & share interesting and relevant content
 - Engage in conversations
 - Favourite tweets
 - Tweet from own handle rather than retweet
- **Campaign goals**
 - Tweet directly to people
 - Increase interaction (ask questions, show emotions)
 - Use links to actions
 - Request retweets
- **What and when to post**
 - Interesting and relevant content
 - Hashtags
 - Shorten links
 - Abbreviations
 - Tweet in meetings, at events
 - Tweet only when have something to say
 - Find out the best time to tweet





Group activity

Write a tweet about one of the scenarios

Remember

- You only have 140 characters, including spaces
- Use #hashtags, *emotions*, links, abbrevs.

