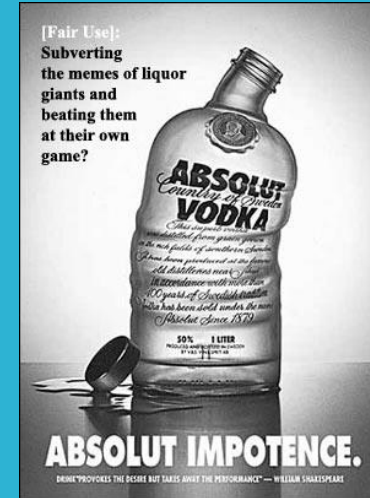# How to use social media in campaigning

- **Be strategic**
  - Why do you want to use social media?
  - Time of day to post
  - Rota for multiple users
  - Tone of posts
- **Interact**
- Respond where possible
- Types of comments to respond to
- **Pay attention to details**
  - Take time to create posts
  - Make sue they are accurate
  - Over-saturation
- **Going 'viral'**
- Photos, videos

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
- **Causes**
  - For organising around specific action
  - Temporary
- **Groups**
  - Like a discussion forum
- **Events**
  - Organise around a point in time
  - Public, private, invite only
  - Monitor numbers coming
- **Insights**
  - Statistics
- **Constructing posts**
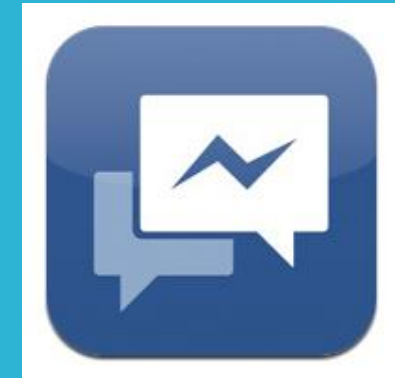
Group activity

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)
- **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.

QUESTIONS??