Social media top tips for campaigning

Why is social media important in campaigning?

These days, social media is part of every day life. Across the world Facebook has 2.19 billion active users every month and Twitter has 336 million. Social media platforms offer campaigners a great way to stay in touch with one another and offers the chance to share the campaign far and wide. That being said, there are a few important things to remember when using social media and a few things to think about to make sure you are using social media as strategically as possible!

How to use social media to raise awareness of an issue

- A great first step for any campaign is to set up a Facebook page for the campaign. You can invite people to the page so they can learn more about the campaign and stay up-to-date with developments.

- Make sure you create regular and interesting content – videos are a great thing to share. Why not vlog about your campaign. Or sit down and do a mini interview with someone involved in the campaign to ask them why they got involved and why the campaign is important to them. Take videos and pictures at events (if people are comfortable with being featured) so people can see what happens at them. You could even live stream from events. The key thing is to build momentum and interest so posting interesting and relevant things to your supporters is really important. If you post things that aren’t relevant, you could lose supporters.

- KCLSU has a student photographer which can attend your events and meetings and take professional photographs that you can use on social media. You just need to fill in the event promotion form with the relevant details.

- Posts with images are more likely to be shared so try and include an image or gif when you post something.

- Infographics can be a great way to share information. In fact, studies show that when the images are relevant, readers spend more time looking at the images than they do reading text on the page. But remember that infographics are there to visually present data, not just to add images to a bit block of writing.

- Utilise the broadcast feature on What’s App for personalised mass messages. This features allows you to send messages to a group of people, but which appears to the recipient like it’s an individual message. This is particularly useful in the build up to an action, such as asking people to sign a petition or attend an event.

- Double check any hashtag you set up! Make sure it’s individual and not too long.

- Remember to keep your social media channels active. No one wants to join a Facebook page where no one has posted on for the last few months. This might mean that you just pick one or two channels to post on regularly, rather then posting on four or five sporadically.

kclsu
Our Students’ Union
Don't forget that you can use tools like Tweetdeck to schedule tweets ahead of time so that you don't have to be on your phone all the time (if you don't want to!).

How to use social media to stay in touch and plan

- Facebook can be a great platform to stay in touch with key members of a campaign group. You can set groups to be private and you can share files and documents easily too.

- Facebook messenger and WhatsApp are great messaging tools. WhatsApp also has end to end encryption which some campaigners might prefer.

- There are lots of project management tools that can be useful for sharing information and keeping on track with the campaign. Trello and Slack are just two examples.

- If your campaign group isn't in the same location or is unable to meet up in person, you could use conference call apps such as Skype to hold calls.

Useful resources

Trello – For project management
Tweetdeck – To schedule tweets
Giphy – For gifs
Slack – For project management
Visme – For infographics
Skype – For group calls
Google Charts – For displaying data