Digital tools to use in your campaign

There are LOADS of apps, websites and online resources that can help you develop and deliver your campaign. Below are just a few options to get you started. If you have come across any useful online tools for campaigning, share them by emailing campaign@kclsu.org.

Using digital for organising

Loomio www.loomio.org – Loomio is a great online platform for decision making. It is an open source resource and you can have up to 20 people signed up. It allows people to take part in polls, volunteer for tasks and facilitates consensus decision making.

Trello – www.trello.com – Trello is a free project management tool. It allows you to set up boards where you can ascribe tasks to people who can show when they have done them. You can also share files and images on and make handy to do lists. You can have multiple boards so can manage multiple projects and tasks.

Slack www.slack.com – Slack is another project management tool which allows you to collaborate with people, share documents and images and have conversations. It also integrates with a number of other tools and apps.

Rise Up – www.riseup.net/en - Riseup provides online communication tools for people and groups working on liberatory social change. They are a project to create democratic alternatives to ‘mainstream’ communication channels and own their own secure means of communications.

Skype- www.skype.com Skype is a free telephone and video conferencing service that can host up to 25 people on the call at any one time so is great for meetings where people can’t physically attend.

Using digital for mobilising

Slido www.slido.com – Great if you are hosting events and talks. Slido is a tool which allows attendees to submit their questions (anonymously) and for other audience members to vote for their top questions. This means people may feel more comfortable asking difficult questions and ensures that the questions people want answers to are the ones that get asked.

Twitter- www.twitter.com Twitter is a good tool to use to have conversations with supporters and potential supporters. With over 261 million twitter accounts, your campaign could have a far reach. With only 280 characters make sure posts are short and snappy. Don’t forget that you can use twitter as a tool to target your decision maker directly by encouraging supporters to tweet them.

Facebook- www.facebook.com Facebook is still the largest social network in the world with more than 2 billion users. It can be a great way to share information such as through groups for all your supporters but you can also use it as a planning tool by creating groups for key members so you can plan and share ideas.

Instagram www.instagram.com - This is the most popular social media platform for users under 25 so perfect for a student audience.

Snapchat www.snapchat.com - Again, snapchat is one of the most popular social media platforms for under 25s.

Hootsuite - https://hootsuite.com/en-gb/ Hootsuite is a programme that allows you to schedule your social media posts ahead of time. It also allows you to see analytics of certain posts which can help with reach and impact.

kclsu
Our Students’ Union
Gifly [www.gifly.com] – A great resource for gifs. Poss with images are more likely to be shared and looked at to this is a good way to get people to engage with your posts.

Mailchimp [www.mailchimp.com] – Mailchimp is a mailing list service which helps to create professional and impact email communications and it has free account options. However, make sure that are you running everything so that it’s GDPR compliant.

Visme [www.visme.co] – Visme is a platform that supports users to create infographics. Their basic packages are free.

Google Charts – Is a free service for displaying data

**Digital channels available at KCL**

**KEATS Promo Space**

KEATS is the virtual learning environment for all King’s students. The department who look after it are CTEL (Centre for Technology Enhanced Learning). They can post an ‘ad’ on the landing page navigation bar and also post an announcement – see screenshot below.

Requirements for each are below.

Send request to: [ctel@kcl.ac.uk]

More info

CTEL website: [https://www.kcl.ac.uk/study/learningteaching/ctel/index.aspx](https://www.kcl.ac.uk/study/learningteaching/ctel/index.aspx)

KEATS: [https://keats.kcl.ac.uk](https://keats.kcl.ac.uk)

**Advert**

- an image 200px by 160px
- a link to where you would like the image to go to (this can be a webpage, or KEATS page)

**Announcement**

The announcement would be on the front page of KEATS – on the left of the image below under ‘Latest Announcements’.

For this, we need to provide:

- Copy of the text you would like added into the announcement
1. Faculty or Department Newsletters or their social media pages
   - Contact the Student Experience Officer/Manager or the Comms Team in your faculty/department. You can find their details on your department/faculty page.

2. University wide comms – Corporate Communications Team
   - [https://internal.kcl.ac.uk/erd/depts/corporate-communications/index.aspx](https://internal.kcl.ac.uk/erd/depts/corporate-communications/index.aspx)
     - Email Corporate Comms Team – comms@kcl.ac.uk
     - Fill out an event form [here](https://internal.kcl.ac.uk/erd/depts/corporate-communications/index.aspx)
     - Their number: 020 7848 3202

**Top tips**

- 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](https://kcl.ac.uk/) 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](https://kcl.ac.uk/) 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.