Promoting your Campaign on Social Media

Whether you’re using it to boost your in-person campaigning or you’re running an entirely digital campaign, social media is one of the easiest ways to increase awareness of your candidacy.

**General advice**

- **Plan ahead:** An effective social media campaign needs to be planned in advance. Create a basic schedule for each day of the campaigning and voting periods, with details of what core content you want to share and when. You could structure your schedule around the locations where you’ll be campaigning, or the themes of your manifesto, but remember that short, engaging content is likely to be more popular than long, text-based posts.
- **Keep your brand consistent:** You want people to recognise your campaign, from your social media posts to your posters and flyers, and ultimately when they come to vote, so ensure you keep your brand consistent by using the same fonts, colours, and images across all platforms.
- **Create shareable content:** Think about the types of social media posts you like, comment on, and share – how can you replicate these during your campaign? People engaging with your content – whether organically, or because you have asked them to – will help new people see it and that’s the key to securing votes.
- **Be visual:** People are more likely to engage with posts that include photos and videos, so get creative. You can produce content using your phone, but if you want something more professional, consider borrowing a camera and other recording equipment from a friend or the Main Library. Ensure your videos are have subtitled so that people who are D/deaf or who are watching on silent can still understand your message.
- **Don’t be afraid to be spontaneous:** Photos of you with your campaign team and live videos of you out flyering will help people connect with you and get a sense of your personality.
- **Ask for your friends’ support:** Each of your friends will have access to different networks – classmates, society and sports team members, friends – and these people are far more likely to vote for you if they see you being endorsed by someone they know and trust. Don’t be afraid to drop your friends a message asking them to share information about your campaign and include a couple of lines about why they think you would be good at the role.

**What platforms should I use?**

Most candidates will focus on using Facebook because it’s the platform that the majority of students have, even if they do not use it actively. On Facebook you can:

- **Set up a Private Group for your campaign team,** and use this to coordinate campaigning, from flyering slots to sharing posts.
- **Create a public Facebook page** for your campaign, and use this to share posts about your candidacy and manifesto.
- **Create a campaign cover photo and [profile photo frame]**, which your friends can use to show their support for your candidacy.
• **Create sponsored posts and adverts** to promote your campaign to students you’re not friends with (but don’t forget that any money you spend on social media advertising needs to be included in your campaign budget).
• **Create a Facebook event for the voting period** and invite people so that they receive a reminder when voting opens.

Some candidates will also use their personal Twitter and Instagram accounts to promote their campaign. This can be fun, but remember that unless people are sharing your content, you’re not necessarily reaching new voters, and you may not want to allow students you don’t know to follow you.

You can also use platforms like Facebook messenger, WhatsApp and WeChat to speak with potential voters directly. This can be particularly useful when you’re asking people you know to endorse you, or during the voting period when you want to remind people to vote, as it can feel more personal than a generic post on a page.

If you have questions relating to campaigning on social media, or the elections more generally, please email elections@eusa.ed.ac.uk and a staff member will respond as soon as possible.