See some of our top tips for campaigning on social media...

Plan a Calendar

It can be hard to come up with content just before posting. Make this easier by planning your content out in advance. This can be as rigid or as flexible as you would like. You can look at all your content and work out what messages you're currently communicating. It could be that a vital part of your manifesto isn't featuring in your comms! If you're struggling to work out what could go in your calendar, some ideas are: highlighting points you made at Debate Night or Candidate Interview Night, sharing endorsements, key points from your manifesto.

Post Scheduler

Use a post scheduler. This will allow you to have a lot of content ready to go immediately and allows you to work more flexibly- you could input your content before campaigning begins (as long as the posts don't go live!) to save you time later to engage with students in Q and A's on Instagram or other time consuming tasks that can't be prepared in advance.

Tailor your content to channel

Think about which social media platforms you will use. What are the advantages and challenges of each? It's best to tailor your message to each channel. For example posting visually engaging content on instagram, whilst Twitter allows you to put out much more content but it has to be succinct. Facebook might be the best place for extended writing, but can be hard to naturally grow an audience in a limited time frame depending on whether you make a profile, group etc.

Engage and take advantage of opportunities

Whilst a lot of content can be planned in advance, you can also be reactive to other conversations on social media. For instance if a trending topic on insta overlaps with your manifesto- use it!

Accessibility

We have a full social media accessibility document available here

Engagement and Budget

Spending money on social media ads isn't a guarantee to have higher levels of engagement with your post. Good content can easily reach higher audiences with likes, shares, retweets etc. Think carefully about what messages you pay to promote, make sure you're aware of your budget and plan to make sure you use it to create impact.

Direct Call to Action

Remember that ultimately every interaction is about getting other students to vote! Make this as easy as possible by including a url (https://yusu.org/elections2021/vote) to the voting page when live. Remember that Instagram only allows links in bios and not posts. Also use QR codes sparingly, if they're going to appear on social media, your audience will not be able to scan them!