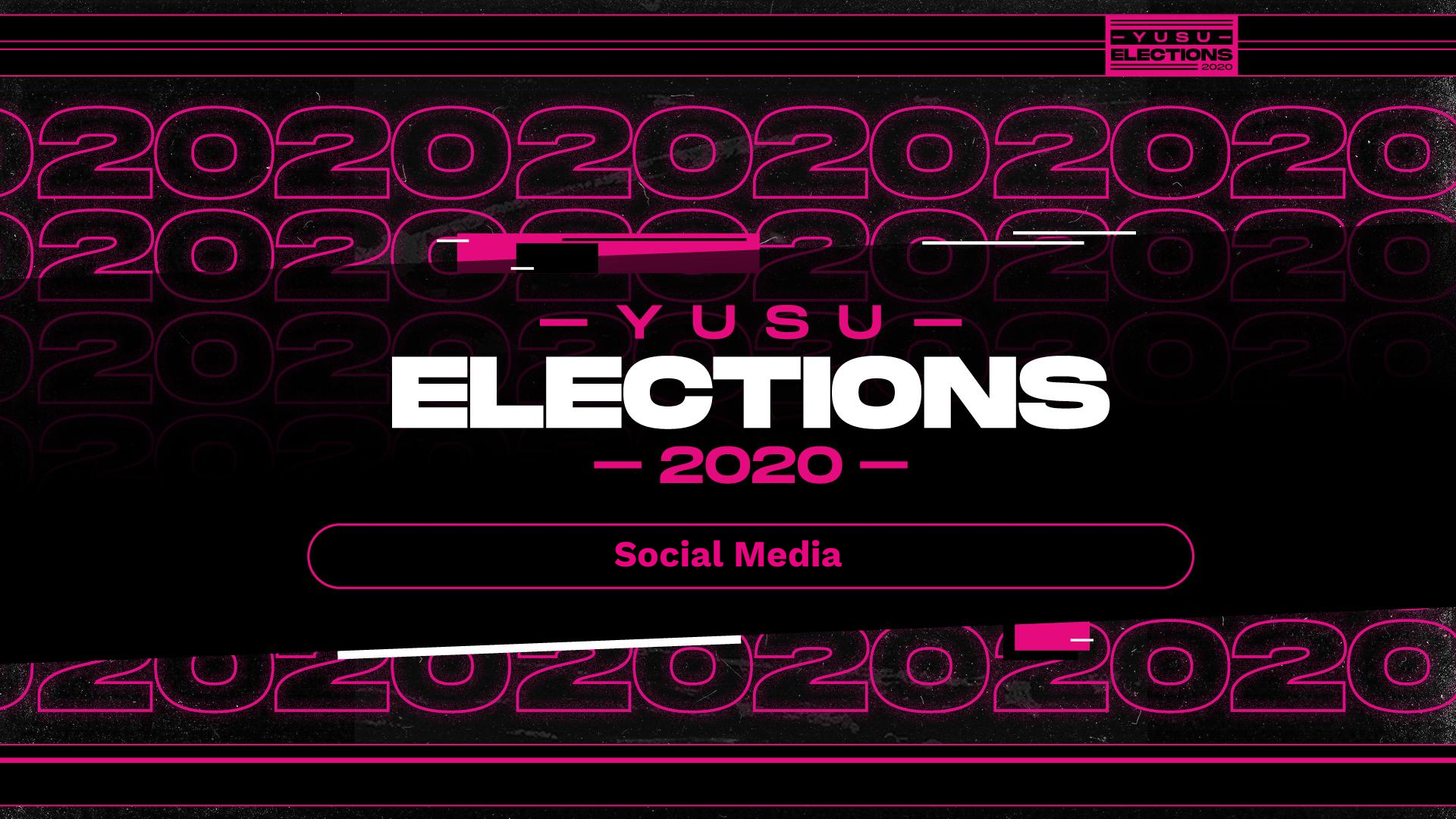
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Social Media

Aims and Objectives

To introduce candidates to the basic aspects of social media to improve engagement

To show students what works and what doesn't when it comes to designing graphics

Looking at ways to digitally engage the student audience

Election Rules

Any groups/pages you create **must include the disclaimer within the description:** *If you have any concerns about the contents of this page, please contact the Deputy Returning Officer on returningofficer@yusu.org.*

Candidates may post campaign promotion to public social network groups. **However, candidates should seek permission and must not do anything that could be considered as spamming or abusing any single third party social media group.**

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Election Rules

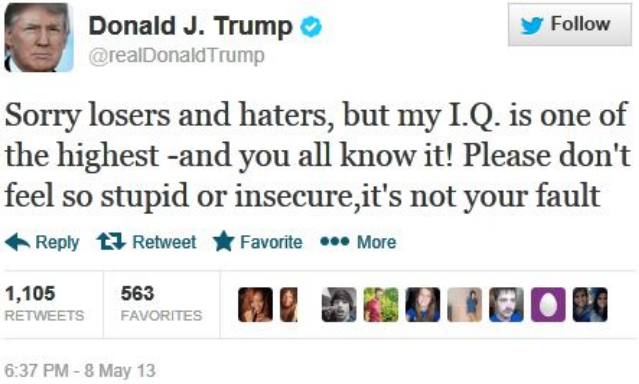
Don’t use any mailing lists you may have access to as an Officer, Chair, President or other role to promote your campaign.

You may collect and create your own mailing/contact list for the purposes of campaigning. This list must:

- be opt-in and must not contain data gained from any third party source.
- anyone who is signed up must be made aware of what their data will be used for and will be deleted beyond the election.

Remember

- What goes online stays there forever.
- You will be open to criticism - both constructive and not.
- Choose what you engage with.
- Engage positively!



Why bother with social media?

Good and Bad Approaches

Bad

- Constant streams of text – not using images
- Having too many profiles
- Using a hashtag and not sticking to it
- Don't rely on Facebook (or just one platform)
- Promoting every post.

Good

- Mixing up your content
- Planning your schedule
- Video content - Launch on Facebook
- Live streaming video
- Create a comms plan
- Branch out to new audiences.

Plan Ahead

Look at a post scheduler like Hootsuite.

Start creating your content now.

Have a plan for the duration of the election period.

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Accessibility

Image descriptions

Subtitle videos (Facebook is easy)

Refer to guidelines in candidate hub

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Facebook

- Use ads to target your audience
- Upload image that are 1200x628 pixels
- Keep it tidy, make sure your links load with a good image
- Use striking imagery
- Include a clear and direct call to action - use Facebook Insights to measure your success.
- Look at innovative ways to engage.

Twitter

- It's a good idea to schedule tweets.
- Tweets including images receive more engagement.
- Tweet frequently.
- Twitter is not email. Not every tweet gets read. So it's OK to tweet out the same content multiple times over a long period of time.
- Use Twitter Analytics
- Plan Twitter Chats

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Instagram

- Don't overwhelm your audience - quality over quantity
- Use Instagram stories
- If you want to post multiple pictures at once, use Instagram's album feature.
- Keep photos (not graphics) as your primary post
- Captions are your conversation starters
- Start to build a community around an actionable Instagram hashtag
- Consistency to your posted images, through the colors you use, the filters, and – if you use them – text overlays and the like.

Snapchat

- Campaign/event updates
- Day to day content
- Great platform to be creative

Graphics

Simplicity

Maximum 3 fonts

Complementary colours

Less is more

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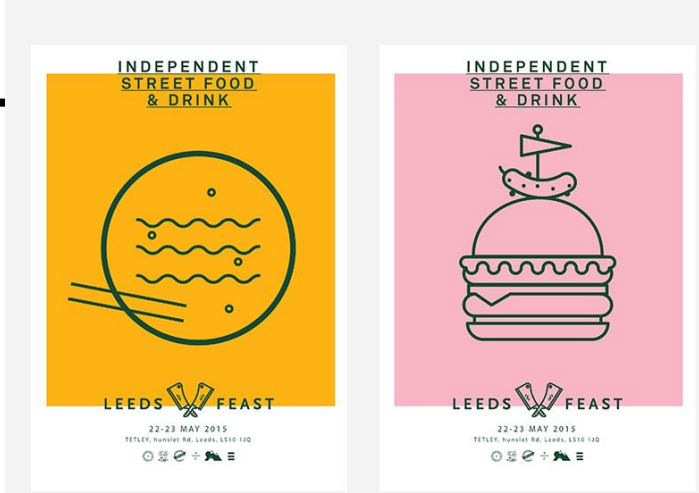
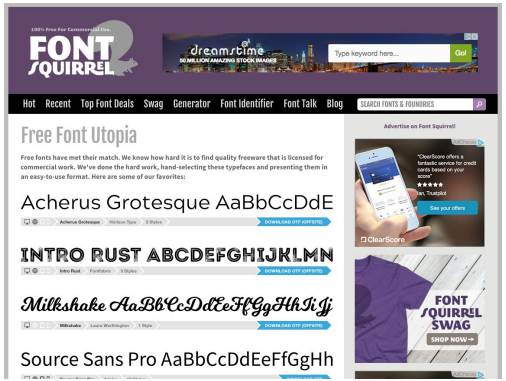
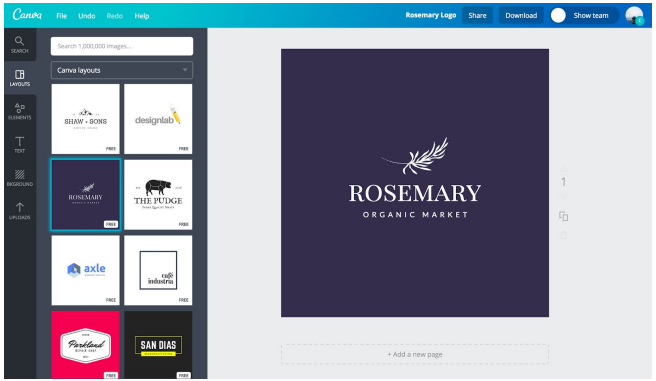
Good vs Bad Design



Useful & Simple online tools



Fontsquirrel.com



Canva.com

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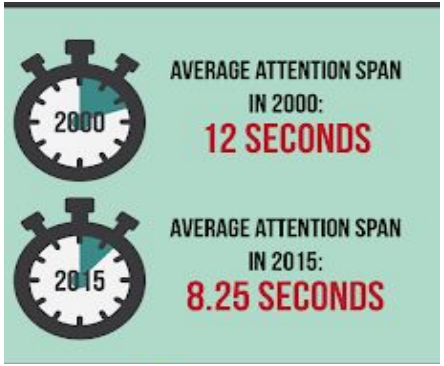
Video Content



Video Content

- Can be a great way to raise awareness
- Facebook allows for video sharing and views to be extremely easy
- You will reach more people after 10 minutes of releasing a video than 5 hours of talking to people face to face.
- Keep the idea simple - don’t try and over do it
- Make sure you’re 100 % happy with it
- Look what facilities are available and how they can help you - TFTV? YSTV?

How can YUSU help you?

Contact Mentors

J.tattersdill@yusu.org

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Questions?

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