

Campaigning through Social Media

UNSM

HEATHER MACDONALD

Introduction

- ▶ Heather MacDonald
- ▶ Recreation Management (Acadia) and EMBA (SMU)
- ▶ Family Business in Truro – Maritime Auto Parts
- ▶ Nature lover and life-long learner
- ▶ Volunteer: Blue Nose Marathon, Scouts Canada
- ▶ Social Media: Scouts, Gerald Walsh Associates, NS Sea School, Blue Nose Marathon, Junior Achievement, YMCA

Social Media

- document memories
- learn about and explore things
- advertise oneself and form friendships
- voluntary and participatory act

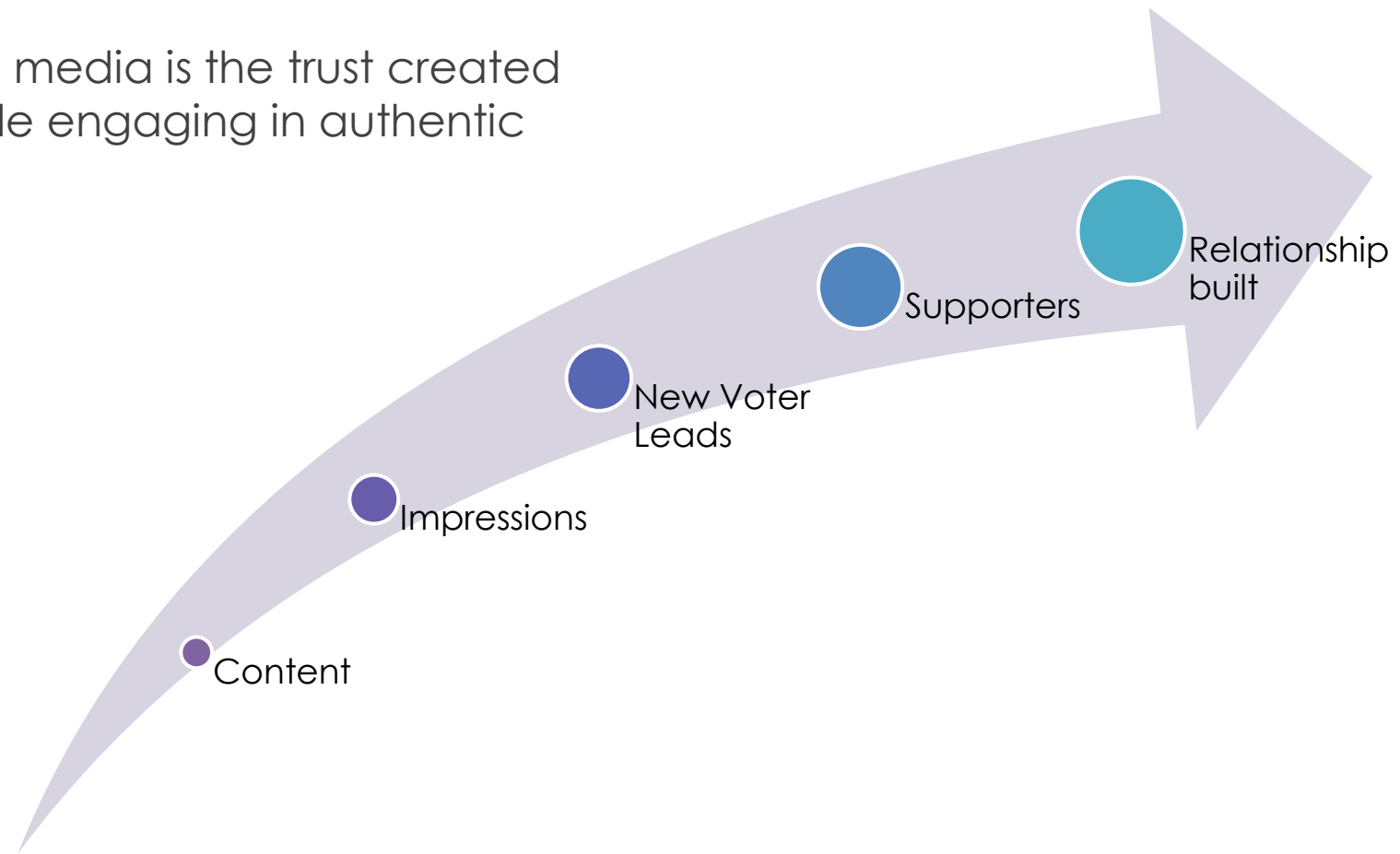
Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks.

Social Media Stats

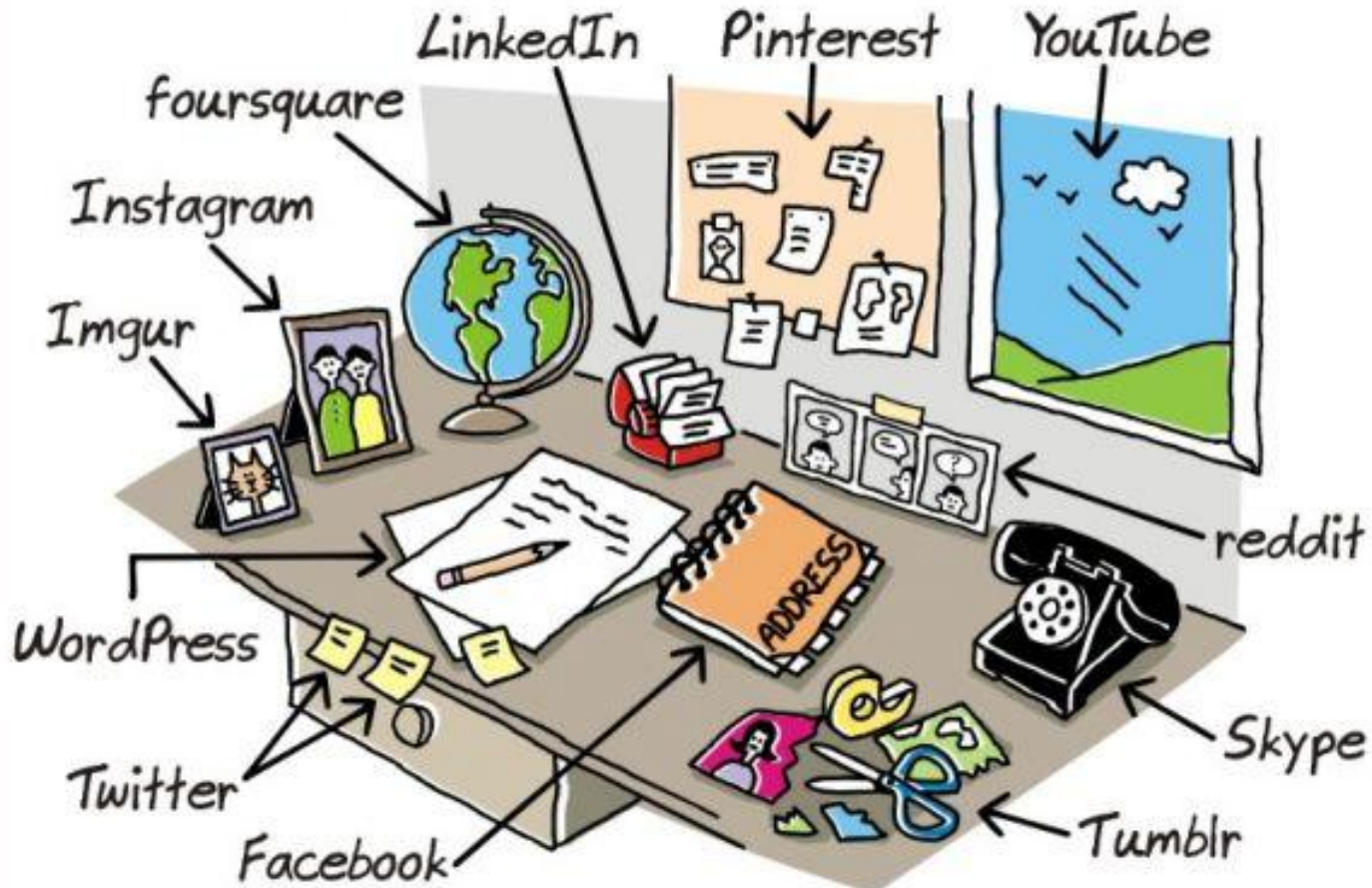
- ▶ 72% of all internet users are now active on social media
- ▶ 18-29 year olds have an 89% usage
- ▶ 30-49 bracket sits at 72%
- ▶ 60 percent of 50 to 60 year olds are active on social media
- ▶ 65 plus bracket, 43% are using social media
- ▶ Time spent on Facebook per hour spent online by country. Here are the top three. USA citizens get the top gong at 16% followed by the Aussies at 14 minutes and the Brits at 13 minutes.
- ▶ 71% of users access social media from a mobile device.

So What?

The value of social media is the trust created through real people engaging in authentic dialogue.



vintage social networking



Types of Social Media Platforms

SOCIAL MEDIA EXPLAINED WITH coffee



I Like Coffee



Here is a collection of pictures & recipes of coffee drinks.



I am drinking #Coffee



Watch me as I drink coffee.



I am a Google employee who drinks coffee



Here is where I drink coffee. I come here a lot, I am the Mayor.



I am good at drinking coffee



Here is a vintage picture of me drinking coffee.

Obama 2008

facebook



VOTE OBAMA



I VOTED

Barack Obama
33,002,427 likes · 3,586,328 talking about this

Politician
This page is run by Obama for America, President Obama's 2012 campaign. To visit the White House Facebook page, go to facebook.com/WhiteHouse.

About Photos Donate Store Obama 2012

Highlights

Buttons: **DONATE TODAY**, **ONLINE STORE**, **COMMIT TO VOTE**

Waye Mason

Home Notifications Messages Search Twitter Tweet



Waye Mason
@WayeMason

"The enemy isn't conservatism. The enemy isn't liberalism. The enemy is bulls**t. —Lars-Erik Nelson | Councillor District 7 - HALIFAX

Halifax, Nova Scotia, Canada
wayemason.ca
Joined July 2008

Tweet to Waye Mason

227 Followers you know

TWEETS 31.9K FOLLOWING 855 FOLLOWERS 6,885 FAVORITES 7,927 LISTS 6 **Following**

Tweets Tweets & replies Photos & videos

Pinned Tweet
Waye Mason @WayeMason · Mar 27
District 7 & 8 2015-16 Participatory Budgeting | Waye Mason
wayemason.ca/2015/03/27/dis... #halifax #nspoli

Waye Mason retweeted
The Chronicle Herald @chronicleherald · 2m

Who to follow · Refresh · View all

- Kate Watson** @DartmouthK...
Followed by Rose Zack and ...
Follow
- Claire Haliburton** @C_Halib...
Follow
- Sarah Dunsworth** @SarahD...
Follow

Find friends

Canada Trends · Change

Social Media Strategy

- ▶ An online platform is to help promote your business to a wider audience
- ▶ The essence of social media is knowing your audience and engaging
- ▶ Engaging your audience where they are with messages they want to hear
- ▶ Differentiating yourself and building up your online brand is critical



“

We don't have a choice on whether we do social media, the question is how well we do it

”

ERIK QUALMAN

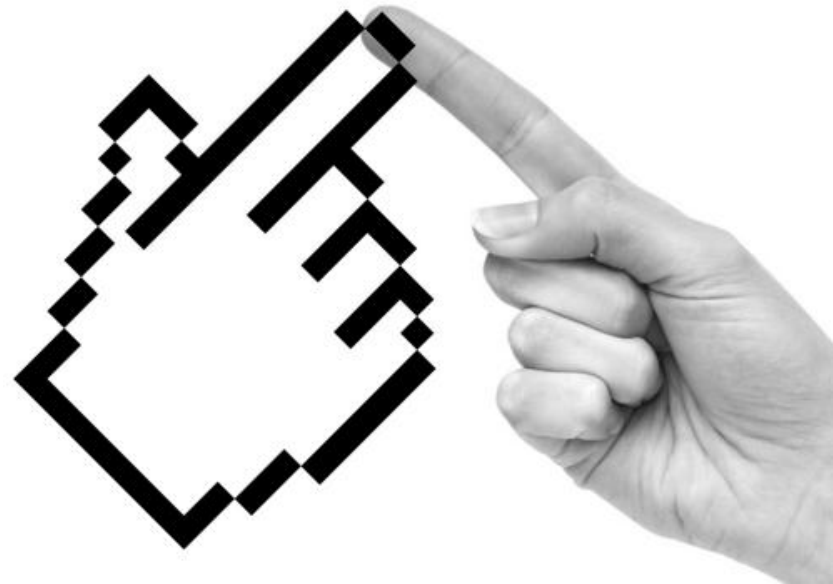
Social Media Goals

- ▶ Have clear objectives
 - ▶ To raise funds
 - ▶ To engage the wider community
- ▶ Drive action
 - ▶ Email still stimulates most action
 - ▶ Low barriers to action
 - ▶ Focus on making things happen

FOCUS
FOCUS
FOCUS
FOCUS
FOCUS

Branding

- ▶ Combine online and offline
 - ▶ Get people to act offline
 - ▶ Use online to help facilitate offline activities
 - ▶ Maximize offline activity by sharing online
- ▶ Make sure people can find you
 - ▶ Key words
 - ▶ Descriptors
 - ▶ Links from websites

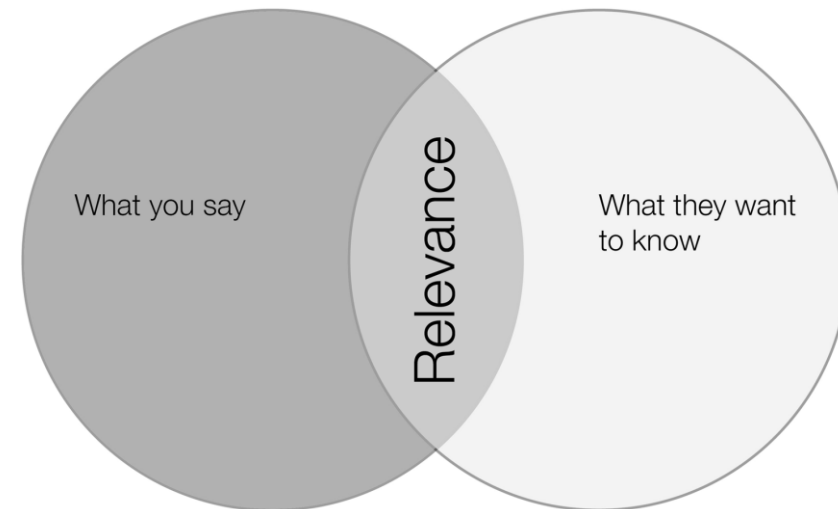


“ Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand. ”

AMY JO MARTIN

Messaging

- ▶ Go where the people are
 - ▶ Target audiences
- ▶ Be relevant
 - ▶ Listen to what's being said
 - ▶ Identify touch points
 - ▶ Be ready to react
 - ▶ Add value to existing conversations



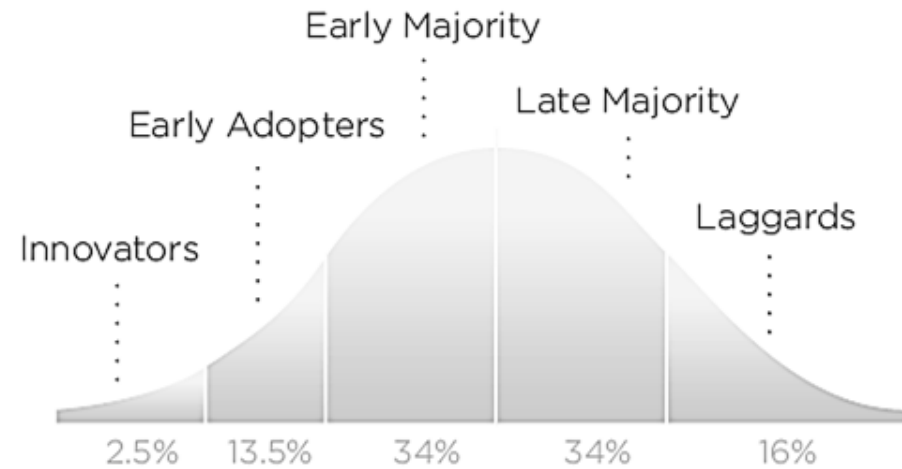
Support

- ▶ Choose the right team
 - ▶ Ask for help
 - ▶ Training about messaging
 - ▶ Consistency is key
 - ▶ Accurate information
 - ▶ Set ground rules



Buy In

- ▶ Allow people to engage at all levels
 - ▶ Personal (Create a profile, post comments, follow others)
 - ▶ Social (Post pictures, blog, join groups)
 - ▶ Advocate (events, groups, recruit)
- ▶ Empower super users
 - ▶ Early adaptors
 - ▶ Give them tolls to activate others



Tips

- ▶ Culture
 - ▶ Social Media is relevant
 - ▶ Agile approach to responding
 - ▶ No room for command and control
 - ▶ Open and transparent
 - ▶ Follow up
- ▶ Measure everything
 - ▶ Analytics (usually easy and free)
 - ▶ Two-way communication
 - ▶ Likes, followers, shares, etc. all help



Building a Strategy

Target audience

- ▶ Perfect voter
 - ▶ Age
 - ▶ Gender
 - ▶ Income
 - ▶ Location

What do they care about?

- ▶ Policy
- ▶ Community
- ▶ Business
- ▶ Recreation
- ▶ Health
- ▶ Transportation

Building a Strategy

What are constituents saying?

- ▶ Deals
- ▶ Stories
- ▶ Experiences

What differentiates you?

- ▶ Name
- ▶ Location
- ▶ Education
- ▶ Relationships
- ▶ Experience
- ▶ Supporters
- ▶ Messaging



Sharing, Sharing, Sharing!



To Consider

- ▶ Consistency with other content
 - ▶ Website
 - ▶ In-office
 - ▶ Other mediums
- ▶ What is most appealing – words or images?
 - ▶ Images!

To Consider - Brand

Home Notifications Messages Search Twitter Tweet

1,610 Tweets

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
1,610	840	828	32

Following

Gerald Walsh
@Gerald_Walsh FOLLOWS YOU

Human resource expert; Founder, Gerald Walsh Associates; writer and speaker; community builder; Founder, Blue Nose Marathon; runner.

Halifax, NS

Tweets Tweets & replies Photos & videos

Gerald Walsh @Gerald_Walsh · 3h
#CareerTip 193: Selectively share your frustrations. People are more willing to help you when you are positive and optimistic.

Who to follow · Refresh · View all

- lucy decoutere @lucydeco... Follow
- Bubbles @MSmithBubbles Follow
- Kate Watson @Dartmouth... Follow

Time Management

- ▶ Pre-schedule Posts
- ▶ Plan in advance
 - ▶ #of posts
 - ▶ Types of messages
 - ▶ Extras (photo or video)

hootsuite™



Questions?

Thank You!



Like