

# SOCIAL MEDIA FOR CANVASSERS

Social media is an incredibly effective way of maximising the campaigning you're doing for Labour. Actions as simple as sharing images and videos from your day out campaigning have the potential to reach thousands of people and inspire others into action. Here are some tips on how anybody, with any level of social media knowledge, can make a massive difference online!

## Social media networking

1) **Join Facebook Groups:** The first step in maximising your online campaigning is to join as many pro Labour/Corbyn group pages as you can. There's usually a very receptive audience here and you'll want to post all uploads and videos of your campaigning here. Since there are very high numbers of users in some of these groups, a video you've made has the



potential to be widely shared among other group members - in some cases

going viral.

2) **Network:** From the pro Labour/Corbyn groups, you can add other personal profiles of other Corbyn supporters to your friends list. By doing so, the content you post directly to your page will have a much wider targeted audience - raising the likelihood of your post being shared widely. In addition, try to 'like' as many pro-Corbyn/Labour pages as you can. Usually, under posts, there are several pro-Corbyn messages. Click on their profiles and click 'add'.



3) **Create pages or groups:** If you're looking to set up a more official campaigning effort, you could also create a Facebook page or group yourself. This would be more ideal if your campaigning is limited to a particular

area - your knowledge of the issues of that specific area would be more comprehensive and allows for more nuanced and focussed posts and analysis.

## Photos and videos

1) **Group activist photos:** This type of post includes you and other activists in a picture, wearing Labour Party clothing. These types of posts can be accompanied with a call to action - mentioning how you had interesting conversations on doorsteps and how other should join you on consequent trips. Try to make it sound urgent to spur people into action. This type of post is best posted in a group.



2) **Doorstep pictures: Take photos of your doorstep experiences!** An example of this is if you manage to convert an undecided voter on their doorstep to vote Labour. Rather than just moving on to the next door, you could request their permission to upload a summary of your conversation and maybe even a picture of you and the convert. The best place to post these types of videos would be in pro Labour/Corbyn group pages. There's usually a very receptive audience

here and your post has the potential to get shared quite far!



3) **Vox pops:** Another great way of maximising

your campaigning is speaking to random people in the area. If you get permission permission, grab your mobile phone and film a discussion of someone who is unhappy - or happy with the way things are in the area.