

Social Media for Campaigners

Are you eager to make a difference through your campaigns but unsure how to maximize your reach and impact? Social media can be a powerful tool for engaging your audience and amplifying your message. This guide will demonstrate how to use social media effectively and understand which platform works best in the context of your campaign.

Why Social Media Matters in Campaigning

Social media plays a critical role in campaigns, allowing you to:

- **Reach a wider audience:** Connect with people beyond your immediate network, including potential supporters, allies, and stakeholders.
- **Raise awareness:** Share information, stories, and updates about your campaign to educate and engage your audience.
- **Mobilize support:** Encourage followers to take action, such as signing petitions, attending events, or sharing your content.
- **Create a community:** Making connections and starting conversations among supporters to build a sense of belonging and collective purpose.
- **Monitor progress:** Track your campaign's impact through engagement metrics, feedback, and online discussions.

Choosing the Right Social Media Platform

Different social media platforms cater to different audiences and purposes. To maximize the effectiveness of your campaign, consider your available time and resources, and focus on the platforms that you or your campaign team know best. Look at who you want to engage and what platforms those people are using. Some popular platforms include:

- **Facebook:** A widely used platform popular among a range of age groups. Great for sharing updates, articles, and events, and fostering in-depth discussions.
- **Instagram:** A visually-focused platform with a younger user base. Ideal for sharing eye-catching images and short videos.
- **Twitter:** A fast-paced platform for sharing news, facts, and updates in bite-sized snippets. Connect with influencers and decision-makers.
- **LinkedIn:** A professional platform for sharing articles, research, and professional updates related to your campaign. Connect with faculty, staff, and local business leaders.
- **TikTok:** A platform popular among younger users for sharing short, engaging video content.
- **WhatsApp:** A messaging app that can be used for organizing and mobilizing campaign supporters.
- **Mastodon:** An alternative to Twitter popular with social justice campaigners, offering a decentralized and ad-free experience.

- **Discord:** A platform initially for gamers, now used for community gatherings and discussions, similar to Facebook groups but more modern.

Some top tips for getting the most out of social media:

- Introduce yourself, your group, and your campaign in your first posts rather than jumping straight into a call to action.
- Be creative, not everything has to be overly polished, behind the scenes content is always exciting!
- Try to spread your posts throughout the day/week, instead of all in one go as oversaturation may mean the algorithm hides your posts from feeds.
- Be inclusive! Make sure to subtitle any videos and add alternative text/image descriptions to photos.
- Ensure you have consent to use any photos of individuals/groups before posting.
- Comment, share, and like other people's content – it'll help improve your own engagement.
- Look for specific groups on platforms like Facebook to share your content, e.g., student environmental groups.
- Use free apps like Canva or CapCut to edit your graphics or videos.

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.
- Book a planning session or check-in session here to receive advice and support with your campaign: [Book time with BIRCH, SOPHIE L.D.](#)
- For more information visit [Campaigns @ Durham SU](#)