

Top Tips for Campaigning Online

1. Timing is Everything!

Working out and understanding when is the best time to post on each social platform, to reach your target audience, can help you in campaigning smart not just hard. Start by thinking about when students are most likely to be scrolling through social media and have some spare time to follow through with your request to vote. For example, for Facebook click through rates are known to increase during lunch-time and around 3-4pm in the afternoon when people are looking for that quick distraction.

But now we've told you this, will all candidates end up posting at lunch-time and between 3-4pm? Consider thinking about when your post will stand out the most, when can you guarantee being at the top of the newsfeed. A quick search online about the perfect timings for social media posts may help you undercover those hidden secrets.

2. One Size DOESN'T Fit All.

Middlesex is made up of nearly 18,000 students and it goes without saying that not all of these students will regularly use the same social media platform. It's time to think about which platforms you can use to reach as many students as possible. For example, Instagram has over 600 million monthly users, with 59% of 18-29year olds using the platform – but this still means that 41% don't use Instagram; and what about our students who aren't in this demographic?

Your messaging and approach on these social media channels is also something worth considering. Each platform has unique content and therefore requires a unique approach. You wouldn't expect to see exactly the same thing on Instagram as you would on Twitter, Facebook or even Tik Tok (currently one of the fastest growing social media platforms). What is it that makes these platforms unique? How can you use this to help grow traction for your campaign?

3. Keep it Simple.

Clear, simple and effective, that's the real secret of good communication across social media.

4. Call to Action.

When creating your messages and posts for online platforms you should ensure there is a clear 'call to action'. This is all about what you are asking the reader or viewer to do. In this case, the 'call to action' is to vote for you. But simple 'vote for me' might not be enough.

The steps behind a 'call to action' should be kept clear and simple. When reading 'vote for me' a lot of questions might follow, but with the reader not directly in front of you there is no chance to answer. Think of it as step-by-step instructions. You will want to tell these potential voters where they need to go (www.mdxsu.com/vote), how to vote, not to forget to click submit and maybe what to do if you're not their first preference. And for your more loyal followers you could even request a cheeky share of your post.

5. Grow Your Reach.

Conquering the world of social media and reaching a large number of Middlesex students isn't necessarily something you can do alone. You need shares, likes, retweets, and reposts to spread the message as far as possible. Those you get to share your message can be your friends, but shares from those beyond your inner-circle can really help to boost your message.

Consider how your message will come across if shared by someone who isn't you. Is your messaging and the promises you are making something else other students can get behind? Have a think about some of the biggest issues surrounding students' time at MDX and open up the conversation about change. Interactions on your posts can be just as useful as simple shares and re-posts. Have you thought about

asking a question in your post? As an elected representative students' feedback will be important to you, so why not start early.