

MODULE 4: Take Action Online



Digital tools for campaigning

Tool	Pros	Cons	Knowledge Required
Website	<ul style="list-style-type: none">→ Useful as a repository for all the information about your campaign→ A higher level of customisation→ Help your campaign to be easily discovered across several search engines→ Makes your campaign more credible→ It can be used as a blog	<ul style="list-style-type: none">→ A lot of work to set up properly→ It could have a financial cost→ May require some time to master the backend of the website	Medium to High
Social Media	<ul style="list-style-type: none">→ Easy to set up and manage accounts→ Allows followers to share information with a click→ No fees involved→ Easy to reach a larger audience	<ul style="list-style-type: none">→ Requires a regular commitment for keeping it relevant→ Not much room to customise your content→ Old information is difficult to retrieve	Low to Medium
Newsletter/ direct mail	<ul style="list-style-type: none">→ Allows a more personal approach→ Useful to keep your campaign supporters engaged in the long term→ No cost→ Easy to track your campaign efficacy	<ul style="list-style-type: none">→ No guarantee that the email will reach intended audience→ Need time and attention to deliver an engaging message→ Requires your recipients to opt into receiving your newsletter	Low

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Social Media



It is estimated that there are 45 million people in the UK who use social media! This presents a huge engagement opportunity for your campaign, especially if you are hoping to reach people under 35 years old. It's a vast ocean of people ready to listen and be engaged.

Which are the best social media out there?

Social media	Best for	Example of post
Facebook	General content	<i>I like doughnuts</i>
YouTube	Videos	<i>This is how you make a doughnut</i>
Instagram	Images	<i>Here's a cool photo of my doughnut</i>
Twitter	Reposting links, images and quick communications	<i>I am eating a #doughnut</i>
Snapchat	Images and videos	<i>Have a look at my doughnut</i>
LinkedIn	Business communications	<i>My skills include doughnut eating</i>



Top tips for...

Social media campaign posts

- Stick to plain English: use short, clear sentences and everyday words in your posts. Chatty language is also fine on social media and can reassure your audience that there is a real person behind the post!
- Photos, especially photos with people, work well.
- Use relevant hashtags and mentions.
- Engage regularly with your audience. Posts with more likes and comments appear more frequently on users' news feeds, especially on Facebook and Twitter.
- Regularly check the analytics tools to see if your posts are reaching enough people and assess your strategy accordingly.

E-newsletters

- Sending emails to engage your list of contacts is still an excellent way to get people to take action. You can now easily rely on Mailchimp or other email software to manage your list of contacts and send out a compelling message. However, don't forget to get permission from your recipients to add their email address to your contact list.
- Personalise each email. People are less willing to open emails not specifically addressed to them.
- Aim for quality over quantity. A small list of genuine supporters is better than a large list of people that are vaguely aware of your cause.
- Be clear in the email's subject so that your recipients know what they are about to read.

