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# Social Media for **Change**

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Ideas, Tools and Best Practices for  
Civic Engagement and Elections

— Written by —

Alexander Mäkelä

Powered by

*The* **GOOD** *Lobby*

“It does not matter whether you are a tech-savvy or not, this booklet is a must for all of those who want to stay on par with the most important social media tools of the modern world”

**Alexander Stubb**, *Former Prime Minister of Finland*

“In an era of social media distrust, Alexander Mäkelä’s Social Media for Change unveils how platforms can still be used by political and civil society leaders in an informed, responsible manner to advance the public interest”.

**Alberto Alemanno**, *Professor of European Union Law & Policy at HEC Paris and Founder of The Good Lobby*

“This guide strikes just the right tone. It offers realistic, practical tips about how to use social media for positive change and rejects the negativity that has been too prevalent about digital tools since Trump’s election. It ought to be required reading for anyone running digital political campaigns!”

**Jon Worth**, *Blogger (jonworth.eu) and Visiting Professor at the College of Europe, Bruges*

“This tool kit is a valuable resource for everyone seeking to use social media more effectively, especially in political campaigns. It is particularly vital for moderate voices to be more effective than the political extremes in communicating to the public.”

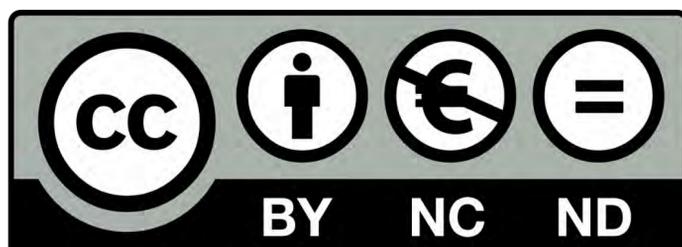
**Anthony Gardner**, *Former U.S. Ambassador to the European Union*

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# Foreword

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With the Internet and digital content playing an ever-larger role in elections and our democratic societies, it is important that political candidates, their campaign vehicles, and civil society actors stay at the forefront of technological change. Often times, creating content and engaging meaningfully with the electorate and political systems is easier, quicker, cheaper (free), and more impactful than one would assume. This booklet aims to make that knowledge more accessible and actionable.

The booklet itself is the result of 4 years of experimenting with content creation, working within tech policy and learning from social media veterans, and the strong belief that when social media is used properly it serves as a vital tool in bridging the gap between citizens and democratic systems. **Whether you're running for office, part of a campaign team, serving as a social media manager for a public institution, working for an NGO, or generally interested in advocacy, this booklet was written for you.**

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## What You Can Expect

This booklet contains a broad overview of a number of pertinent topics and lists different apps, resources and ideas you can use to create your content. While you might be familiar with some of the content mentioned, there is probably something new for everyone. There are hyperlinks for all the tools and resources mentioned. While some of the tools and services cost money, a number of free alternatives are also listed. Several influential authors are also mentioned. If you want to make most out of this booklet considering looking into these authors and reading their books, blogs, or other material available online.

While the booklet was written in the lead-up to the 2019 European Parliament elections and encourages civic engagement during elections (see the [‘ThisTimeImVoting’ campaign](#)), the material within should enable you, your team, and your supporters to create more high-quality online content with less time and money regardless of context. With best practice guides from major social media companies, you will also have access to the knowledge needed to make sure that the ads you use are cost-effective and well targeted.

Although there are references to tutorials and templates you can use, this booklet is not a direct how-to guide on creating content and advertisements nor is it a manual on how to game specific social media platforms and their algorithms. Instead it's a collection of resources, tools, and broader tips to get you started. There are plenty of links to best practices drawn from experts in the field and social media companies but you're responsible for the creative side of your content and learning how to use the tools listed.

That said, don't worry, most of this is actually easy and fun. Good luck!

## Keep An Eye Out For These Icons



**Tips:** Various tips, links, tools, and useful things to keep in mind.



**Caution:** Notes on things you might want to avoid or be aware of.



**Design Notes:** Pointers and resources to make your life easier.

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## PART I:

# Why Social Media?

## Introduction

The Internet has become a great leveler of playing fields by bringing down the costs of connecting people to near zero. Competitive advantages taken for granted just a decade ago are quickly disappearing, pitting candidates, campaigns, and causes against each other on equal terms. While budgets, staff, and large followings help, even small players can outperform those considered 'established' with some resourcefulness and finetuning of their messages.

The scene has simply changed. Relying on marketing and creative that used to work in the past is quickly becoming a recipe for disaster in a rapidly changing world. While many political actors use and view social media as another tool to advertise specific policy issues, stances, or positions (as was the case for conventional media), there is a growing need to shift toward creating consumable and valuable content for audiences. This means bringing value, entertainment, information, and utility.

Another aspect that has not been fully realized by political actors is that, broadly speaking, social media is not about you – it's about your audience. It is no longer enough to simply be present and tweet into the ether. Without proper engagement and interaction with those you're trying to reach, you are reduced to an advert. Only by engaging and creating meaningful interactions with your audience can social media be a powerful tool for your campaign.

**Bottom line:** You have to create useful content for your audience, focusing on meaningful interaction and value instead of pure self-promotion.

This booklet will go into various aspects of how to create this type of content. Before delving into details, it's good to start with a broader overview of the main social media platforms that will be discussed. The table on the next page is by no means exhaustive. There are plenty of useful platforms that are not mentioned. However, the table lists the platforms you're most likely to use in political engagement and general interactions with your audience.



**ENGAGE**   
 **EUROPE**

	Description	Interaction	Value
<b>Facebook</b>	<p>A social media platform aimed at connecting friends, families, and communities and allow people to share what they're most interested in.</p> <p>2 Billion+ users</p>	<ul style="list-style-type: none"> <li>✓ Text, Photo, &amp; Video</li> <li>✓ Articles / Links</li> <li>✓ Groups (discussions)</li> <li>✓ Pages (outward facing profiles)</li> <li>✓ Live sessions</li> <li>✓ Stories</li> <li>✓ Notes (Long-form texts)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Real people (authentic profile policy)</li> <li>✓ World's largest platform</li> <li>✓ Community focused</li> </ul>
<b>Instagram</b>	<p>A photo &amp; video sharing app focused on allowing people to share and connect over their passions</p> <p>800 Million+ users (majority fall under ages 18-29)</p>	<ul style="list-style-type: none"> <li>✓ Photo &amp; Video</li> <li>✓ Stories</li> <li>✓ IGTV (Long-form videos)</li> <li>✓ Live sessions</li> <li>✓ Filters</li> </ul>	<ul style="list-style-type: none"> <li>✓ Great visual storytelling</li> <li>✓ Sharing and finding things people are passionate about</li> </ul>
<b>YouTube</b>	<p>A video sharing platform that allows people to create, share, and discover original video content</p> <p>1 Billion+ users (reaches more 18-48 year-olds than any cable network in the US)</p>	<ul style="list-style-type: none"> <li>✓ Video</li> <li>✓ Live sessions</li> <li>✓ Comments / live commentary</li> <li>✓ Channels (outward facing profiles)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Incredible video distribution channel for small &amp; larger creators alike</li> </ul>
<b>Snapchat</b>	<p>A messaging app that allows users to create and send short-lived messages to specific users</p> <p>300 Million+ users (60% fall under ages 13-24)</p>	<ul style="list-style-type: none"> <li>✓ Short-lived photo &amp; video</li> <li>✓ Filters</li> <li>✓ Stories</li> <li>✓ Subscriptions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Organic, short-lived, and "in the moment"</li> </ul>
<b>Twitter</b>	<p>A real-time sharing platform designed to connect people around things happening in the world</p> <p>317 Million+ users (even distribution across age groups)</p>	<ul style="list-style-type: none"> <li>✓ Text, Photo, &amp; Video</li> <li>✓ Articles / Links</li> <li>✓ Live sessions (Periscope) / Broadcasts</li> </ul>	<ul style="list-style-type: none"> <li>✓ Following/retweeting users does not have to mean support, but rather interest and general relevance</li> <li>✓ Organic reach via open-discussions</li> <li>✓ 'In the moment' / Live</li> </ul>
<b>LinkedIn</b>	<p>A social networking tool for professional to establish and maintain a network of people they know and trust professionally</p> <p>106 Million+ users (50%+ fall under ages 30-64)</p>	<ul style="list-style-type: none"> <li>✓ Text, Photo, &amp; Video</li> <li>✓ Articles / Links</li> <li>✓ Subscriptions</li> <li>✓ Organization Profiles</li> </ul>	<ul style="list-style-type: none"> <li>✓ Great analytical tools</li> <li>✓ Great secondary outlet &amp; content aggregator</li> </ul>
<b>Reddit</b>	<p>A social news aggregation site which rates content based on user votes and serves as a platform for online discussion</p> <p>330 Million+ users (~80% fall under ages 18-35)</p>	<ul style="list-style-type: none"> <li>✓ Text, Photo, Video</li> <li>✓ Articles / Links</li> <li>✓ Sub-Reddits (subject specific communities / forums)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Reddit is at the forefront of trending online content. Highly rated content quickly spreads to other sites and platforms</li> <li>✓ Community / meme focused</li> </ul>

Before moving on, it is worth saying that one of the major mistakes a lot of established players still make, is to assume that social media is an add-on to their conventional channels of communication. In today's world, social media is, for a large part of your audience, the main way of consuming news, entertainment, and maintaining social connections. Don't take the potential of social media lightly. Others won't.

# State of Play in the European Union

People tend to speak of a communication gap between the European Union’s political level and its citizens. The EU deals with a number of complex policy issues, coordinates between its Member States on several different levels, and has legislative processes that often require academic degrees to fully understand. This makes communicating the inner workings of the EU difficult, especially in a day and age where you only have a few seconds to catch someone’s attention. Additionally, education around the EU and knowledge of its relevance on citizen’s daily lives varies considerably across countries and demographics. At the same time, not everyone is interested in politics. While this might be a problem that could be solved with more civic education, the challenge of communicating to and calling citizens to action remains.

## European Parties

Across Europe’s political families, we see a stark difference in online presence. While it correlates with the size of each party, smaller ones manage to maintain a good online presence and activate supporters for engagement. The table on the right shows this with the number of followers each party has. Please note that this table does not include political superstars, some of whom have followings that outrank entire parties, nor does it include social media accounts in local languages.

	Facebook	Twitter	Instagram	YouTube	Total Followers
<b>EPP</b>	983,213	224,600	12,973	3,905	<b>1,224,691</b>
<b>S&amp;D / PES</b>	533,845	162,000	11,253	3,165	<b>710,26</b>
<b>ALDE</b>	533,474	125,300	11,617	2,691	<b>673,08</b>
<b>Greens-EFA / European Greens</b>	123,903	74,500	6,316	4,132	<b>208,85</b>
<b>ECR</b>	81,918	33,000	149	948	<b>116,02</b>
<b>GUE-NGL</b>	21,597	26,000	1,155	1,354	<b>50,106</b>
<b>EFDD</b>	21,746	7,569	-	2,992	<b>32,307</b>
<b>ENF</b>	539	1,552	-	161	<b>2,252</b>

Followers / Subscribers across Facebook, Twitter, Instagram, and YouTube. European Parliament Group pages and Party Pages are both counted. Data collected on 17/11/2018.

## Content & Creative

Parities, Institutions, and civil society actors usually have dedicated social media managers and communication professionals. While they do a good job at informing professionals working with EU questions, the content released, more times than not, fails to go beyond the bare minimum of what is technically possible and what is needed to engage with those outside the EU’s professional sphere.

Sadly, creative and considered content is the exception rather than the norm. While there are fantastic examples of rich and engaging content, the norm is more about making a quick post to highlight the release of a report, make note of an event, or comment on the news. **This type of approach largely fails on two counts:**

- 1) The line of communication is one-directional**
- 2) There is very little reason for outsiders to care**

This becomes evident when looking at parties with a relatively large following whilst also having low engagement rates. If you have a quarter of a million of followers and your posts only get a few dozen likes and comments, your engagement rate is low and something is wrong.

Just like with commercial adverts, it doesn’t matter how many see an advert, what matters is the conversion rate, the engagement, the number of people who respond to your call to action. With political advertising, civic engagement, and online content, the goal should be the same; ensuring that existing supporters keep seeing the value of your cause and attracting new supporters. The figures shown on the table don’t matter unless they are leveraged. Without conversion or a call to action, the number of followers on social media platforms hardly matter. Smaller parties have, for instance, managed to have a large impact with a small yet dedicated community of supporters. All stakeholders acting within the political sphere would be wise to ensure that they utilize their existing online and offline supporters as best they can.

## PART 2:

# Creating Content

## Online Platforms: Policies & Content Guides

All major social media platforms welcome discussion and genuinely want you to share the things you're passionate about, be it Ryan Gosling's latest flick, the gourmet burger you spent 10 minutes taking photos of, or just about anything happening in your life or in the world.

Since politics has wider ramifications than cat photos, making sure that elections are protected is a top priority of social media platforms. Each one of them has policies in place on what content is allowed. They list different tools and have guides on how political parties, candidates, and everyday citizens can participate in the wider public discourse. **Here are some of the publicly available resources that social media platforms have created specifically relating to political engagement, advertising, and content creation.**

### Facebook

- The [Politics and Government](#) portal guides you on the basics of using Facebook as a political platform, lists tools, and has technical support for political candidates and parties.
- [Facebook Blueprint](#) is a free e-Learning platform that teaches you everything you need to know to advertise effectively on Facebook and Instagram.
- [Facebook Business](#) has a number of resources, best practices, and inspiration for content creation. (While you're at it, check out [Facebook IQ](#) for their latest marketing research).
- [Terms and Policies](#) states what type of content and behavior is allowed on Facebook.

### Instagram

- [Instagram Business](#) has a number of resources, best practices, and inspiration for content creation. (Check out their creative [tool section](#)).
- [Terms of Use](#) has guidance on what type of content and behavior is allowed on Instagram.

■ CREATE ■  
■ SOMETHING NEW ■

## Twitter

- The [Twitter Government & Elections Handbook](#) is a 137-page document that explains most if not all of Twitter's features and how to use the platform as a political candidate. While the book is from 2014 and focused on the US, it still has a lot of offer if you're looking to get a better understanding of twitter.
- [Twitter Business](#) has guides and support around advertising on Twitter.
- [Rules and Policies](#) outlines what content is allowed on Twitter. If you are in doubt about something on Twitter, refer to this page.

## Google / YouTube

- [Academy for Ads](#) is a free learning platform introducing you to Google advertising products.
- [Digital Garage](#) has free courses on online marketing strategy and social media.
- [Google Ads](#) has resources for you to effectively use advertise on Google products.
- [YouTube Ads](#) has tips and tricks on how to create video ads that you can place on YouTube.
- The [Protect Your Election](#) portal comes with a few resources on protecting your campaign and elections in general from digital attacks and misinformation.

## Snapchat

- [Snapchat Business](#) covers everything you need to know about creating sponsored content. Check out [Snap Publisher](#) for an user-friendly tool to create content.
- [Community Guidelines](#) has guidance on what type of content is allowed on Snapchat.

## LinkedIn

- [LinkedIn Business](#) covers how you can effectively advertise using LinkedIn and comes with resources on how to create and measure ads.
- LinkedIn's [User Agreement](#) details the type of behavior expected on the platform.

## Reddit

- Reddit's [Advertising Help Center](#) has everything you need to know about sponsored content on the platform, including how to target in on the right demographics and the general advertising policies.
- Reddit's [Policy Page](#) lists user agreements, privacy and content policy, as well as their moderation guidelines.

# Building a Content Creation Process

With ample opportunities to either create sponsored or organic content on a number of platforms, it's important to consider how you create your content. To make the most of your time and resources, you need to establish a clear understanding of what type of content you are producing, why you are producing it, who you are producing it for, and how to make an effective process to produce it.

Having a strategy in place can make the difference between your videos getting 200 and 200,000 views. Structuring your process will also allow you to create more content with significantly less effort. This in turn can support you in raising the visibility of the more important policy positions you are trying to get across. With this in mind, getting your content creation process right is an essential part of any campaign or cause. It is worth digging deeper into.

## The GaryVee Content Model

[Gary Vaynerchuk](#) has a fantastic approach to content creation. In short, it's all about making the most of your main media assets and using them to create offshoot content to generate a larger following. Here's his "Content Pyramid" ([See his full slide deck for a greater overview](#)).



### Establishing your Pillar Content

You need a clear understanding of what your Pillar Content is. It needs to be high quality and useful for the creation of Micro Content. Video is usually king in this case. Recorded keynote speeches, for instance, could be converted into smaller audio or video clips, into photos with quotes, or transcribed to become an article on LinkedIn or as a guest blogpost at a relevant outlet. Typically, you'll have around 3-5 types of Pillar Content and it's important that you reuse them for Micro Content – ensure that your hard work sees proper millage and drives both viewership and online engagement.



Make sure that your main figures and their appearances are recorded at events. Organizers often have livestreams; record a copy of it yourself. If there is no livestream or planned recording, bring someone who can record it for you. High quality video enables you to create amazing Micro Content.



Nigel Farage's podcast show LBC and his speeches from the European Parliament are great examples of Pillar Content which can be used to create engaging (provoking) Micro Content.

## PowerPoint & Storytelling

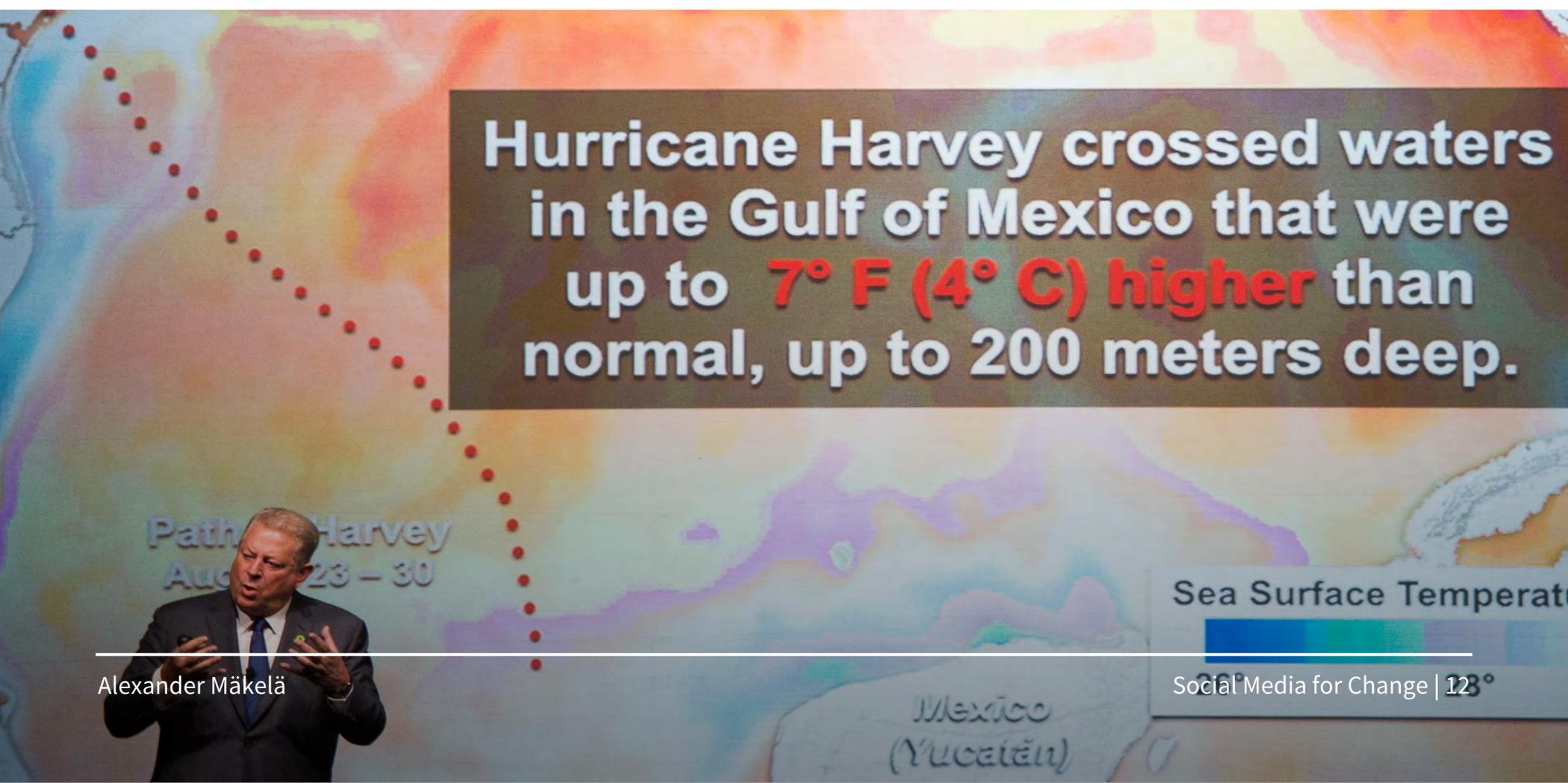
You might be surprised seeing PowerPoint in this booklet. After all, we've all endured long-winded presentations where speakers read bullet-point after bullet-point in a font size too small even for those of us with 20/20 vision. But when done right, a story-driven PowerPoint presentation (or Keynote for you Mac users) can have a lasting impact. Many design aspects used in PowerPoint will also be relevant when developing content for your online engagement. Here are a few things worth considering and resources to help you out.

### Find your story

Before even starting to consider your content or presentations, you need to know your story. What is your narrative, your message, or your captivating idea? How can you use them to convert your audience into active supporters willing to take action on your behalf?

Resources:

- [Start With Why](#) by Simon Sinek is a fantastic book on effective story telling. It is no longer enough say what you're selling or what you stand for. You need to give a compelling answer to WHY you do what you do. (Check out Simon's [TED talk](#)).
- [Tell to Win](#) by Peter Guber explores how stories can win hearts and minds.
- [Resonate & slide:ology](#) by Nancy Duarte. Nancy is an industry veteran and has helped create truly extraordinary presentations (including Al Gore's 'An Inconvenient Truth' slidedeck).



## Become familiar with data visualization

What data supports the story you're trying to tell? How can you best use it without overwhelming your audience? What are the 1-3 stats you want people to remember? Once you've answered those questions, it's time to decide how to present your data.

Resources:

- [Good Charts](#) by Scott Berinato is a masterclass in how to present data. The book goes into how we humans best absorb charts and graphs.

## Master PowerPoint

Everyone claims to know PowerPoint – frankly, most of them lie. There is a big difference between putting words on a slide and creating an awe inspiring presentation. Consider learning how to get the most out of PowerPoint.

Resources:

- [Microsoft](#) has a bunch of guides to get you started.
- [PowerPoint School](#) & [One Skill PowerPoint Tutorials](#) are two fantastic YouTube Channels with guides on how to create cool content (they include free templates as well).

“With great power comes great responsibility.”

point

- Uncle Ben



Did you know that PowerPoint supports GIF files and high quality videos? Consider using animated assets to make your point. Have relevant background videos when showing specific data or stats. Many of the best keynote presentations are several GBs in size due to their inclusion of stunning and effective visuals.



Consider creating a slide deck and training your followers to present it in their own communities. You can't be everywhere, empower your supporters to share your story.

## When should you use PowerPoint?

In the context of political engagement, presentations will often not be necessary. In most cases you can explain things verbally or create social media content to share your ideas. Presentations themselves are perhaps best used at key moments (e.g. large conferences) when you're trying to showcase your overarching vision, support it with data, and create a memorable experience and call to action for the audience. Remember that the assets you create for a presentation could also be used online. Professional infographics can be very powerful when done right.

# Formats, Fonts, & Colors

This section goes into more technical aspects of content creation you need to keep in mind. It's not exhaustive by any means, but rather meant as a general note since formatting does not often get discussed.

## Formatting

Formatting can often be tricky, especially when working across different platforms and content channels. Nevertheless, you need awareness of how your content is displayed on different platforms to make the most of it. You don't want to be in situations in which you might have crop out parts of your content (this can be especially annoying if you are using the same video across platforms with different formats). **Ideally, you rather want to create things natively.** Aim to have both the format of each platform and target audience in mind from the start of your creative process. This [handy guide](#) goes through image and video resolutions across social media platforms. Some tools such as [Canva](#) also come with pre-fitted templates.

## Fonts

Since a large amount of your content will include text, it's important you give it careful consideration. Apart from it being readable, it should also be in line with your overall message. Be aware that the fonts you use have an impact on how your message is received. Cursive and colorful text might not be the best if you're trying to be serious. Likewise, stale old-timey typewriter fonts might not appeal to young people (hipsters aside). Fonts also give an incredible opportunity to stand out and display unique creative. Trying to invoke a specific feeling or tap into nostalgia or pop culture? The last section of this booklet has more resources on font combinations and how you can find special fonts.



When creating videos, think about strategic thumbnails that will draw in viewers. For instance, if you are engaging with people from a specific city, an open vista of the city with a bold title of the city's name would generate clicks without knowing what the rest of the video is about. Making content relevant for the viewer is key.



While shooting for TV or printed media, take that opportunity to also produce assets that are specifically made for your online content. This can give you consistency across media and saves money.



High quality video is the holy grail of content. You can use it to make shorter videos, strip it for its audio to use in podcasts, transcribe it into written word content (pictures with quotes). Make video a priority.

## Color

While there are many schools of thought about what different colors represent (the table below being one example), it is accepted that the use of color does have an emotive reaction in your audience. This is not only about your logo, but also the filters and general color schemes you use. Be mindful about what type of emotional reaction you are trying to invoke. Select a color scheme that works with your message.

Also keep in mind how colors work with the people you are highlighting. Adding a blue-ish hue over staff photos, for instance, might make people less relatable. Likewise, when selecting color schemes make sure you maintain readability by using contrasts. You want the different facets of your content to stick out naturally. Avoid eye sores at all cost!

More resources on this on the last page.



The 'Color Emotion Guide' Created by the friendly folks at Avalaunch Media

# The Power of Community

Taking the time to foster a community around your cause will yield one of the greatest returns on investments you will ever make. Do not underestimate the power that comes from an engaged community of people.

## Curation

As part of your community, you need to share good content with them. Since you are working on political issues and keep an eye out for things happening, share the content that has helped you understand the debate better, the videos or photos that made you laugh, the influencers and sources of information that kept you informed. If you find content engaging and useful, chances are that others will to. As mentioned before, your actions online should not focus on yourself, it's about your audience and community, and the value you bring to them.

For example, if you're working on a political campaign, good curation could be highlighting other people from your party, their videos, articles, etc. Highlights from the wider campaign. Interesting talks with party heads. However, avoid becoming a notice board for political announcements. Keep it relevant, interesting, and actionable.

Remember to curate from across platforms, make linkages between the different outlets you and your community use. Lastly, encourage your community to do the same. They might find content that you have never seen. Sharing and fostering discussions around interesting content is a great way of keeping your community alive.

## Make champions of your supporters: what are their stories?

If people want to support your cause, bring them in. Equip them with the tools to make a difference. Al Gore for instance successfully trained thousands since the release of An Inconvenient Truth – distributing a common slide deck and encouraging people to share and use their local stories in engaging with climate issues. The tools that we take for granted, be it phone apps, slideshows, or just exercising our voices in political discussions could change someone's outlook on civil society and empower them to participate. Share your knowledge and empower your supporters and community.

Beyond that, live sessions and online discussions are also great opportunities to highlight champions inside your own community. Listen to them and give them a platform to share their experiences. It makes the community more authentic and real. Great stories and moments should be highlighted. Even after engaging with your supporters, keep their stories in mind and use them as examples.

## Discussion Groups

Online groups and pages can be very valuable in giving your community a space for discussions. It creates a hub between different social media outlets. It gives greater visibility for people wanting to join the cause or partake in campaign or political discussions. It also gives you a direct line for feedback, allowing you to ask your audience and community what they want to see. Overall it gives them an opportunity to interact with you and the cause. Both Facebook and Reddit are excellent at creating this type of interaction.

Discussion groups can also be used to foster debates around specific topics. Ask people how they feel about issues and share content around the issues to set a context. The ideation and real world experiences will be useful in informing your messaging and more broadly closing the gap between the political sphere and every day life. Just be careful, as groups grow, so does the need for content moderation. Have guidelines in places for what is allowed. You want discussions to be respectful – no one wants to be part of a toxic community!

# Live Sessions

Connecting and interacting with thousands of people has never been easier. Around the world, content creators, big brands, and increasingly political actors are seeing the value of having live sessions on a number of online platforms. While anyone can create this type of content, generating a large and engaged audience is challenging. That said, the rewards are worth it. Having a core group of tuned-in supporters can have a big impact on your cause.

## Equipment

While many content creators spend thousands to get the latest equipment, running a live session doesn't require more than a few bare essentials (a computer, a microphone, and a decent internet connection). Heck, with just a smartphone you could livestream from anywhere. However if you want to create a mobile, relatively cheap, and effective studio, you can't go wrong with a professional camera, tripod, lighting kit and reflector card, and a few more miscellaneous items. Have a look at this [budget YouTube setup](#) (< 800 USD) to get a sense of what you need. Now let's see which platforms you should be on.



Consider hosting your own podcast as part of your cause. Invite guests and engage directly with people via social media.



Download [OBS](#) (an open-source broadcasting app which connects to our platform of choice). You can add your logo, the names of guests, and specific hashtags related to your cause as part of your video overlay. Paid (yet cheap) services such as [Wirecast](#) and [BeLive.TV](#) are also great options with many added functionalities and support.



Consider using stock music for both your live sessions (intro reel) and for your other content. Here is a [fantastic article](#) with several sites offering royalty free music.

## YouTube Live

As the largest dedicated video sharing platform in the world, YouTube is a necessity for any political stakeholder. Having an active presence on the platform will generate vast library of content over time, which supporters can use and share. The platform's reach, accessibility, and possibility to engage with the audience makes it an ideal platform to host live sessions on. Use [YouTube Studio](#) and its [app](#) to manage and get metrics on your content.

## Facebook Live / Facebook Watch

With full integration into Facebook's user experience, live sessions can be shared among friends and quickly gain traction. Facebook Live is also seeing growing legitimacy as the premier streaming option for many political actors. Combined with a well-thought-out campaign page, live sessions on Facebook can drive traffic and increase your number of followers. With the recent launch of Facebook Watch, you can have a [specific page](#) for your shows and engage with viewers live with features such as polls and quizzes. Check out the [Creator's Page](#) for everything you need to get started and [Facebook Media blog](#) for best practices. Use the [Creator Studio](#) and [Creator App](#) to manage and get metrics on your content.

## Instagram Live / IGTV

With a mere smartphone you can interact with hundreds of followers via Instagram Live. With recent updates, it's also possible to invite others from anywhere and have a [joint live stream](#) (i.e. having guests). Since these live sessions are more spontaneous and are only stored 24 hours, they're more personal and engaging experiences (especially if you're the one holding up the phone). As part of Instagram, IGTV (a new vertical video sharing platform) allows you to record and post videos of up to 1 hour onto your IGTV channel (which is linked to your regular Instagram account)

Remember to record your live sessions and post them across your social media platforms. Small clips from your session could be used as separate content highlighting key moments or insights.

# Social Media in the Field

When considering social media in political contexts, agility and quick execution is often all too understated. When you are battling for attention you must be quick and effective. This section goes into some tactics and tricks you could use to make your content creation process faster on the ground and in real-time.

## Field Teams

Either at specific events or across most everyday functions, there will be a need to create content. To ensure that this is as easy as possible, work together as a team to support your content creators. Sharing things in real time is crucial. While not everyone will be able to make content on the spot, someone will (especially if you designate someone for the job). Photos and videos taken across the day, and ideas for captions, commentary, etc. can and should be shared over a common WhatsApp group specific to your team. This will serve as a treasure trove of media assets for the people creating high quality content in real time. Adaptability and quick reactions can often sway the discourse on particular topics and can frame issues in your favor. Don't underestimate a swift initial and continued online presence. **Use the tools mentioned in this booklet, coordinate with your team and engage in real-time.**

## Encourage user-generated content

If you're at events or participating in public online discussions, do not shy away from engaging and sharing good content created by your followers and community. You should encourage others to create content especially if it helps highlight your position and supports your message. These online allies can come from unexpected places, so keep an open mind and an eye out for interesting and useful content.

## Leverage your super stars

Across a number of social media platforms, early visibility and engagement is essential to the virality and success of your content. For key pieces of content, coordinate with the social media superstars and influencers within your party or community. Getting shares or comments by people with a high number of followers will automatically increase the overall reach of your content. While orchestrating this would be excessive if done for all types of content, it can be very useful in boosting the more important things you want to share. Also consider reaching out to and collaborating with these influencers on specific content pieces. Make it easy for them to create and post great content on issues that you are both passionate about. Help by bringing in your expertise on the issues and support them in creating opportunities for meaningful interaction between them and their communities.

## Hashtags

Keep an eye out on which hashtags are trending. Use them to tap into the debates that are happening now. That said, don't be afraid to create your own hashtags. They can be very effective in framing debates over a long period of time. Keep them short, simple, and to the point.



Use software such as [OBS](#) to record live streams or events. In 99% of cases, you will be able to create content (such as sound bite clips or adding it to your own videos) long before the organizers of the stream have even uploaded the video for later public viewing. This can be particularly useful for candidates participating in debates. Move fast and share the key moments / sound bites before anyone else!



While piracy is not advocated, the fair use of publicly available material is something that should not be ignored. You can obtain copies of most videos and images by searching “[name of social media platform] + downloader”. Using content for educational and non-commercial purposes, such as social commentary, could be considered fair use.

## Develop an asset library

Over time, you want to collect the content you've created and the digital assets you've used. Keep them organized and accessible for your team. Have folders for sources of inspirations, fonts, decks, marketing material, logos, stock photos and videos, etc. Share best practices within your team on a regular basis. What worked? What didn't? What do others need in order to recreate the content in real-time without you? This is where a shared asset library helps, by giving people access to the resources they need to create great content (either new content or content that draws from the past).

## Thinking Outside the Box

A lot of political causes hesitate going beyond the usual cut-and-dried content you see saturating the online space (especially during elections). But playing it 'safe' doesn't have to mean boring nor does it have to be expensive. Here are just a few experimental ideas that could help you differentiate yourself from opponents.

## TED Talks

Every person has a story to tell, an interesting perspective to share, or a discussion they can partake in, TED or TEDx speeches are great opportunities to share these unique insights. Every cause should see their main figures have at least one TED talk under their belt. Not only does it provide a recognized platform for public discourse but it gives you content you can share as part of your online engagement. Search for local TEDx opportunities and reach out to the organizers or apply directly to participate in a full TED conference. Here's a [great book](#) and a [playlist](#) on giving TED talks.

## Alternatives to traditional TV interviews

A common issue with TV interviews during elections is that they rarely reveal who the candidates really are. In recent years however, podcast shows that interview famous (or infamous) people have gained a lot of traction. With a 1-2 hour format, hosts with years of experience, and large global audiences, it's possible to **show the real you and share your 'why'**. [Joe Rogan](#) & [London Real](#) are just two examples of this format. An added benefit of appearing is getting clips with the most interesting parts of the conversation for you to share on social media.



## Doing a Reddit AMA / Creating a Subreddit

Reddit is the world's largest social news aggregator. People share content they love, upvote and downvote content they see, and join in on truly global conversations. Part of this is well known people ([Obama](#), [Schwarzenegger](#), etc.) doing AMA (ask me anything) sessions, where people can ask questions to them directly. It could be anything from "what is your favorite food" to "what is your stance on x, y, and z." Depending on virality of the guest, AMAs can reach the front page of reddit (**essentially the most popular content in the world at any given time**). Reddit also has topical forums (Subreddits) where people can discuss and share content on a particular topic. Having a more relaxed forum or Subreddit around a cause would invite supporters to become part of the content creation process.



Collect good piece of content you spot online. If you like something, save it and have a think about what makes it good and how you could do something similar with your content.



If you feel like you need inspiration or just want to see how other people approach the creative process, read [Steal Like an Artist](#) by Austin Kleon.

## Power of the Crowd

Sometimes costs are an issue, however with the Internet you are now able to raise funds via crowdfunding or outsource tasks at a fraction of their costs via crowdsourcing. There is a reason why many big brands are crowdsourcing their Super Bowl ads (America's largest sporting event). It saves time, money, and the results can be spectacular. In an election context, crowdsourcing would give supporters the opportunity to contribute and be part of wider collaborations: effectively making voters part of your cause. [Bold](#) by Peter Diamandis is a fantastic resources on the power of crowdsourcing and other means to create impact.

Here are also lists of great [crowdfunding](#) and [crowdsourcing](#) websites. **Note if you are running a political campaign, make sure you abide by campaign financing rules!**

## AR Filters on Social Media

People love taking videos and photos. Many brands have started using this fact in creating augmented reality (AR) filters to go with their campaigns. [Consider doing the same](#). Give users something fun to play around with and post on their profiles.

# Memes

Memes can be a fun way to engage with pop culture in the 21st century. Creating your own take on classic memes could be used to show your reaction to a specific situation or policy issue. While they can be a bit childish and random at times, memes have a rate of virality that a lot of other content lacks.

Specific to political engagement, public figures often find themselves as the target of memes for better or worse (see [Obama’s “Not Bad” face](#) or the [Ted Cruz-Zodiac Killer](#) meme). With memes targeting a younger demographic, their use is important in your overall content strategy.

A note of caution, some memes have been (and will continue to be) appropriated by extremist elements. You should strive to have an awareness of how memes are used and what they represent. Additionally, be aware that online trolls will often aim to cause confusion and create large news headlines by creating fake linkages between public figures and controversial topics (see the [“ok” sign and its fake link with white supremacy](#)).

If you’re targeted by a meme (and depending on its nature) consider whether it’s worth appropriating. A bit of self-deprecating humor never hurt anyone but if it’s a bad/hostile meme try to ignore it.

As for resources for meme creation, here are a few links:

- [Know Your Meme](#) is a webpage which documents and traces the origins and different variations of popular memes. It also tracks currently trending memes and has a cool series explaining how specific memes came about.
- [Imgflip](#) allows you to easily create memes from trending and popular templates.
- With [Giphy](#) you can convert your video clips into GIFs and add captions / stickers.



The font used for a large amount of memes is called **IMPACT**. Remember to capitalize every letter and add a black outline. **VOILA!**



While some memes have been used to undermine political candidates and causes, it can be easy to spot when they’ve been created by opponents (especially when poorly made). Don’t try to create ‘attack memes’. Memes are better when organic.



A bad use of a meme is worse than not having posted anything in the first place. If you don’t understand a meme, avoid using it.



Feel free to share memes and online content that you genuinely like. For example, as part of a political campaign, a candidate’s personality is supposed to shine through; memes and pop culture can be a part of that.

# Things You Ought to Avoid

Social Media is not an add-on or an extra pair of bells and whistles. Social media is, in its own right, one of the most effective way of conveying your message and converting an audience to your cause. While interns and volunteers under the proper training can support your content creation, don't underestimate its importance. Give this aspect of your outreach the time and attention it deserves. This section will cover many of the pitfalls in that people fall into when considering social media and content more broadly.

## Lacking meaningful content

A lot of political actors have a tendency of creating content for the sake of content or to fill a need of 'being present'. Frankly, this is a waste of everyone's time. If you are going to use social media to engage with the public, you want to approach it creatively. Make something good. Something people want to watch. Something they feel a desire to engage with. What is good content? Like the saying goes... you know it when you see it. Iterate content, apply feedback, use what works and discard what doesn't.

## Wasting your budget

A tremendous amount of money is wasted on online advertising every day, not because it wasn't the right medium but because of entirely avoidable reasons such as the creative not being strong enough, the wrong targeting, the targeting and creative not aligning to one another. Before buying online advertising, it is crucial that you do the research. What are your messages? Who should see what, when, and where? Tailor the content for the audience at hand. Some messages resonate better with certain demographics. Some messages are better delivered by others. Perhaps other people from your cause would be better suited at conveying certain stances on issues. Without this preparation, a large part of the return on investment of social media is not captured.



Knowing how to write good copy and being effective in communicating are essential skills you need to develop, especially when facing character constraints, short attention spans, and fast media cycles. However, in some circumstances you may want to go beyond these limitations and give your copy a lasting effect. **If you manage to coin your own phrases that catch on more broadly, you can fundamentally shift the perception of the debates you're in.** For instance, Republicans in the US have used the term 'Death Tax' to effectively push back against estate taxation proposals. A simple shift in how you frame a debate can win you points in the long-run. It is highly recommended that you read **Frank Luntz' book "Words that Work"**, it is a fantastic guide on how to frame debates and change the words associated to them.



Don't buy followers and fake accounts. It's quite telling when you have 2 million followers on Instagram and only a few hundred likes per post. Spend time engaging with the following you already have. Your existing core audience is the key to growing your following.

## General Inefficiencies

While it can take a long time to build up a following (usually months or even years of producing good content and slowly attracting new followers), you eventually have to optimize your content. You can have a lot of content, but if some of it is not seen or engaged with, you're wasting resources. When battling for attention in a digital age, focus on the greatest return of your efforts. If something isn't working, either fix it or move on. A one-hour live stream with 20-200 viewers for instance, might frankly not be a good usage of time. In this case, perhaps it wasn't advertised well, the content didn't appeal to viewers, or the format was wrong and failed to engage properly.

Here you have the choice of either fixing the issues or spending your time creating other forms of content with the potential of reaching more people. You don't want to be stuck with a library of videos with lifetime view counts of a few hundred. Use analytics to track which pieces of content work, embrace success where you see it, apply feedback, and draw inspiration from others who have succeeded in your space. Don't be afraid of benchmarks and experimentation. Think of social media as the communication equivalent of [Moneyball \(also see the movie if you haven't!\)](#). Be evidence-based and make the most of the resources you have. Rag tag teams with this mentality often outcompete large and established actors.

## Inauthenticity

While paying homage and referring to pop culture can be completely fine, plagiarizing or lifting heavily from others isn't. In an election, you don't want to compare yourself to successful candidates with a gravitas you might fail to match. If you're not Obama... don't copy his ["Hope"](#) poster. That's said, it's ok, this leaves you ample amount of room to be yourself. Authentic leadership and explaining one's own individual motivations and convictions are crucial – it's rarely something one can successfully copy from others.

A final note on that is to maintain a steady online presence. Don't try to sell yourself as someone who is willing to engage with your audience if you're not prepared to do so consistently. For political contexts, this broadly means keeping the same minimum level of engagement with your audience before, during, and after elections. Don't fake your engagement, it will harm your online presence in the long-run.

**Dan Quayle:** ... I have as much experience in the Congress as Jack Kennedy did when he sought the presidency ...

**Lloyd Bentsen:** ... Senator, I served with Jack Kennedy. I knew Jack Kennedy. Jack Kennedy was a friend of mine. **Senator, you're no Jack Kennedy.**



# Tips & Tricks

This section contains various aspects of content creation not previously covered. If you are struggling with ideas for your social media content, here are some to get you started.

## Video & Mobile Optimization

As mentioned before, video is king among content. Data has shown that adding small motion elements to your content can drastically increase engagement compared to still pictures or plain text. [Facebook's 'Create to Convert' campaign](#) is a great resource to inform your thinking about making this type of motion-based content.

Another aspect to keep in mind is mobile optimization. Across all the platforms mentioned in this booklet, mobile is or is rapidly becoming the main way of consuming content. Making sure that your content is optimized for mobile use is therefore crucial. Facebook has interesting insights on [mobile creative](#) and [useful guidelines](#).

Lastly, if you have a website, check whether the content (be it blogposts, photos, etc.) are optimized to be shared on social media. Here is a [useful page](#) with some information on making your website compatible with social network snippets.

## User Engagement

When considering the content you're going to create, remember that social media is not about you. For social media content to be engaging it has to either bring direct value to your audience or be part of a two-way conversation. **Bring your audience on a journey with you, not one about you.**

This applies to the photos and videos you share to tell your story. It applies to the live sessions and the direct interaction you have with your audience. It's important that you engage properly with your audience instead of treating them like numbers on your social media meters. Take time to reply to people and listen to what they think. Alexandria Ocasio-Cortez, for instance, has [shown herself to be an excellent and inclusive user of social media](#) by actively showing the inter-workings of the US Congress.



Ocasio-Cortez is also an active proponent to make social media accessible. Her live streams and videos are often captioned. You can use tools such as [Clipomatic](#) to add captions to your own videos with ease. With some people having hearing impairments or there not always being an opportunity to play stories or videos with sound, accessibility is important.

## Content Ideas

In addition to regular posts and stories about the events and things that happen around you, your cause, and the topics that interest you, consider putting together a 'Week in Review' post. Summarize the key things that happened and add some extra personal thoughts. This would work well as many social media platforms allow you to add a several photos and video clips in a single post.

If you want to engage more with your audience, create a photo or video contest around a specific hashtag. Share the best ones on your account (best does not have to mean the posts with the most likes). But make sure the winners are ok with you sharing their content. Respecting image and video attribution is important.

Sharing candid behind the scenes moments from your work can also be an excellent source for content. Share the photos and videos of the things you're working with and that which your audience might not otherwise see. Perhaps you're preparing for a speech (show your handwritten notes or make a bloopers reel as you prepare).

You could even go as far as having your team and nearest collaborators run a secondary account which focuses more on behind the scenes, memes, and generally more relaxed content. Many have found success with such accounts. An easy name to use would be calling it 'Team [Insert Your Name]' with handles and hashtags like @Team[insert name] #Team[insert name].

Another aspect of showing behind the scenes would be to show your work more widely. Who are your inspirations, your sources of information, and the people you work closely with? Show how you work and invite discussion and feedback. Not every piece of online content has to be a polished gem, sometimes showing the real work behind policy-making can add a level of authenticity that many lack. As mentioned before, bring people on a journey.

Relating to the last point is curating the work of others. You should both follow people who relate to your work and interests across your social media platforms. Feel free to share their posts and content if you think it's interesting for your audience. Also, remember that sharing something does not necessarily mean endorsing it. Sometimes sharing and providing commentary has value in and of itself.

### **Misc.**

If you're considering a longer campaign or lasting 'brand' / online identity, it might be worthwhile for you and your team to develop branding guidelines to ensure consistency in what you post and the style. Canva has a [great page](#) with some simple steps and things to consider.

If you are a public figure or working for a cause, there will be times where others might create fake accounts using your name. To protect your online presence and ensure that you are not confused with others, make sure that your accounts are verified by the social media platforms you're using (this usually entails getting a blue icon next to your account name). Account verification can vary across the platforms so your safest bet would be searching online for 'Account verification + [the social media platform in question]'. If it's more urgent, the public policy professionals working at these companies are quick to support you. Reach out!

More broadly, ensure that your social media presence is a core part of your schedule. Try to be active across your social media platforms and plan ahead for special moments and occasions. Having a robust process and plan in place will make your life easier when other aspects of your work demand your attention.

To make your content memorable and impactful, give careful consideration to your copy and the way you use language. George Orwell's essay "[Politics and the English Language](#)" is an insightful guide on how to cut excess and make your writing as accessible as it could be.

### **Fun**

Last but not least, remember that social media is supposed to be fun. While it's important that you have a strategy in mind, a process to back it up, and the tools to create content, don't forget that both users and content creators are just people. So relax a bit and make some goofy content in a while (Instagram's [Boomerang](#) app can be pretty fun. It allows you to make short videos that play back and forth).

## PART 3:

# Tools & Resources

## Editing Software & Free Alternatives

If you can afford it, the Adobe Creative Cloud comes with all the professional editing software you will ever need. While it can take time to master these programs, the results are unparalleled. From adding final touches to photos, creating booklets, or producing high-quality videos, Adobe has a solution for everything. In the context of political discussions and the need for content creation, here are a few programs you should consider (as well as free alternatives).

### Photoshop

When the name of your product becomes synonymous with photo editing, you know that you've created something extraordinary. With thousands of photoshop templates and tutorials online, your own creativity is the limit. You can make your photos look amazing, create unforgettable logos, and add those final touches to your designs.

Free Alternatives:

- [Photopea](#) is a free online alternative with most of the functionality of Photoshop.
- [GIMP](#) is a open-source alternative with an active community to support you.
- [Paint.net](#) is a free (window-only) alternative with an active community to support you.

### Premiere Pro

Premiere Pro is to Windows Movie Maker what a Ferrari is to a tricycle. If you're looking to create high-quality videos (or even feature films), this app has everything you could need. The amount editing and export options is staggering. There is also a large community around Premiere Pro who openly share tips and tricks on how to make the most of it.

Free Alternatives:

- [kdenlive](#) is a full-featured and open-source alternative to Premiere Pro.

BE   
 RESOURCEFUL

## InDesign

If you're looking to create world-class print or digital designs in the form of brochures, posters, annual reports, magazines and books, InDesign has a ton of accessible tools to help you.

Alternatives:

- [Scribus](#) is an open-source alternative for both Mac and PC.
- [Canva](#) is a mostly free online editing platform. While it is more suitable for social media content, it can serve as a replacement for InDesign for smaller projects.

## Illustrator

This app allows you to create vector graphics for print and digital media, website, videos and more. You can easily create logos, icons, drawings, typography and illustrations.

Free Alternatives:

- [INKSCAPE](#) is an open-source alternative with a large and active community of creators.

## Rush

Rush offers a fast and user friendly video creating experience both on desktop and mobile. Creating trendy and professional videos perfect for social media networks.

Free Alternatives:

- [QUIK](#) offers a similar experience with less functionality.



In 9 out of 10 times, someone has answered the design or technical question you're asking. Use Google and YouTube to find tutorials and tips on how to use these apps.

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# Must-Have Apps

This list of apps is by no means exhaustive but it should give you a wide range of creative freedom and options to experiment with. Happy editing!



Check out Facebook's Creative Shop which has listed their [Top 10 Apps](#) and [tips](#) on how to create cool content!



**Download:** [Web Browser](#) / [Android](#) / [iOS](#)

**Cost:** Free (+ premium content)

Canva is an easy-to-use graphic design tool with 1000s of templates to help you create everything from captioned photos, letterhead papers, to your own logo. With a high variety of design options and a user friendly drag-and-drop format, Canva is a must have. As a mobile app, you can create world-class content anywhere within mere minutes.



**Download:** [Android](#) / [iOS](#)

**Cost:** Free

Legend is a powerful mobile app that allows you to quickly create videos and gifs with animated texts on top of your own photos. Legend has over a dozen animation styles and color schemes, and you can easily export your content in full HD and in both squared and landscape formats.



**Download:** [Web Browsers](#) / [Android](#) / [iOS](#)

**Cost:** Free (+ premium content)

JIBJAB is a premier eCard platform which allows you to place a person's face on top of funny photos, videos, and gifs. Much of JibJab's selection is based on both current and classic pop culture. Ever wanted to see two political rival play out a scene from the movie Grease? If so, try out JIBJAB.



**Download:** [Android](#) / [iOS](#)

**Cost:** Free (+ premium content)

Quik is a powerful editing tool which allows you to use up to 200 photos and clips to create world-class videos. Quik analyses your content and offers a wide range of video styles and matching music (you can also use your own music). Quik also gives you a great degree of freedom when it comes to editing specific parts of your videos.



**Download:** [Android](#) / [iOS](#)

**Cost:** Free (+ premium content)

1 Second Everyday is a cool app which allows you to create a chronological montage videos with 1 second clips from each day. If you want to show what your month looked like or share your special moments in a flash, this is the app for you.



**Download:** [Web Browsers](#) / [Android](#) / [iOS](#)

**Cost:** Free

PhotoFunia is an easy-to-use app which allows you to create animated photos and text effects. Want to add a face to a magazine cover, create retro/80s title screens, or see your content in a full cinema? If so, this is the app for you.

# Online Resources

Here are a few resources to help you in creating cool content. Most of it is free and just requires you to have a look and see what assets could work for your campaign and its content.

## Icons

- [FlatIcon](#) & [Freepik](#) are two fantastic sites with free-to-use icons, images, and more. While they are free, you should give credit to their creators.

## Templates

- [Themeforest](#) is a large marketplace for templates (booklets, posters, brochures, PowerPoint, etc.), graphics, stock videos, and more. While you have to pay for them (usually around 10-30 USD), you can find really cool digital assets to support your campaign.

## Royalty Free Videos and Photos

- [Pexels](#) (& [Pexels Videos](#)), [Stock Footage 4 Free](#), & [Pixabay](#) are great resources when looking for stock photos and footage you can use for your online content. If you need high definition background videos or a professional photo to go with your messaging, you'll find it here.

## Font Combination

- [Canva's ultimate guide to font pairings](#) is a fantastic resource on how to use font combinations effectively. All the fonts mentioned are free to use (although you might have to quickly search for them online).
- [Google Fonts](#) is a collection of free to license fonts from Google. The site allows you test font pairings and features articles on typography.
- Bonus Free Fonts: [1001FreeFonts](#) & [DaFont](#) are two great sites when you're looking for fonts inspired by pop culture. Ever wanted the *Mission Impossible* font? Here's your chance.

## Color Combination

- [Coolors](#) & [Adobe Color](#) are two nifty sites that allow you to create great color pallets for your content. Use [Color-Hex](#) if you're looking to emulate specific color schemes.

## GIF Files

- [Gfycat](#) & [Tenor](#) are excellent sites for finding cool and trending GIF files for you to use in social media.

## Creating a website

- [Squarespace](#) is a great service helping you create a high-quality website for both browsers and mobile. You have hundreds of templates to choose from.



Looking for more guides and inspiration? Try [Reddit](#). The site has thousands of “subreddits” for a ton of different subjects. Just search “Reddit + advertising” (or any topic of that matter), and you’ll find active forums where people share interesting content.



‘.png’ files are images that are capable of containing a transparent background. You can use ‘.png’ files to add icons, logos, cutouts of people, objects, etc. to your content.



Outside of content creation, the book [Lobbying for Change](#) by Alberto Alemanno is a fantastic toolkit on planning political and advocative action. If you want clear guidelines on how to promote views on specific topics, this book is highly recommended.

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I hope you found this booklet useful. Feel free to share it with colleagues or anyone seeking to learn more about social media. I would be happy to hear from you if you have any further questions or feedback, please feel free to reach out and/or follow me on social media.

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 [ItsAlexMakela](https://twitter.com/ItsAlexMakela)

 [ItsAlexMakela](https://www.instagram.com/ItsAlexMakela)

The Good Lobby is a civic start-up committed to equalizing political power and influence in Europe and beyond. It does so by fostering bottom-up civic capacity via cross-societal forms of collaboration, such as skill-sharing and skill-based workshops. The Good Lobby is the first organization devoted to popularizing and democratizing the various channels of participatory democracy existing at both national and EU level.

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