

Using social networks in political campaigning

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About me (very quickly!)

- Journalist
- Yourspace editor and moderator 07-08
- Currently working with internationalization of higher education
- thesurface.blogspot.com



Definitions

“...where people develop **networks of friends and associates**. It forges and creates links between different people”

“...refers to a broad class of **web sites and services that allow you to connect with friends, family, and colleagues online**, as well as meet people with similar interests or hobbies”

“People have always social networked but the **Internet has opened up whole new ways of doing it globally**”

Online social networking tools



User preferences often depend on **interest** and **nationality**
(http://en.wikipedia.org/wiki/List_of_social_networking_websites)

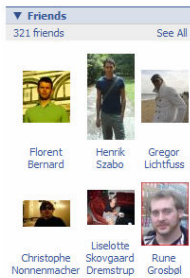
Facebook – what's in it for socialists?

PES @activists
facebook forum

- Make **new activist contacts**
- **Stay in touch** with current connections
- Long-distance **coordination and exchange of opinion**
- **Promote candidates and parties** to new audiences

Idea 1: Facebook as a catalogue of contacts

- Connect to new contacts on Facebook
- **Easy and non-committal** way to connect
- **Feels less demanding to take contact** via Facebook than e-mail or phone
- **Easy to contact multiple people** at the same time
- **Makes 'friends of friends' visible** to you

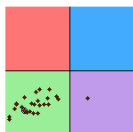


Idea V: Create awareness with applications

▼ The Political Compass X

Political Compass for Rikke Skovgaard Andersen (and friends)

Economic Left/Right: -7.38
Social Libertarian/Authoritarian: -6.62



cloud of friends
invite friends

- A small game, test, quiz, dynamic display, etc.
- Often with a **social element**
- Come up with a **fun idea** that can help promote your candidate, party or issue
- **Spread the word**
- Need for **technical support**

5 pieces of advice

1. **Do you enjoy Facebooking?** If you don't think social networking is fun, it's not your new campaign tool
2. Be **online and active** on your personal Facebook profile – networks are about personal connections, you need to be visible and available
3. The word won't spread by itself; **commit yourself to continuous promotion**

5 pieces of advice

4. Like regular campaigning social networking is hard work: **Focus on doing a few activities really well**
5. **Protect your personal information, pictures and videos.** Facebook campaigning involves a huge overlap between professional and private life – familiarize yourself with privacy settings

Thanks for your attention! ☺



*PS: Find me on
Facebook!*
