

# Using social media to encourage more women into european politics



Mel Herdon

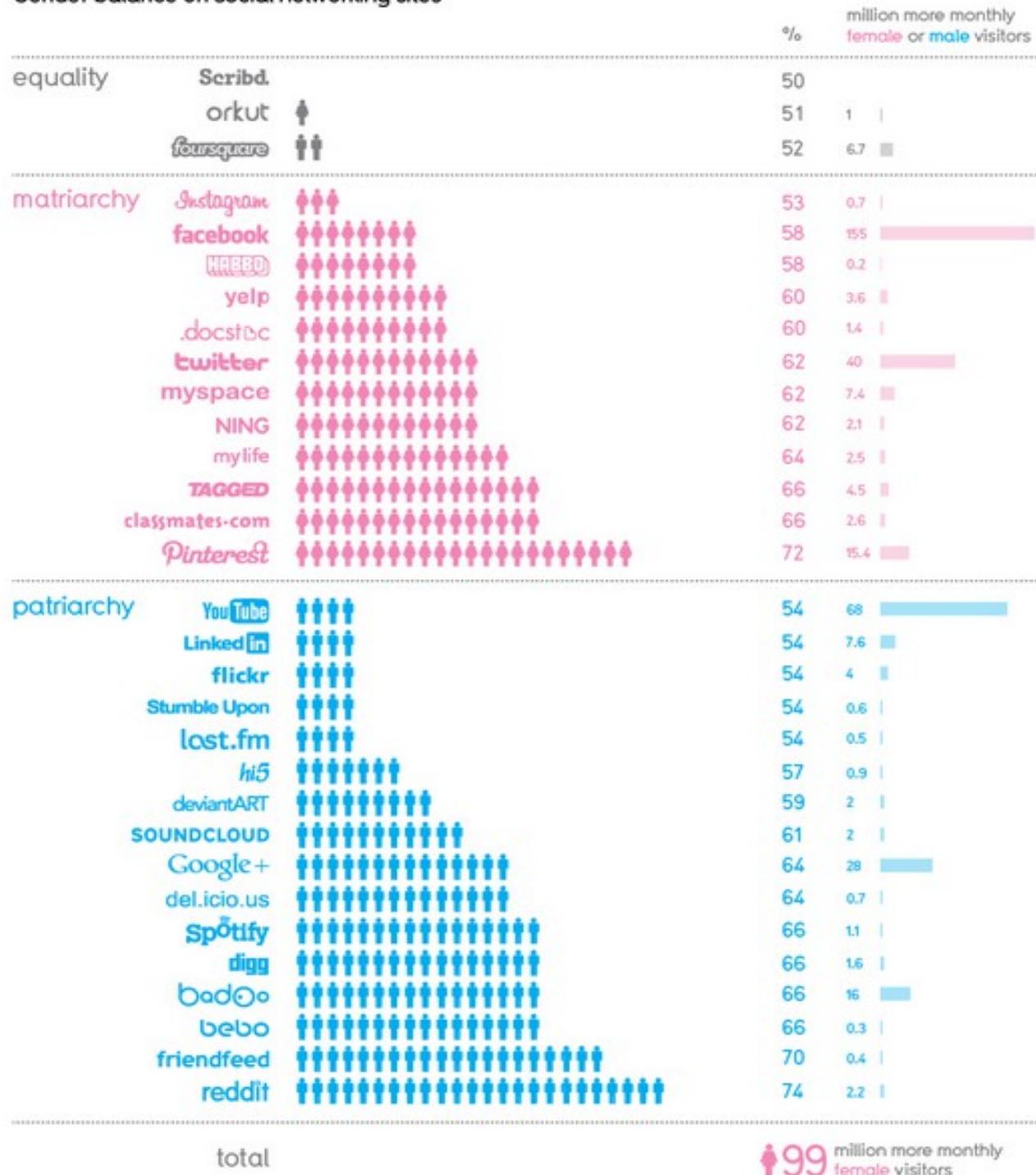
# Why social media?

- Low (or no) hard costs for set-up; potentially wide reach; instantaneous sharing of messages; new opportunities to listen, engage, and monitor progress.
- Pairing virtual campaigns with flesh-and-blood action is the most effective: 90,000 people on Facebook pledged to join demos against Mubarak's 30 year dictatorship (the rest is history...)
- Anyone can use social media. People of all ages across the globe are increasingly using social media.



# Chicks Rule?

Gender balance on social networking sites





# Use what works (and is readily accessible)

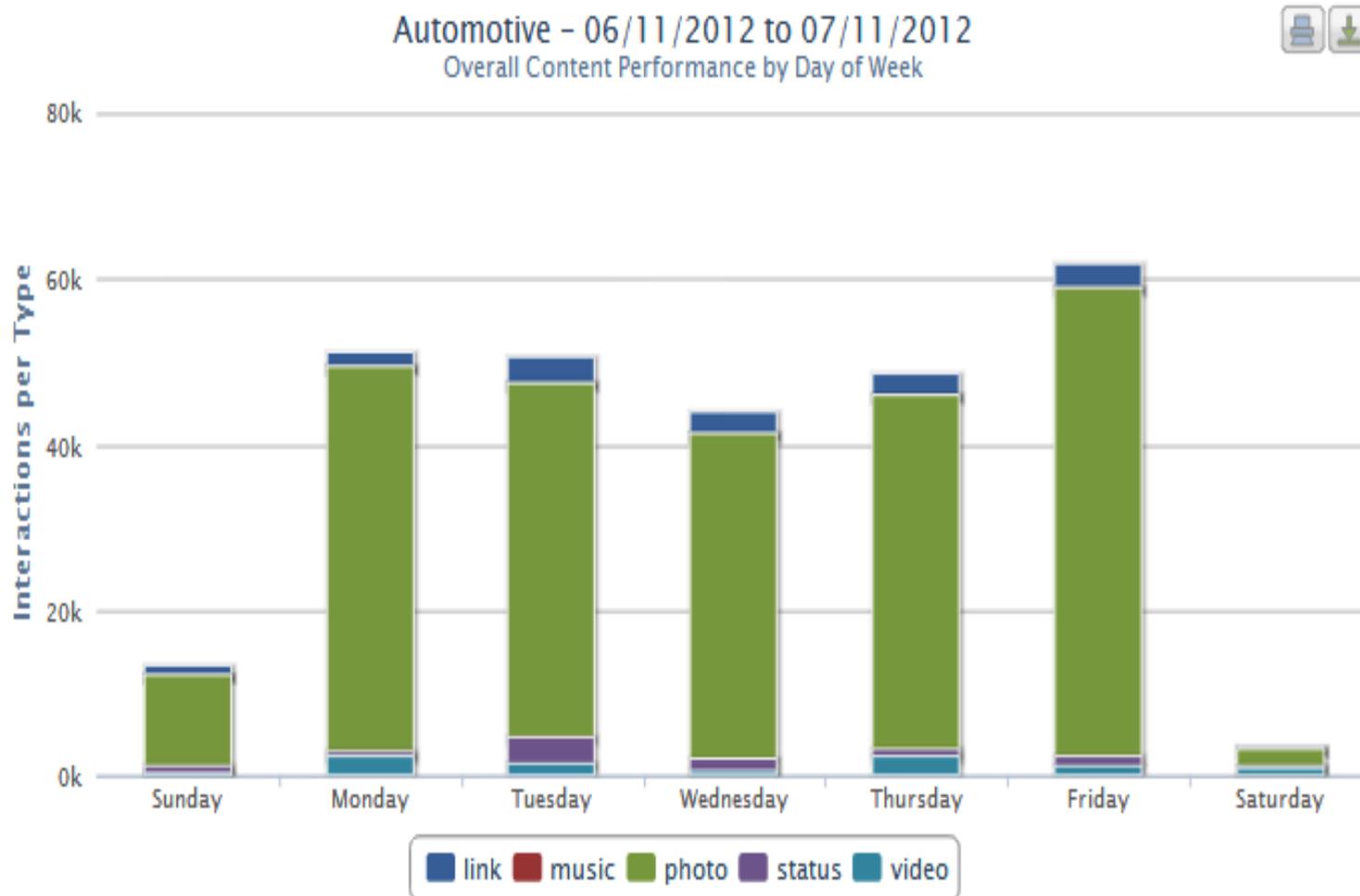
- Twitter
- Facebook
- YouTube
- Personal blogs
- And/or the most popular social tool in your country (if not one of the above)





# #1: Upload images and embed text in images

Interactions with photos almost always dwarf interaction with other content types



## #2: Stimulate Engagement

Every time you post you have the chance to create curiosity, challenge people and inspire. Try one of these ideas to generate excitement and engagement:

**What is the...?** Solicit opinions on effective ways to mobilise, by asking the questions that you can't answer yourselves.

**Caption contest:** Use a (newsy?) photo where someone appears to be talking, or a photo that features several people who might talk to each other.

**Multiple choice:** The comments here might only be single letters, but they still count just as much as any other Facebook comment. It's also a way to get your fans to vote on an issue.

**Fill in the blank:** You can make the question sound personal, so that fans will get excited to share something about themselves in relation to the issue.

**Inspirational quotes:** There are dozens of websites that feature famous quotes. These combine very well with images and captioning.

## #3: Reward

Brands create viral exposure by giving away offers, competitions, free gifts, promoting their customers' pictures etc..

Find a way to reward your audience – eg develop partnerships with companies who can provide competition prizes and special offers.



## #4: Tone - personal and friendly

Brands on Facebook don't sound like organisations, so nor should movements for change.

- Sound chatty and informal
- Respond to comments - make it a conversation
- Allow differences of opinion and avoid heavy handed moderation (have a clear policy which states what is not acceptable eg grossly offensive posts containing racism, homophobia, etc) - the fans will often respond to negative posters themselves.
- Don't write lengthy posts, or posts full of jargon
- Above all don't sound overly political – politics has long been thought of as some 'special club' with lots of rather dry customs and rules. Facebook is the place to make it seem an altogether less intimidating place!





**COMPETITION CALL**  
**THE EUROPEAN**  
**PARLIAMENT:**  
**WHY SHOULD I CARE?**

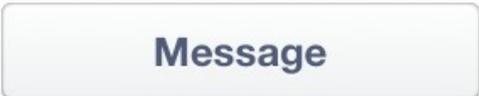
*TAKE!*  
*ACTION!*



## EP Competition

383 likes · 201 talking about this

Cause  
Have you ever dreamt of MAKING A DIFFERENCE in the European integration project? NOW is your chance. Are you IN? Join our competition: The European Parliament – ‘why should I care’?





Create a following on Twitter

## #1: Write a killer Twitter bio

Choose a short twitter handle  
(Twitter-speak for profile name).

In your biography say what you do -  
answering the question as to why  
you are on Twitter.

Prioritise just what it is that defines  
you that you want to get across to  
your followers.

Think *keywords!* Twitter is a search  
tool too, so it helps to include key-  
words in your bio. Think about things  
that people would search for to find  
you, and try to include those words.  
Your followers will be more likely to  
stick if they were searching and  
found you based on relevant key-  
words.

The screenshot shows the Twitter profile of Debora Serracchiani. At the top, there is a navigation bar with icons for Connect, Discover, Me, and a search bar. The profile header includes a profile picture of a woman with dark hair, a green and red logo with the letter 'P', and the name 'Debora Serracchiani' with a verified account badge. Below the name is the handle '@serracchiani'. The bio text reads: 'residente della Regione Friuli Venezia Giulia', 'serracchiani.eu/mi-presento/', 'Udine, Italy', and 'http://www.serracchiani.eu'. To the right of the bio, it shows '80,855 FOLLOWERS' and a 'Follow' button. Below the bio, there are two tweets. The first tweet, posted 4 hours ago, mentions 'Ugo Carà' and a temporary exhibition. The second tweet, also 4 hours ago, mentions 'Muggia' and a capannone. At the bottom, the start of another tweet is visible, mentioning 'Debra Serracchiani' and a 30th anniversary celebration.

## #2: Be active

When you are engaged with your network – by actively replying, retweeting and sending out links to quality content, you will find that new followers will trickle in at a steady pace.



## #3: Twitter directories and hashtags

**Directories** like WeFollow.com and Listorious.com categorise Twitter users into areas of interest or expertise. You can find influencers in your niche by checking there. If you follow quality people on Twitter, many follow you back and you'll have interesting things to retweet.

Hashtags like **#womeninpolitics** go a long way in attracting followers. By using appropriate hashtags in your tweets, you'll be doing two important things: signalling what the main topic is and what you will be tweeting about regularly; and including your tweet in the search results for that hashtag.

Both of these results of hashtag use will serve to attract followers interested in the hashtags and topics you tweet about most.

See: [http://www.mediabistro.com/alltwitter/best-practices-for-hashtags\\_b33842](http://www.mediabistro.com/alltwitter/best-practices-for-hashtags_b33842)

# Results for #womeninpolitics



Tweets Top / All / People you follow



**Rebecca Custer** @rebs1977

10m

You should really follow Commissioner @\_LeslieRichards. She is only 12 ppl away from 500 followers. #MontcoPa #WomenInPolitics

Expand



**WLUML** @WLUML

43m

Check "Electoral Politics" by Homa Hoodfar on our website. She presented in #MENA #Feminist #Leadership workshop #Cairo #WomenInPolitics

Expand



**WLUML** @WLUML

3h

"Gender Quota is not an easy fix", Homa Hoodfar discusses with participants of #Feminist #Leadership workshop #WomenInPolitics

Expand



**Doaa Abdelaal** @DoaaAbdelaal

3h

In a country where #Gender segregated data rarely found, how do we prove the myth of "#Women don't vote for #women"

#WomenInPolitics

Expand



**Deirdre OShaughnessy** @deshocks

4h

Typing up #scmf interview with Joan Burton. Some great insights into cabinet meetings! #womeninpolitics

Expand



**Sandy Mayzell** @dance\_octopus

9h

Do you think this would be happening if more women were involved in politics? [huffingtonpost.ca/2013/01/17/can...](http://huffingtonpost.ca/2013/01/17/can...) #womeninpolitics

#environment



A photograph of a diverse crowd of people at an outdoor event, possibly a conference or festival. The scene is brightly lit, suggesting daytime. In the foreground, a woman with dark hair pulled back is looking towards the right. To her left, another woman with blonde hair and sunglasses is partially visible. In the background, a woman wearing a straw hat and sunglasses is seen from the back. The overall atmosphere is busy and social. A semi-transparent white box with a purple header and black text is overlaid on the lower half of the image.

## #4: Go to Tweetups. Share with your networks

- Tweetups are in-person get-togethers with the people you interact with on Twitter - a great way to get to know your followers better and gain new followers if you extend the invite to the networks of your followers. To set one up go to [Twtvite.com](http://Twtvite.com) or [Tweetvite.com](http://Tweetvite.com)
- Share your Twitter account with your other networks. Linking to your Twitter account on your blog, website, Facebook profile, email signature, LinkedIn profile and anywhere else that you have a web presence will help boost your follower count too.
- Add your Twitter handle to your business card. This way you'll be able to connect on Twitter with those whom you met at conferences, meet-ups, and other networking events.



## #5: Tweet multimedia

Twitter isn't just about retweeting other people's links. Followers appreciate photos in tweets – and they can attract more followers, as it shows that you are a diverse tweeter. Photoblogging phone apps such as Instagram will allow you to automatically Tweet and Facebook update your photo-posts.







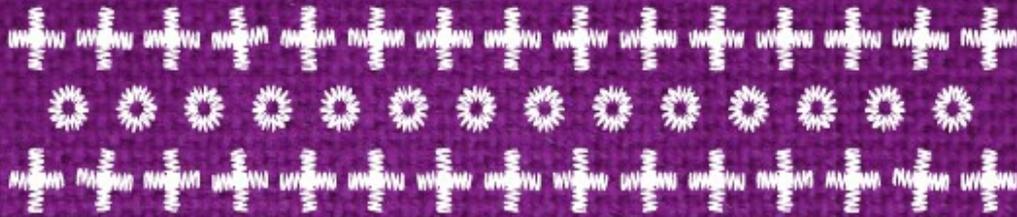
Monitor growth and engagement of your following - if you're doing something right or wrong, it's important to know!



- **TwitterCounter** can check up on how many followers you're gaining on average a day, and which actions increase this number fastest.
- The free version of **Hootsuite** lets you to manage up to 5 social prof les, run analytics reports and schedule messages.
- **Klout** provides inf uencer score based on your social media activity - look at your inf uencers and who you inf uence to share content of the highest quality from trusted sources.
- The **Facebook Insights** dashboard gives you the analytics related to your page so you can track growth and impact. Use it to understand your followers and reach your audience.
- **TweetDeck** arranges feeds from your social networks in one dashboard. You can schedule tweets and set-up feeds for your social search needs.

All post types

Date	Post Text	Likes	Comments	Shares	Reach
18/1/2013	It's home time, so get your skates on...	10,524	583	130	1.24%
18/1/2013	When is your favorite time to train?	3,100	210	10	0.16%
18/1/2013	It's West Ham vs Man Utd in tonight's...	2,779	197	57	2.05%
18/1/2013	We're looking for a Coronation...	1,800	200	10	2.11%
18/1/2013	It's lunchtime, and we'll have what R...	2,269	152	23	1.01%
15/1/2013	Have you noticed your new look ITV ...	4,266	277	67	1.57%
15/1/2013	We all love a whodunnit, so lets have...	3,675	225	87	2.57%
15/1/2013	Anyone up for an afternoon dance wi...	2,066	124	7	0.14%
14/1/2013	It's been a day of chance at ITV, so...	4,174	314	86	2.11%



A WOMAN'S PLACE

IS IN THE HOME...

& THE CLASSROOM

& THE BOARDROOM

& THE NEWSROOM

& PARLIAMENT



Thank you

# Questions



How can we leverage social media to encourage more women candidates for 2014 EU elections?

What call to action will be most effective in social media?