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# USE FACEBOOK AND TWITTER FOR A POLITIC CAMPAIGN



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# INTRODUCTION

As you all know, Twitter and Facebook become really helping tools for a political campaign. More and more candidates understand and use these tools to share information. For example, in 2010 in France, just 5 senators were using Twitter, in 2012 they were already 146. The best example of a web campaign is with Obama in 2008, with his tweets, Facebook posts, YouTube videos,...

## INGREDIENTS, NOT MAGIC POTION !

So Twitter and Facebook can be really useful, but you really have to remember that they are just TOOLS ! Your campaign has to be defined before you speak to people... your target. These tools are just arms to organize political meetings, legs to walk in the street and get to people.

## KEEP YOUR FRIENDS AND STAY CLOSE TO YOUR ENEMIES !

Friends in the same political group or same politics, can bring you information which could be useful for you. Watch your enemies also, as they may give you a good topic to launch, something they are against with can also bring you information that you can utilize. Follow and interact, with your friends and enemies, as this will bring you an online visibility and credibility for your target.

## BE SOCIAL !

When you begin with 'web life', you have to realize that you will be exposed, be connected often, you may receive positive or negative questions/subjects. People who use Facebook and Twitter are looking for social links, entertainment, information,...so post useful links, share information, open discussions, BE SOCIAL !



# 1. WHAT IS THE DIFFERENCE BETWEEN FACEBOOK AND TWITTER ?

They will both help you to communicate but they are used differently.

*Twitter has been created in 2007 in San Francisco to allow peoples to share information like where you are, what you're doing,...all this in a short time.*

*Facebook has been created in 2004, by Mark Zuckerberg, but only for the students of Harvard and after expanded to other universities.*

*Twitter* will be used to give *direct information*.

*Facebook* will be used to give more *detailed information*.

You can only write 140 characters, really short messages.

You can write long texts [no limit in the number of characters].

You are limited in the number of images/video in one tweet.

You can post article, pictures, videos, links,... You can also connect all your 'web life'.

The messages are '*Tweets*'

The messages or contents are '*Posts*'

The people who will follow you are '*Followers*'.

The people who will follow you are '*Fans*'.

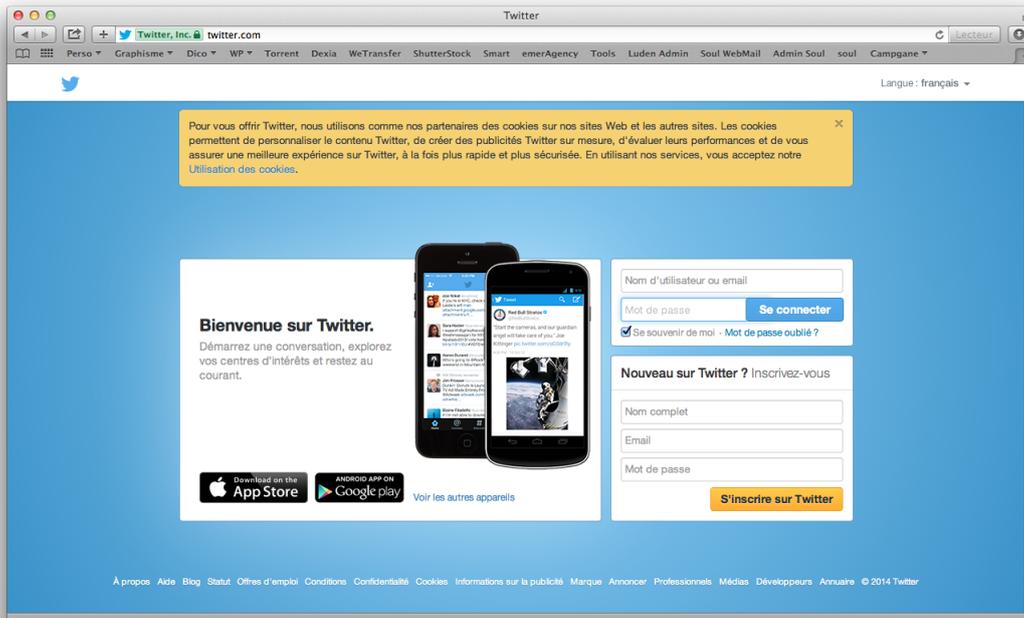


## 2. HOW TO CREATE AND PERSONALIZE TWITTER ?

### CREATE A TWITTER ACCOUNT AND BEGIN WITH IT

#### A. SUBSCRIBE

Go on the page : <https://twitter.com>



**Full name :** is the name you will have on Twitter, so use your name or the name of your association, you will be more identifiable.

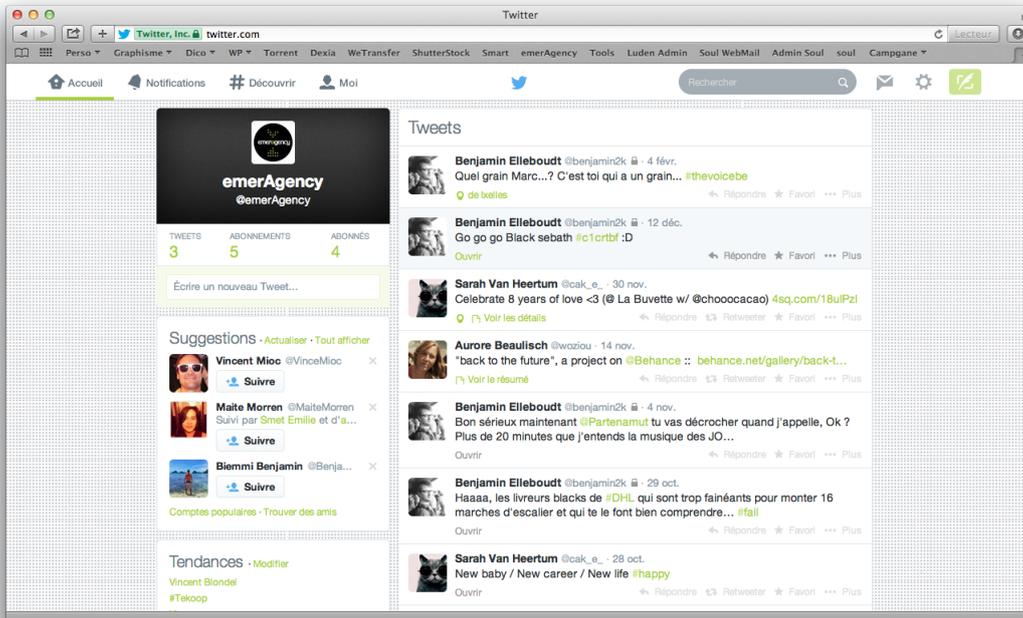
**Email :** enter a valid email address that you check often

**User name :** this will be the name in your twitter url, use your name or the name of your association, you will be more identifiable (@username).



## B. HOW IT WORKS ?

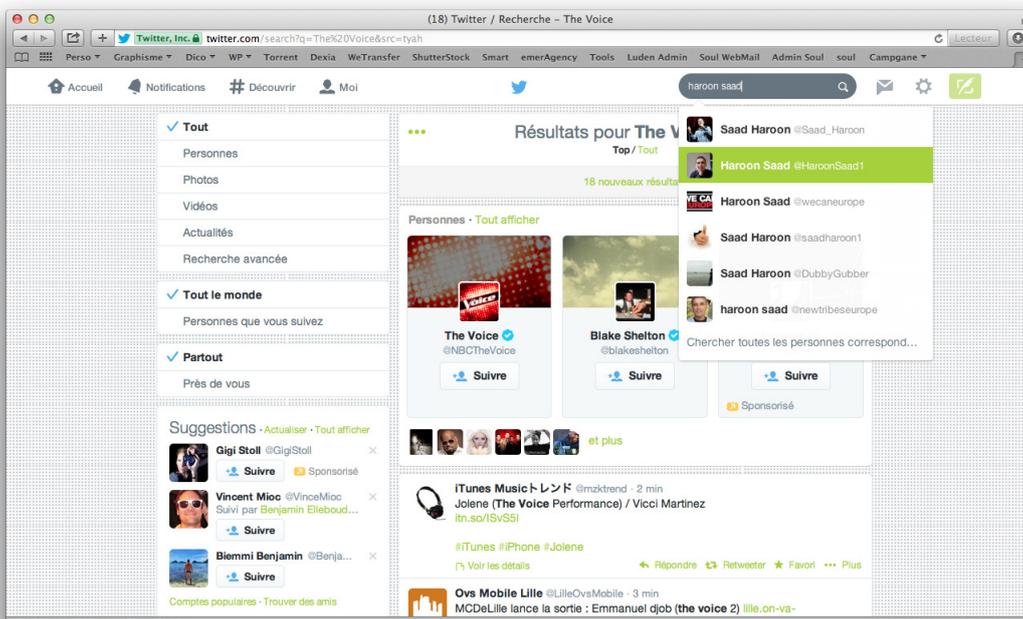
When you click on 'home', this will be your homepage, where you will write your tweets and read tweets you received.



## C. SEARCH CONTACTS

After subscribing, Twitter will ask you if you want to add contacts, you can give access to Twitter to your contacts or not. Twitter will also propose contact for you.

You can also choose to use the function 'Find people' on the top of the menu. You can search a person, a brands, keywords [wich will reach you to people, groups or brands,...].



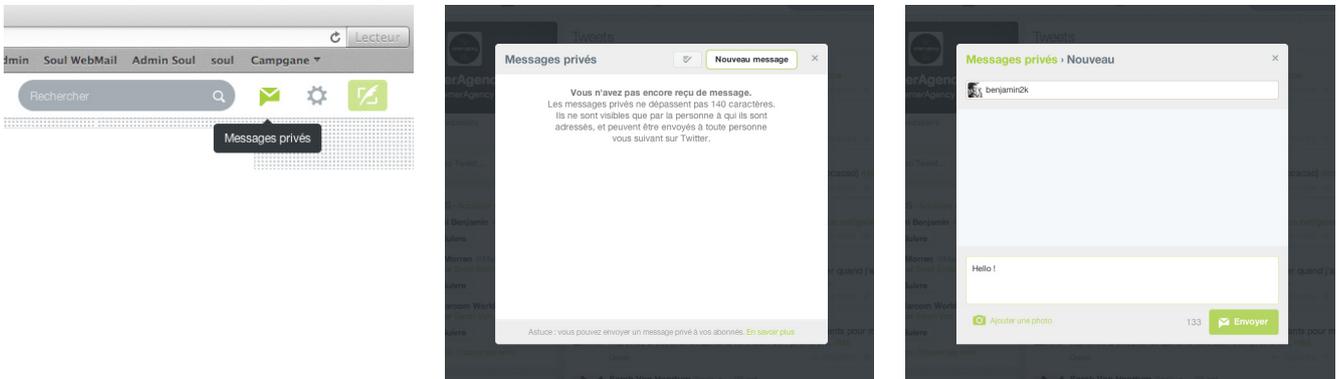
## D. WRITE A TWEET

Under your pic/logo, there is a label 'What are you doing?'. Just click on this and write your message, but remember, you have just 140 characters. Click on 'Update' to send. Your tweet is now visible by all your followers. You can also click on the icon : 

## E. WRITE A PRIVATE MESSAGE

To write a 'private message', you just have to click on the envelope icon on the top right hand side of the menu. A window will appear, and then it will look like a private message on Facebook. Choose the contact(s), write your message and send.

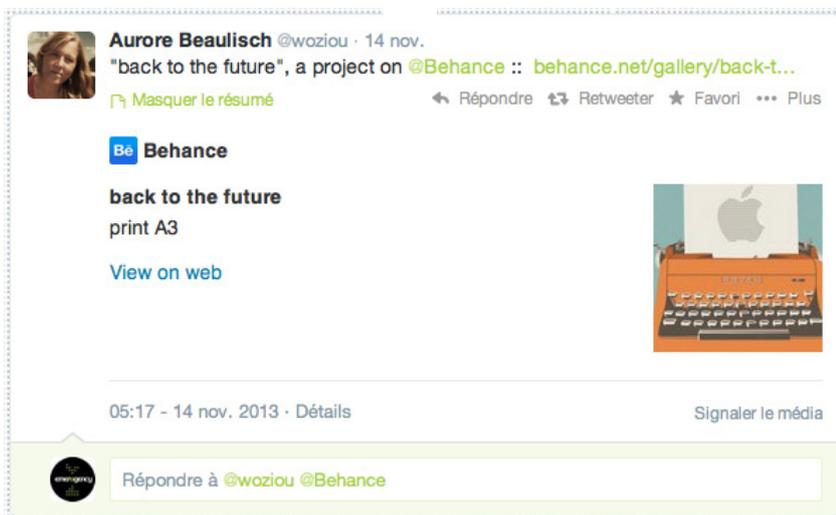
The private messages that your contact send you will appear in this section.



## F. REPLY OR WRITE A TWEET TO SOMEONE (@)

Three ways :

1. You follow the step 'write a tweet' but you write the tag '@' followed by the name of your contact (a dropdown menu will appear with the list of your contacts), then write the rest of your tweet.
2. You can also click on the tweet you want to reply to and on the bottom of the window, there is an area where the '@' is already written to reply to this person.
3. You can click on the icon : 

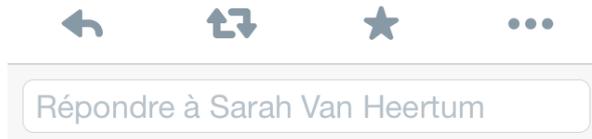


WARNING : This is not a private message, like in the topic above. It will be addressed to the person but it will be public !

## G. FORWARD A TWEET OR 'RETWEET' (RT@)

You received an interesting tweet that you want to forward to your contacts. You follow the step 'reply a tweet' but you write 'RT' before the '@' so : RT@.

You can also click on the tweet you want to forward and on the top of the window, there is a button 'retweet' [on computers] or the icon [on smartphones] : ↻

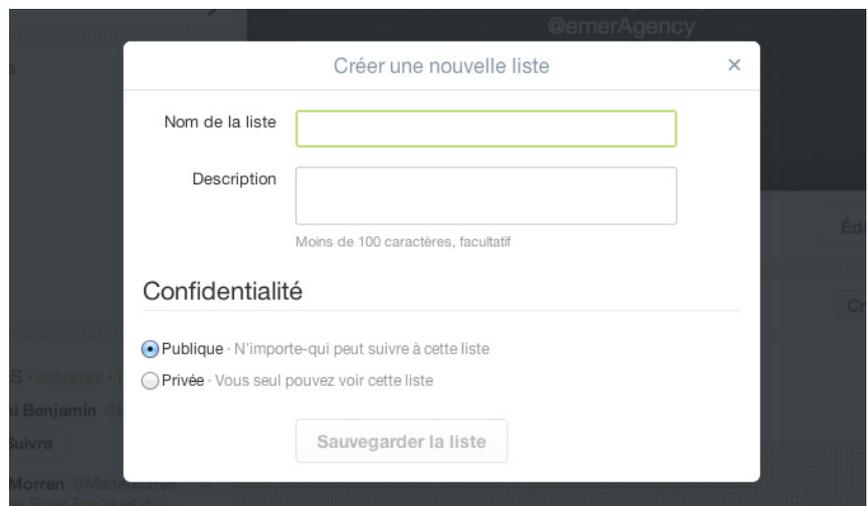
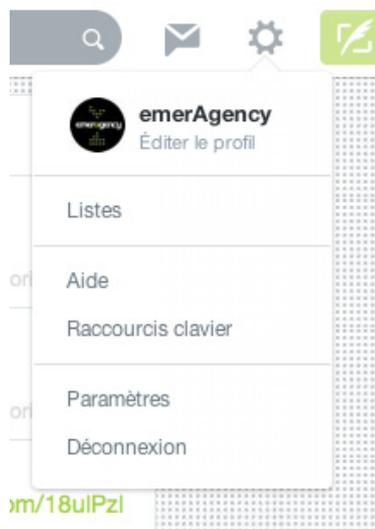


## H. THE HASHTAG [#]

You use the '#' [hashtag] to create a keyword. When you use it in a tweet, you update it by clicking on the hashtag and you'll see a list of tweet using the same hashtag.

## I. THE LISTS

You have the possibility to create a list of people from your list of contacts. You can create a list called 'Candidates', in the list you add all the candidates you have in your contacts and then people can choose to follow the list 'Candidates' and after that they will follow all the candidates in the list.



## J. FAVORITES

If you didn't have the time to read a tweet that you found interesting, but you don't want to lose the tweet between all the others, you can click on the star icon and then later you will find it in your favorites.

## K. HOW TO WRITE A SHORT URL ON TWITTER ?

All links (URLs) posted in Tweets are shortened using our t.co service. When viewing the Tweet on twitter.com the original URL (or shortened version of the original URL) will be displayed. Below are instructions on how to post a link in a Tweet on the web and on your mobile device.

### How to post a link in a Tweet on the web :

- Type or paste the URL into the Tweet box on twitter.com.
- A URL of any length will be altered to 22 characters, even if the link itself is less than 22 characters long. Your character count will reflect this.
- Click the Tweet button to post your Tweet and link.

### How to post a link in a Tweet from your mobile device :

- Open your preferred mobile app, or begin a new text message.
- Type or paste the URL into your Tweet. Links will be adjusted with Twitter's link shortener wherever you post them. Some clients will adjust your character count as you compose a Tweet; some won't.
- Post the Tweet.

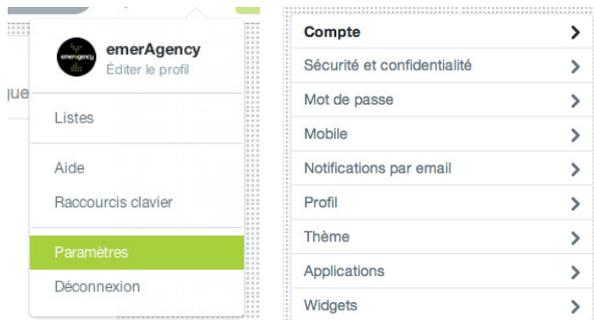
### A note about URL safety :

- Some URLs can be harmful. Please be careful when clicking on links that were shortened using an external link shortening service.
- URLs converted by Twitter's link service are checked against a list of potentially dangerous sites, and when there's a match, users will be warned before they continue.
- Always check to see what website you're on before giving out your password or downloading any software.



## CUSTOMIZE YOUR TWITTER

Go to 'settings' [on the top right hand side of the menu], all the setting options will be in a box on the left.



### A. PROFILE :

#### Photo :

Here you can upload your logo or picture [better to use your picture so people can link your face with what you're saying].

#### Header :

This will be the background behind your picture. Recommended dimensions of 1252x626 and maximum file size of 5MB.

#### Name :

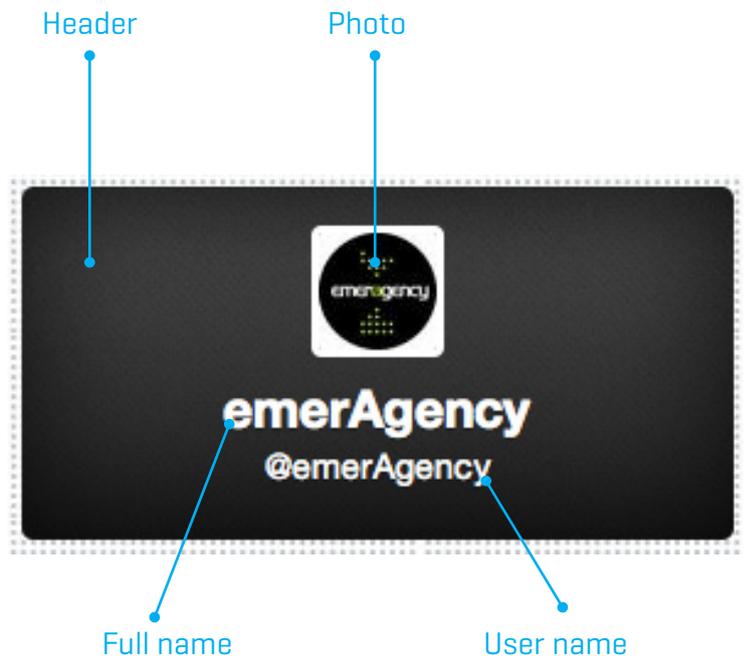
Here you have the possibility to change your **full name**, [this is not the '@username'] but to change this, you have to go to 'account'.

#### Location / Website / Bio :

Try to fill these sections as best you can because Google is able to get to those informations. The more information you give, the better you will appear on Google [better SEO].

#### Connection with Facebook :

At the bottom of the page, you have a button which gives you the possibility to connect with your facebook account, **but here it's just a connection with your private account**, not with your page [this is another application that we will see later].



## B. DESIGN

Here you can customize the style of your twitter page. You can choose a [premade template](#) for your background, link color,...or you can [customize your own](#) background image, a background color,...by yourself.

### Background :

You can choose to place an image, a color or both together.

You can [upload an image](#) of maximum 2MB and with the 'background position' option, choose to place it on the [left, center or right](#) [your image will automatically be placed in the [top of your page](#)].

Under the 'change background' button, there is a check box 'Tile background'. When this box is checked, [your picture will be repeated on the whole of the page](#), so then a background color will not be necessary.

You can choose a [background color](#) to have with your picture [your picture will be on the top the page and the rest of the page will be in the chosen color]. To just have a color, don't put an image.

### links :

Pick up a color for your links.

#### Design

Customize the way Twitter looks for you and how your profile looks to others.

#### Pick a premade theme

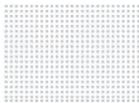


[Check out Themeleon »](#)

Thousands of background patterns & color palettes available to customize your Twitter profile.

#### Customize your own

See your changes instantly; they're not saved until you click "Save changes." [Learn more.](#)

Background image  [Change background ▾](#)  
Maximum file size of 2MB  
 Tile background

Background position  Left  Center  Right

Background color  #131516

Link color  #A6D03C

Overlay  Black  White

[Save changes](#)

# 3. HOW TO CREATE AND PERSONALIZE FACEBOOK PAGE?

## PROFILE OR PAGE ?

The answer is quite simple...**DO A PAGE !**

PROFILE	PAGE
The wall is not visible by everyone, just users who are connected to your Facebook (even more if it's only visible for your 'friends')	Everyone can see the wall, even if they are not connected to your Facebook
The information or posts on the wall cannot be read by search engines (so no references on Google for example)	The information or posts on the wall are read by search engines
You cannot avoid users to write words you don't want on your wall	You can activate a filter for some words, then posts containing those will be automatically blocked
5000 friends	No limit
You have to accept new friends	When a user clicks on 'Like', he becomes automatically a fan, you don't have to accept him.
There is less apps which could help you for your campaign	You have access to thousands of apps which can be really helpful (Twitter, Youtube, blog, personal tabs,...)
You cannot have more than one (you) administrator to manage the page with you	You can have different administrators to manage the page with you
No statistics	You have access to the statistic tools, which is really important to keep an eye on the effect of your page/posts

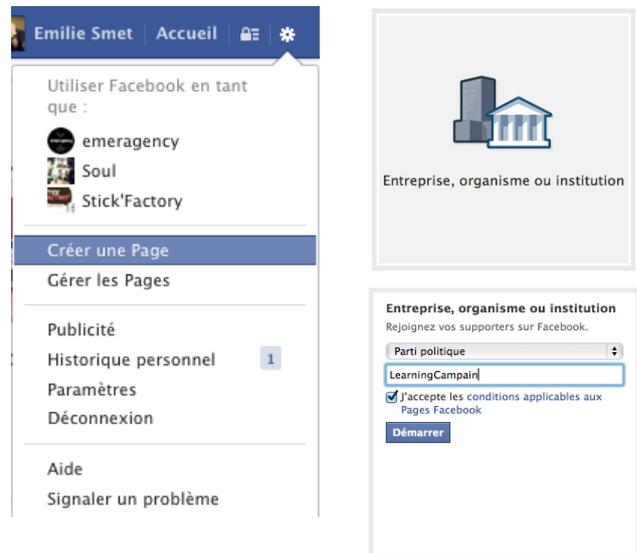
**And the last but absolutely not the least : the risk to be erased from Facebook ! Facebook's legal terms avoid you to use your private profile for professional gains.**

## CREATE A FACEBOOK PAGE

Go to your Facebook account, click on the setting's icon, and then 'create a page'.

### A. BEGINNING

- Six options are available. As a political page, you have to choose 'Company, Organisation and Institution'.
- Choose 'political' in the dropdown menu.
- Write the name of your page  
**This is really important to choose something that will identify you to your page because people will find you easier !**



### B. SET UP

#### 1. About :

- Write the description of your page,  
**This is very important ! Filling correctly this part will improve the ranking of your page on Google and other search engines !**
- If you have a website (your own or your political party), you can add it there.  
You are able to add more than one website.
- Write a unique Facebook address like :  
[www.facebook.com/LearningCampain](http://www.facebook.com/LearningCampain)  
This will also help users to find you or for you to have a better ranking.
- Check the box notifying that it's a real government, again this helps users to find you and gives you a better ranking.

The image shows the 'Set up LearningCampain' form. It has a progress bar with four steps: '1 About', '2 Profile Picture', '3 Add to Favourites', and '4 Reach More People'. Below the progress bar, there's a tip: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (\*) are required.' There's a text input field for a description with an asterisk, containing 'LearningCampain'. Below that is a 'Website (e.g.: your website, Twitter or Yelp links)' input field with an 'Add another site' link. Then there's a section for a unique Facebook web address: 'Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.' with a URL input field containing 'http://www.facebook.com/'. At the bottom, there's a checkbox 'Is LearningCampain a real organisation, school or government?' with 'Yes' selected. There are 'Save Info' and 'Skip' buttons at the bottom right.

#### 2. Profile Picture :

- Upload your profile picture, better to upload a picture of yourself, so people will link your face with what you're saying. When users go to your page, the profile picture is the second graphic information they see. The picture has to be 160 x 160px.

#### 3. Add to favorites :

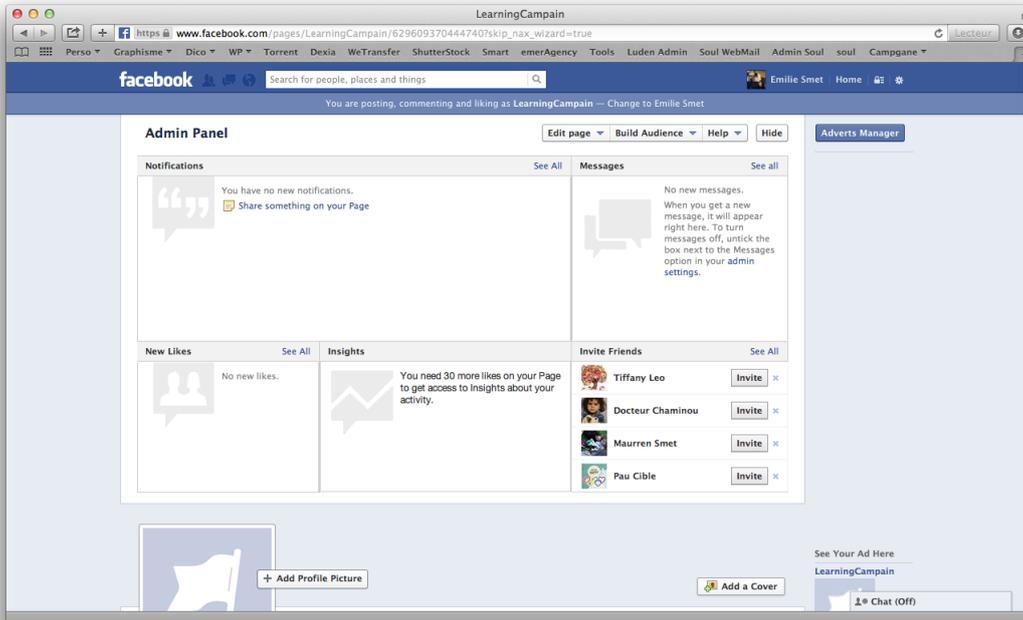
- Adding your page in your favorites will give you access to your page quicker.

#### 4. Reach more people :

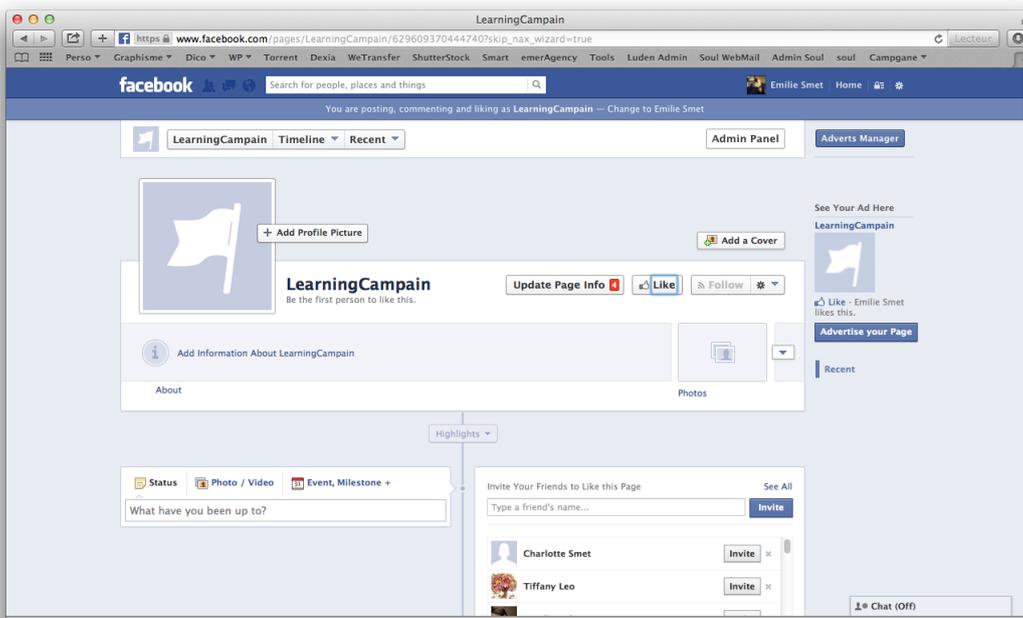
- This option offers you to do advertising [paying].

## C. FINAL STEPS

After these steps, you are on your facebook page. The first part of the page, is your admin panel. You will find there the notifications, messages, statistics,...



The second part of the page, is your Page, as everyone can see it. There is still a few thingst to do to finish your page :



## 1. Add a cover :

Your cover is the first graphic information that people will see. It's important to have an inspirational picture and also a text on it (your slogan for example). The picture has to be 851 x 315px.

## 2. Write more information :

You have the possibility to add information about yourself. Try to fill these sections as best you can because Google is able to get to those informations. The more information you give, the better you will appear on Google (better SEO).

Name	LearningCampain	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Companies & organisations : Political Party	Edit
Start Info	Joined Facebook	Edit
Address	⚠ Enter your address	Edit
Short Description	⚠ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	Write a long description for your Page	Edit
Mission	Enter mission	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Phone	⚠ Add a phone number	Edit
Email	Enter your email address	Edit
Website	⚠ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organisation your Page is about	Edit



### 3. Add apps :

With a Facebook Page, you can add some apps which can be usefull.

To add an application go to : <https://www.facebook.com/appcenter/>

Choose the apps you want to add [some apps cannot ba add on a Facebook Page].



#### Contact me :

ContactMe is the simplest way to add a contact form as a tab right on your Facebook page, making it easy for fans and potential customers to send you their contact information and a message.

[https://apps.facebook.com/contactme\\_tab/?fb\\_source=timeline](https://apps.facebook.com/contactme_tab/?fb_source=timeline)



#### Youtube :

[https://www.facebook.com/dialog/pagetab?app\\_id=349313058487732&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F349313058487732](https://www.facebook.com/dialog/pagetab?app_id=349313058487732&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F349313058487732)



#### Twitter :

Support Twitter user profile, timeline, Search.

[https://apps.facebook.com/fn\\_twitter/?fb\\_source=search&ref=ts&fref=ts](https://apps.facebook.com/fn_twitter/?fb_source=search&ref=ts&fref=ts)

## D. POST ON FACEBOOK

### 1. Normal Images :

Size 403 x 403px.

### 2. Highlighted Post :

Size 843 x 403px.

### 3. Video :

Size 403 x 226px. This size will be automatic when you write the link of a video in your status.

# 4. HOW TO COMMUNICATE ON FACEBOOK & TWITTER ?

## A. WHEN ?

Time is changing, with the new world of smartphones, everyone is almost always connected [3G, 4G or Wifi]. This means that the old rules like 'only the weekend, you will post' are changing, even if it's still better, posting something in on day of the week will be seen.

## B. HOW MANY TIMES ?

Not too little and not too much ! It's hard to give an exact number, this depends on the content of the information, the kind of followers/fans,...

Posting/Tweeting too much will make you lose fans/followers, but not enough posting/tweeting will make you less interesting, less credible,...

At least, post once a day minimum.

## C. WHAT ?

Be interesting, engage discussions, share experiences/informations/pictures/articles, don't hesitate to ask questions to your fans/followers to create an interaction with them.

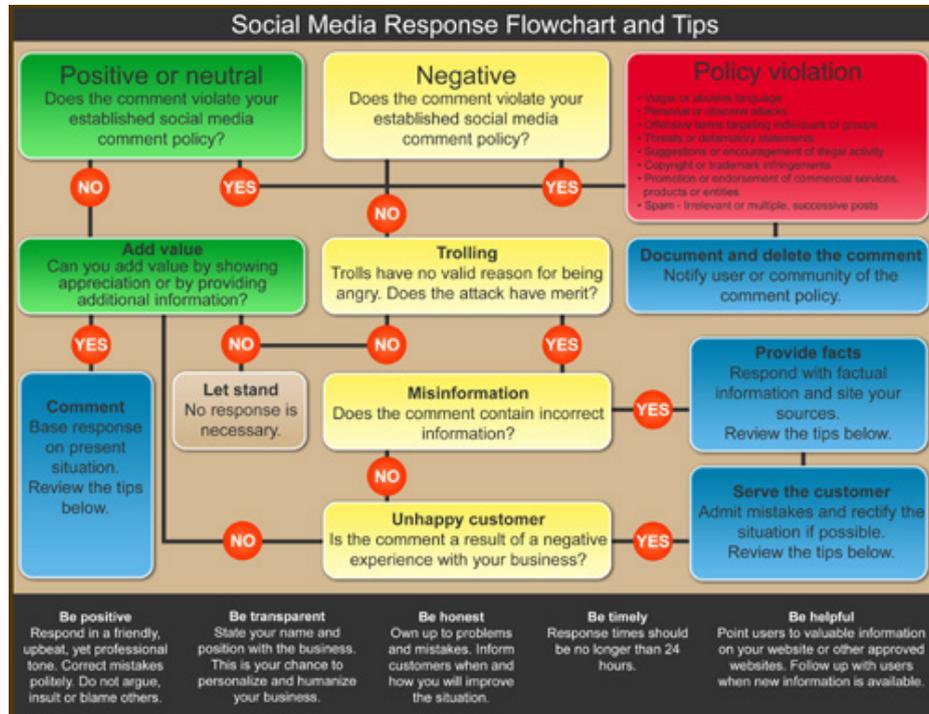
As we said before, you will communicate differently on Facebook and Twitter :

FACEBOOK	TWITTER
Support for long/detailed information.	Support for short direct information [I'm there, I'm doing this, Meet us at this place,...]
If you want to launch an action, you create it on Facebook because there you can write all the details like texts/images, create events with calendar, invite guests...	Use Twitter to remind your action to your followers, keep them in touch.
Communication on the website or facebook	Follow up on Twitter



On your Page or Twitter, you will be faced with some people who don't agree with you, who maybe sometimes aggressive, this is the biggest fear for companies or political people on the web. All negative comments requires attention and a response, but usually in the direction of your campaign, attempt to bring value to your reply, don't be aggressive in return, and the most important is to keep the discussion calm. You have to be prepared to this probability, especially in politics.

Here is an example of the way to react :



In case you don't know how to answer, then do not and don't erase them, this would be taken as an insult !

## 5. FACEBOOK : STATISTICS TOOLS

The statistics from Facebook will be a really helpful tool. With them you can see :

Which post[s] worked the most	Shows you the best way to interact with your fans
The age of your fans	Good to know if the people who follow are your first target or if you have to change your strategy
When your fans are online	Gives you the best moment to post
Your performance on a timeline	When you were the most efficient so then you can check what happened
The country of your fans	How far are you known
What your fans look more on your page	Indicates, if your fans follow more your wall, pictures, events,...

### Administration

Modifier la Page ▾

Développer l'audience ▾

Voir les statistiques

Aide ▾

Masquer

Publications · Notifications				Messages	
Publication	Portée totale <sup>2</sup>	Portée payée <sup>2</sup>	Promotion	Afficher tout	
Come on and discover our Strawbe...	159	--	Stimuler cette publication ▾	<b>Phoebe Percell</b> Yes. Two people. Thank you!	
Découvrez nos deux nouveaux ven...	75	--	Stimuler cette publication ▾	<b>Sof Chenot</b> ← Tout à fait je vais aussi regarder p...	
Soul a partagé l'album de Virginie l...	100	--	Stimuler cette publication ▾	<b>Frank Mileto</b> Dear Soul, I' am a Vegan Chef, privat...	
Ce soir, vernissage 'Carnet de voya...	334	--	Stimuler cette publication ▾	<b>Laura Boot</b> ← Thank you ! Have a good day and ...	
Expo @ Soul Resto du 11/03 au 11...	421	--	Stimuler cette publication ▾	<b>Fabien Salliou</b> ← Bonjour Pas de soucis j'ai bien eu ...	

Obtenez plus de J'ai... Voir les J'aime	Pages à surveiller	Ajouter des Pages	Inviter des amis	Afficher tout
<p><b>Trouvez de nouveaux clients</b></p> <p> Communiquez avec davantage de personnes importantes pour votre Page.</p> <p><b>Promouvoir la Page</b></p>	<p>Suivez la performance de Pages comme la vôtre</p> <p> <b>Britwurst</b> 184 mentions J'aime <b>Ajouter</b> ×</p> <p> <b>Switch Restofood</b> 181 mentions J'aime <b>Ajouter</b> ×</p> <p> <b>Tothai - Authentic Thai Food</b> 1 192 mentions J'aime <b>Ajouter</b> ×</p>		<p> <b>Antoine Soto</b> <b>Inviter</b> ×</p> <p> <b>Gabrielle Fabry</b> <b>Inviter</b> ×</p> <p> <b>Céline Léonard</b> <b>Inviter</b> ×</p> <p> <b>Sylvie Van Hooland</b> <b>Inviter</b> ×</p>	

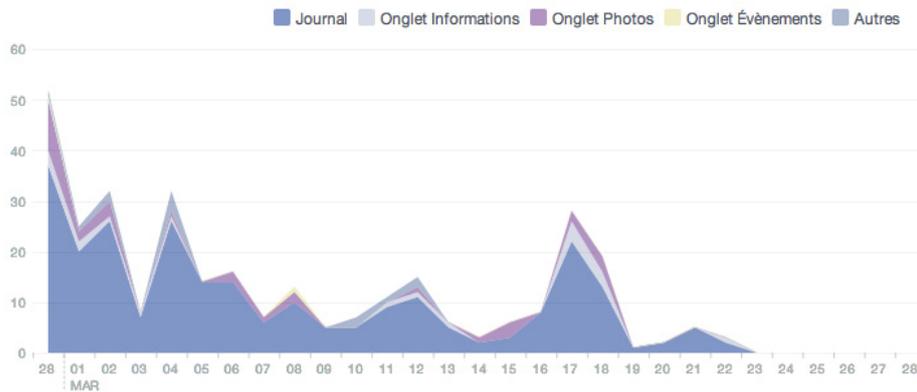
### Vos 5 publications les plus récentes

■ Portée : Organique/Payée
 ■ Clics sur la publication
 ■ Mentions J'aime, commentaires et partages

Publié	Publication	Genre	Ciblage	Portée	Engagement	Promouvoir
26/03/2014 18:59	Come on and discover our Strawberry Sweet Temptation !			159 <span style="color: orange;">■</span>	14 8 <span style="color: blue;">■</span>	<a href="#">Stimuler cette publication</a>
26/03/2014 18:31	Découvrez nos deux nouveaux venus !			75 <span style="color: orange;">■</span>	8 1 <span style="color: blue;">■</span>	<a href="#">Stimuler cette publication</a>
17/03/2014 09:11	Soul a partagé un album.			100 <span style="color: orange;">■</span>	25 3 <span style="color: blue;">■</span>	<a href="#">Stimuler cette publication</a>
11/03/2014 18:49	Ce soir, vernissage 'Carnet de voyage #2' par Virginie De Man. A voir & petit drink			334 <span style="color: orange;">■</span>	72 7 <span style="color: blue;">■</span>	<a href="#">Stimuler cette publication</a>
08/03/2014 19:12	Expo @ Soul Resto du 11/03 au 11/04. Vernissage le 11/03 de 18h30 à 21h30 !			421 <span style="color: orange;">■</span>	33 13 <span style="color: blue;">■</span>	<a href="#">Stimuler cette publication</a>

### Visites de Page et d'onglets

Le nombre de fois où les onglets de votre Page ont été vus.



**BENCHMARK**  
Comparez votre performance moyenne au fil du temps.

- Journal
- Onglet Informations
- Onglet Photos
- Onglet Événements
- Autres

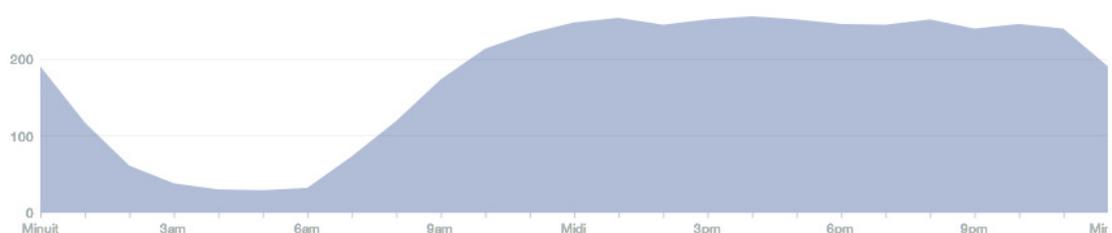
### Quand vos fans sont en ligne | Types de publications | Meilleures publications des Pages à surveiller

Données affichées pour une période récente d'une semaine. Les horaires sont affichés dans le fuseau horaire de votre ordinateur.

#### JOURS



#### HEURES



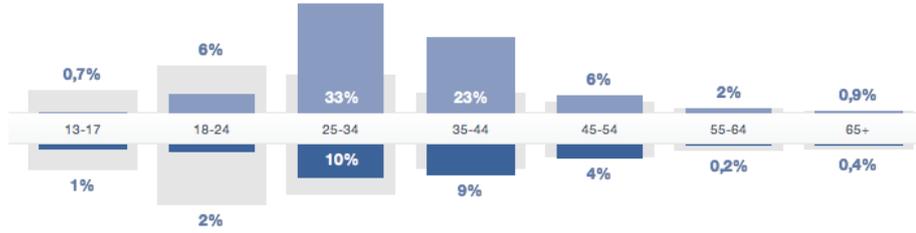
Les personnes qui aiment votre Page

Femmes

■ **71%** Vos fans  
■ **46%** Tout Facebook

Hommes

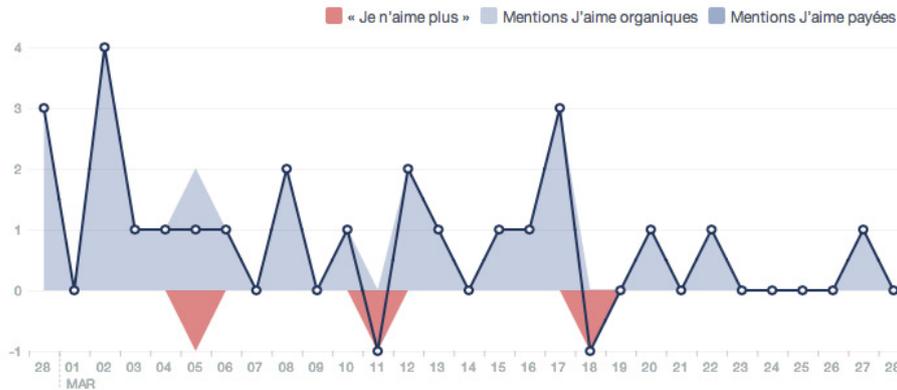
■ **27%** Vos fans  
■ **54%** Tout Facebook



Pays	Vos fans	Ville	Vos fans	Langue	Vos fans
Belgique	456	Brussels, Région De Bruxe...	309	Français (France)	172
France	15	Gent, Oost-Vlaanderen, B...	11	Anglais (US)	138
Royaume-Uni	11	Mechelen, Antwerpen, Bel...	9	Anglais (UK)	101
Italie	9	Leuven, Vlaams-Brabant, ...	8	Néerlandais	85
États-Unis d'Amérique	7	Antwerp, Antwerpen, Belg...	8	Italien	14
Pays-Bas	7	Paris, Ile-de-France, France	7	Polonais	8
Allemagne	6	London, England, United ...	7	Allemand	6
Finlande	5	Ixelles, Brabant, Belgium	5	Néerlandais (Belgique)	5
Japon	4	Liège, Liege, Belgium	4	Espagnol	4
Irlande	3	Schaerbeek, Brabant, Belg...	4	Japonais	3

Mentions J'aime nettes : changements

J'aime - Je n'aime pas = J'aime nets



**BENCHMARK**  
 Comparez votre performance moyenne au fil du temps.

« Je n'aime plus »  
 Mentions J'aime organi...  
 Mentions J'aime payées

**VOUS SOUHAITEZ D'AVANTAGE DE MENTIONS J'AIME ?**  
 Créez une publicité pour augmenter le nombre de personnes qui aiment votre Page.

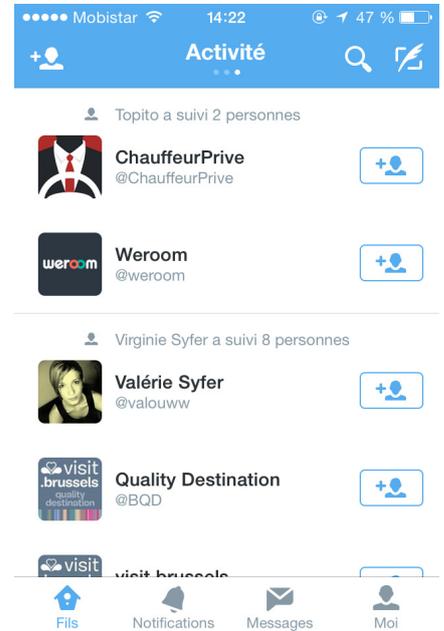
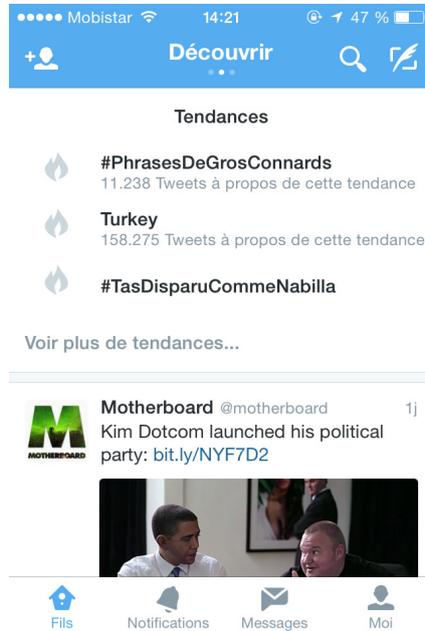
[Mettre la Page en avant](#)

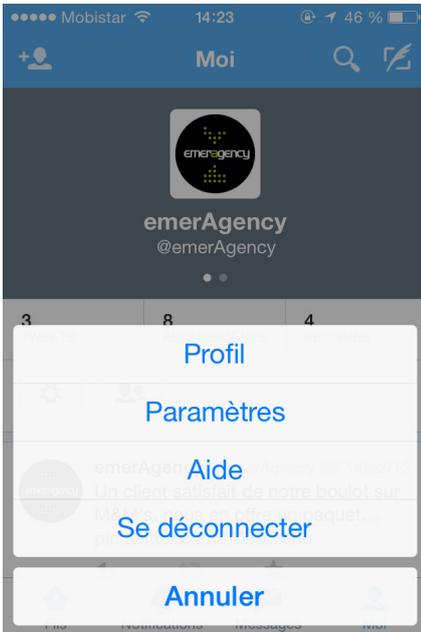
# 6. FACEBOOK & TWITTER ON SMARTPHONES



## Twitter :

You just have to download the apps on Apps Store [Iphone] or google play [Android]. It's the same process like when you're on your computer. You have access to the customization's options, notifications, private messages,...

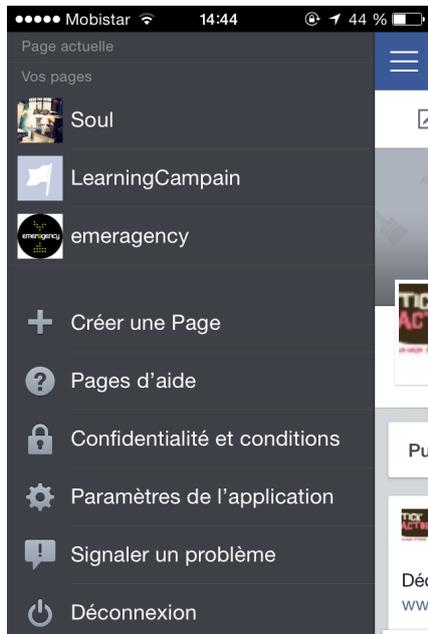
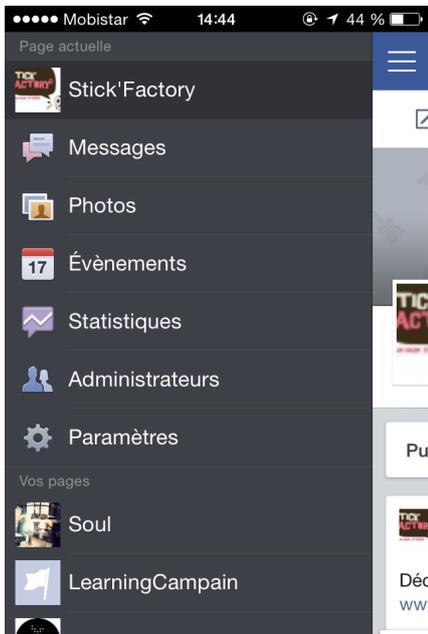




### Facebook [Page] :

You have to download the apps 'Page' on the Apps Store [Iphone] or google play [Android]. Even if you have to connect with your facebook username and password, this application will show just your page(s), not your profile. The application is easy to use, you can directly post something, a picture you took with your phone, change the picture of your cover/profile...even read how many people saw your post(s) !





# CONCLUSION

Facebook and Twitter are perfect platforms for engagement, as people can easily see other comments and add to the conversation. If you are the candidate, post about positions, your votes on issues and your plans for the future. Encourage dialogue by asking questions and encouraging people to share their own thoughts. Attempt to engage a few of the opponent's supporters on your page as well, remembering that as fans comment on your page, their comments are shared to their own network of friends, spreading the message further. A spirited back and forth dialogue that results in a high number of comments on a thread increases your Edge Rank (Facebook page/Twitter ranking algorithm), which makes your posts more likely to show up in fans' newsfeeds.

Maintain transparency and authenticity. Make sure the posts are in the candidate's voice. Do not relegate posting to an office intern or anyone else not able to engage in a back and forth dialogue quickly. Ideally the candidate should be doing the posting, but if that's not possible at least make sure the responses have the candidate's approval and the poster has a clear understanding of the strategy and what is appropriate to post.

Post regularly, daily if possible and post ideas that generate interest among fans. What changes should be made in your district? What concerns do people have? Highlight interesting facts, events and positive attributes of your area. If your candidate has a speaking engagement coming up, use the Facebook page to generate questions to be answered during the rally. During the in-person event, use the Facebook fan by name when answering the question. Let people in on the process and they'll return the favor with votes.

Don't underestimate the power of your supporters. Ask them to post to the page, submit a YouTube video or to share your page in their newsfeeds. Ask them for ideas and thoughts. Crowdfund topics for conversation. Have supporters upload photos of themselves placing campaign signs in their yards or wearing the campaign buttons. Make a YouTube video of those photos with music and share it with fans. Be fun and engaging! The key here is to keep your supporters and some of your opponents, interested and talking on the page.

This is just the beginning. The next step is to continue to find ways to engage supporters and to build awareness of your stance on the issues. As the election draws near, create a Facebook event for the election, invite all the fans and then send a reminder the day before and the day of the event !

# STROMAE - CARMEN

L'amour est comme l'oiseau de twitter  
On est bleu de lui seulement pour 48 heures  
D'abord on s'affilie, ensuite on se follow  
On en devient fêlé, et on finit solo

Prends garde à toi et à tous ceux qui vous like  
Les sourires en plastique sont souvent des coups d'htag  
Prends garde à toi! Ah les amis, les potes ou les followers?  
Vous faites erreur vous avez juste la côte

[Refrain]

Prends garde à toi si tu t'aime  
Garde à moi si je m'aime  
Garde à nous garde à eux  
Garde à vous et puis chacun pour soi

Et c'est comme ça qu'on s'aime s'aime...  
Comme ça consomme somme...  
[x4]

L'amour est enfant de la consommation  
Il voudra toujours toujours toujours plus de choix  
Voulez voulez-vous des sentiments tombés du camion  
L'offre et la demande pour unique et seule loi

Prends garde à toi! Mais j'en connais déjà les dangers moi  
J'ai gardé mon ticket et s'il le faut j'vais l'échanger moi  
Prends garde à toi! Et s'il le faut j'irai me venger moi  
Cet oiseau de malheur je l'mets en cage, j'le fais chanter moi

[Refrain]

Prends garde à toi si tu t'aime  
Garde à moi si je m'aime  
Garde à nous garde à eux  
Garde à vous et puis chacun pour soi

Et c'est comme ça qu'on s'aime s'aime...  
Comme ça consomme somme...  
[x4]

Un jour t'achètes, un jour tu aimes  
Un jour tu jettes, mais un jour tu payes  
Un jour tu verras on s'aimera

Mais avant on crèvera tous comme des rats