

Get your social media to snap this general election

Presented by Catnip Comms
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Hello!



Fay Schofield Founder + Director

- Over a decade of social media strategy experience.
- Founded Catnip Comms in 2020 to put the social back into social media.
- Focuses on impactful campaigns and community building.



Abby Quintana Social Media Strategist

- Nearly a decade in social media and influencer strategy.
- Experienced in both in-house and agency roles.
- Creates campaigns to connect organisations with new audiences.

Social Media + Public Opinion



- Social media use has **increased globally** over the last decade.
- Recent research shows users spend over **two hours a day** on social media.
- During election years, many users get **news and form opinions** from social media.
- It is **crucial to promote your cause** to voters before they go to the polls.

**The UK General
Election is only**

17

**days
away**



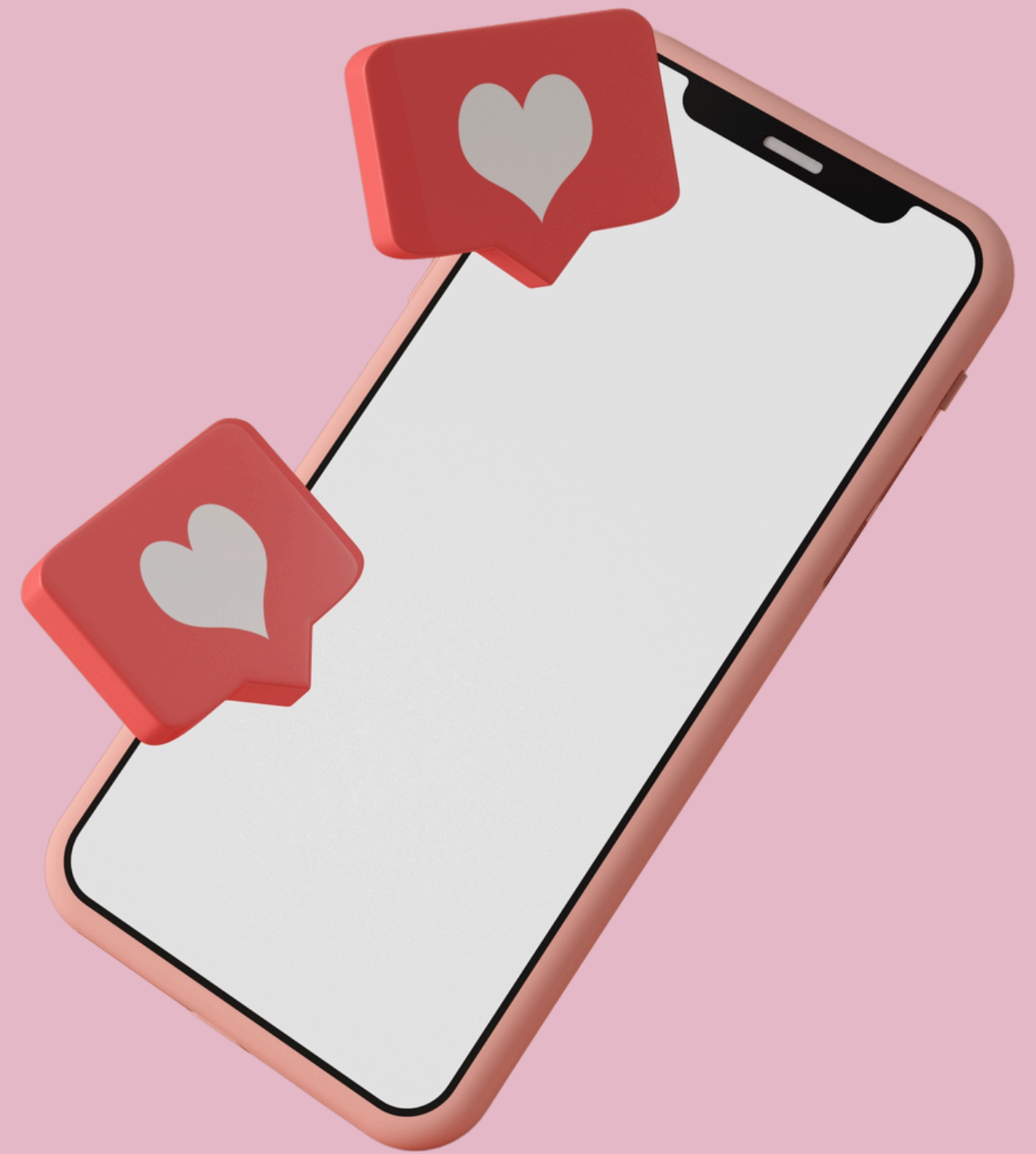
The UK General Election is only **17** days away

Our purpose today is to help you **enhance your social media impact** in the time remaining.

We know that this year especially, many charities are feeling behind because of the last minute confirmation.

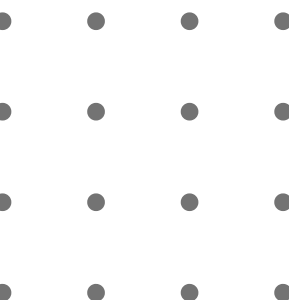
We're here to help.

Platforms + Elections



From safeguards to setbacks in 2020.


- 2020 US election prompted social media platforms to combat misinformation and propaganda.
- Actions were taken after the impact was evident from the 2016 election.
- But platforms have decreased many protective measures and there's a lack of investment in trust and safety.
- Rise of AI technologies has fractured the online political climate.




Pick up our guide!


We cover many of these topics in our UK Election Guide, which is available for free at our booth after this presentation.

You can find in the Conservatory Terrace on level 4.




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Keep an Eye on Generative AI

As the UK government struggles to find a way to oversee AI without the framework and support of the EU, companies are already working on polishing out additional kinks and increasing use cases. As such, we can expect to see huge advancements in the use of this tech in propaganda or misinformation campaigns in the lead-up to the General Election. If recent AI-created images and videos are any indication, whether or not it is “real” will matter much less than what it says to a certain segment of voters in confirming or undermining their personal worldview.




Be Wary of Constructed Moral Panics

Moral panics, especially surrounding political topics amid such polarised times, tend to spring up much more often with media outlets stoking the fires. As social media becomes even more fragmented, with users finding themselves in algorithmic feed bubbles, organisations need to be wary of big news items informed by social media and instead maintain a critical eye on these narratives. We would recommend advising your internal teams or managers to not immediately jump to issuing a statement or holding internal discussions about how best to address it at a managerial level; we recommend taking a step back to better understand its origins and who is benefitting from its framing before taking any action to address it.



Dig Into Trends Before Taking Part

One of the positive and most dangerous things about the internet and social media as a whole is that trends are always sprouting and growing without much background on where they came from. During election years, many of these trends could be information campaigns from very polarising sources. As such, taking part in any of them might be interpreted in a particular way. It's crucial to be completely sure about the details and sources of a trend or meme before using it. It's important to note that if last year's news cycle was any indication, politicians are likely to point to trending content and subsequent media coverage to justify their own personal viewpoints on moderation, government oversight, and identity politics.



Election Timeline



14
DAYS

To do list:

- Create and enact a **Social Listening** procedure.
- Identify and begin monitoring trusted news sources for General Election updates that could **inform rapid response moments**.

10
DAYS

To do list:

- Review candidate platforms and **design content that addresses issues** relevant to your charity's cause.
- Reach out to coalition partners and stakeholders to look for ways to **align and uplift** each other's messaging.



To do list:

- Set in place **election and issue** related FAQs.
- Confirm community management coverage through the next week to **stay as reactive** on social as possible.

To do list:

As the General Election approaches, it's crucial to implement **crisis communication plans**.

These plans can cover a range of scenarios and **incorporate approval processes**.

This will save you time with your reactive responses.



To do list:

- **Prepare content for election results** regardless of the outcome.
- Do the same for press statements. Ensure all PR & social content is aligned and signed off in advance of the results.



THE DAY OF

To do list:

- **Keep track of updates** from a reliable news source.
- Post content encouraging your followers to be active participants in the democratic process.
- Take advantage of any last minute **memes and trends**.

You
made
it!

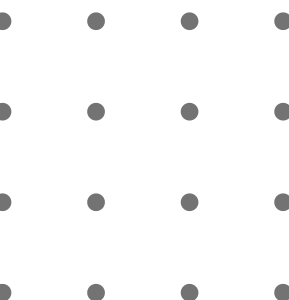
To do list:

- Release content that shows **how your organisation's priorities will be impacted** with the results of the election.
- **Keep an eye on key issues and election news** to find opportunities to highlight your charity's work around the next steps from the winning party.
- **Review your short and long term content plans** and adjust if needed, considering the election results and the promises and priorities of the winning party.



Key takeaways to make your social snap.

- Implement a social listening and crisis communication plan.
- Prepare and align content in advance.
- Engage and activate your audiences.
- Collaborate and stay reactive



Q&A



Thank you so much for coming!

Please be sure to visit our booth,
located at the Conservatory Terrace,
to pick up one of our UK election
guides.

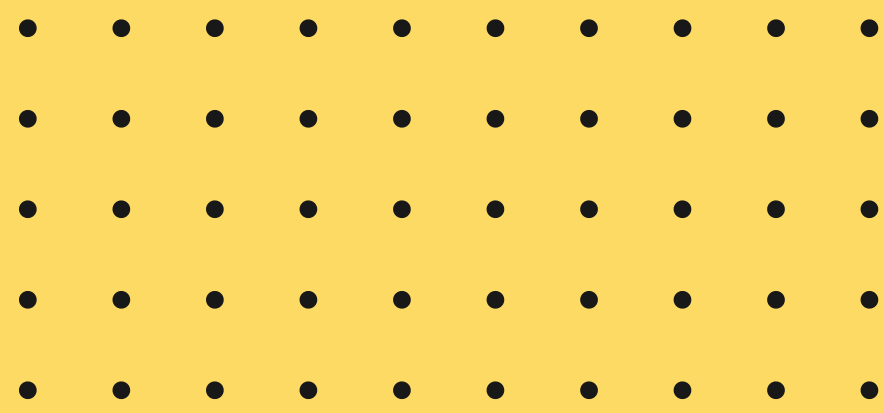
We'll be around all day to chat and
answer any questions you might have.

And, we'd love to explore how we can
support your team as we welcome
new clients!



**Thank
you!**





Enjoy the rest of the conference!

If you have any questions or would like more information,
please contact **fay@catnipcomms.com**.