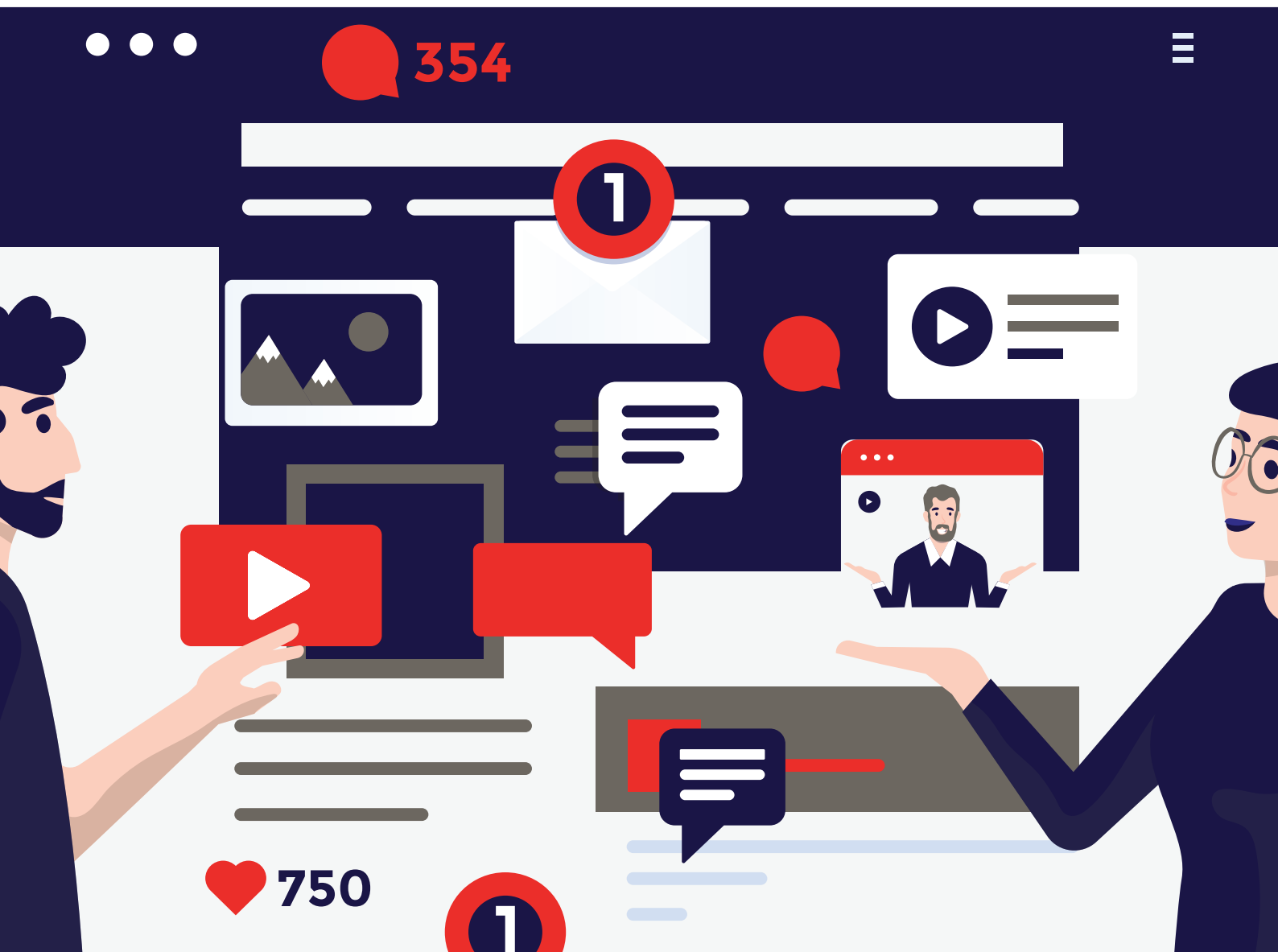


A GUIDE TO DIGITAL POLITICAL COMMUNICATION

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► Political activities of parties, movements, citizens' associations and other political entities could be divided by functions. In this document, 10 different types of contents are presented as common in political practice, along with recommendations for communicating them.

At the time overwhelmed with contents, it is extremely important to focus the attention and resources on the most effective communication activities within the digital range. Anyone advocating for the idea he/she believe in, be it through a political party citizens' associations or a local initiative, believes that this idea precisely is one of the most important and relevant ones. However, they don't have the same perception and to most people these topics are irrelevant or almost irrelevant. And the support of those people is of a highest importance for these ideas to come true. Such a situation causes frustration of the proponents. One of the major challenges is to overcome the frustration and approach the communication in a systematic way.

It is important to stand out, but also to keep the integrity.

It is important to demonstrate seriousness and understanding of individual digital channels, but remain informative and appealing.

It is important to keep all communication activities, including the digital ones, thoughtful and gaining long-term support and attachment of voters to a political entity.

This document is supposed to assist in that precisely.

TYPES OF CONTENTS - HOW TO COMMUNICATE WHAT

1. Daily news

Daily news like run-of-the-mill activities, **proposed solutions to individual political questions, reactions to the actions of political opponents, and suchlike**, is to be taken exactly for what they are – daily. It is not of utmost importance for audience and they will not pay a greatest attention to it.

Other than in case of exceptionally well developed party infrastructure with resources with for covering all relevant social media and portals (colloquially: bot army), one should be clear, consistent with the consistent with the programme and other positions, as well as with previous lexical and other forms of one's posts. This news is just a droplet in the sea of information reaching the audience every day.



On Facebook, they should be posted in the form of static visuals or simple video animations.

On Twitter, they can have a form of a simple tweet or thread of tweets, in any case – with a meaningful accompanying visual with each tweet.

On Instagram, it is enough to place it in the story format, with an obligation to adjust the size of the visuals communicating it.

On Youtube, everyday news is not necessary to communicate unless there is a particularly interesting form; one of them is a weekly overview in (improvised) studio.

2. PR statements

PR statements relative to particular party activities such as **conventions, anniversaries or big-time campaign activities** are placed primarily via conventional media (TV and press), but also through digital channels. Such activities and accompanying statements are used to affirm and enhance the recognisability of a political entity. It means that they have an impact on the general

picture the population has about us. They are usually not the reason why someone will support us or give up on the support. In the long run, they lay the foundations for the voters' perception of a party or organisation.

On Facebook, they should be placed through live streaming of an event and a mini-coverage.

On Twitter, these activities should be covered live from the spot primarily, through a live video or a series of tweets in one thread.

It is possible to post the same report on Instagram, but also through a carousel format in case of having enough photos from the event, with tagging all the attendees by all means.

On Youtube, the report on the event and short cuts of the speeches' highlights are recommended as formats.

3. Press conferences of a special importance

Although not all press conferences are of vital importance for the electorate, some of them actually are. An example of such conferences are those where **we present who joined us, where we communicate our findings o our political opponents' manipulations or declare important political moves** (e.g. – running for the elections) etc.

On Facebook, such conferences should be streamed live, with links to additional materials related to the conference topic. Also, the audience should be given an ear and have their selected questions answered to, if asked live, on the network itself.

On Twitter, the key information should be imparted in a single thread, and the questions from Twitter also included in those taken at the conference.

Instagram can also be used for live format, and the key points from the press conference can be listed in the carousel format.

Youtube can be used subsequently, in shorter forms, videos with voiceovers and other formats usable for media and for sharing on social media.

4. A political entity's programme

A political organisation's programme is irrelevant to most people, But it is extremely important to a minority. For any serious political organization it is necessary for it to **exist, to be ideologically coherent, practically**

usable, detailed and clear. It is communicable via networks in short forms with as many comparative examples from, the practice of developed countries, directing to the overall programme on the political entity's website.

On Facebook, individual items of the programme can be communicated through short informative videos with recognizable faces or shorter illustrative animations.

On Twitter, programme items should be explained on practical examples, with visualization, static or animated.

Instagram could be also used in a carousel format with key points listed and briefly explained, and users would be referred to the website for additional information.

On Youtube, it would be possible to record a podcast with experts of the political entity discussing the programme, but also with affiliated independent experts.

5. The faces of a political entity

The representatives of a political organization are among the most important ones for its perception by the citizens. They hold trust; symbolize the ability to move things forward. Where and how they present themselves is extremely important, and the coordination of their online activities is a necessity. They can communicate using their personal accounts, but also those of their respective parties or citizen groups.

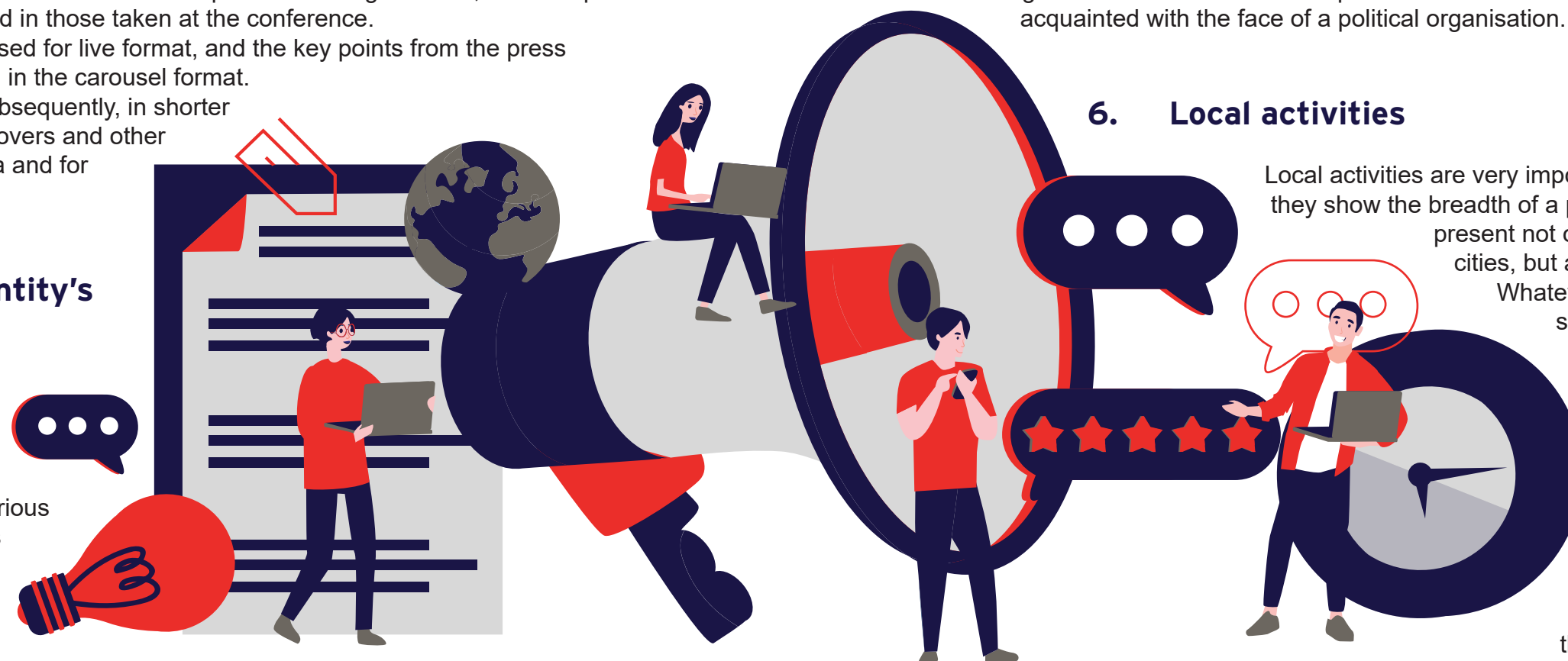
On Facebook, they can be promoted through their brief video-interviews or localized posts from the places they were born or they live in. On Twitter, information should be selected in order to be imparted on a specific person, due to the often malicious nature of quite a number of users. Instagram can be used in a form of IG account takeover, where the representative would take questions from interested citizens. On Youtube, targeted interviews or a form of podcast could be shared, getting the public better acquainted with the face of a political organisation.

6. Local activities

Local activities are very important for social media as they show the breadth of a political organisation– we are present not only in Belgrade and major cities, but also across the country.

Whatever the activity, all potentials should be used to promote precisely the local officials and activists.

On Facebook, in each form of posts, individual activists and representatives should be tagged. Thus, we demonstrate that we care about them, but also reach their friends.



On Twitter, we can also tag Twitter users, but in our posts we should at least show that we know the basics of the places we communicate about, so that the local users of this network could recognise our systematic take on these issues.

On Instagram, the accent should be on the story format, as it can be easily shared as we tag local activists and officials. Besides the story format, the carousel format is also convenient.

On Youtube, the local materials could be shared in a form of brief reports on the activities.

7. Outdoor activities - rallies, stands, street actions, protests

Actions organized in direct physical contact with people do not end in the street. They need to be reported on via conventional media, but also via social media. Another chance for capillary dissemination of information!

On Facebook, such activities need to be announced in the form of an event, and then report on them so as to make people feel the activist spirit. Preferably, participants and visitors of the action should be tagged, in order to reach out with the information to their friends, but also to acknowledge them.

On Twitter, it is convenient to cover them in real time – in series of tweets, all with photos or videos.

Instagram can be used in several ways, preferably through stories and/or Instagram live. Who hasn't joined the action, should not be prevented from witnessing it in real time.

Youtube is also useful here for posting very short reports on specific actions followed by the officials' statements on the subject matter, as well as in TV feature.



8. Institutional activities

Most political actions of parliamentary parties and citizens' associations take place in institutions. Be them legislative or executive – they are the venue of political magic happening. There are many ways to communicate about these activities.

On Facebook, such activities need to be communicated moderately – a weekly report on work in institutions could be placed in a form of animation, with actual outputs in the focus.

On Twitter, the same report should be placed through a thread with every tweet having a visual drawing attention amongst a myriad of other tweets.

Instagram could be used through direct and indirect weekly addresses of a political entity's anchor, in a video format, definitely not longer than a minute and with small animations following it.

Youtube should also be used in a form of a weekly summary – either through a podcast format or through a statement enhanced with animations like on Instagram.

9. Support of celebrities

Famous persons could bring additional support. Although not a rule, very few will actually turn the electorate away from the political entity that has engaged and attracted such a person. Ideally, if this person is involved with specific political activities (e.g. a famous actor in a team dealing with culture). Since celebrities have already been trained for public appearances and have a significant number of followers, both should be used when thinking about where to communicate the support.

Facebook could have a twofold use – both the wall of the political entity and that of celebrities. Such contents should be mutually different, if possible. It is recommended to Use the video contents and to have a video in a public place, with well-known faces of the political entity.

On Twitter, this support Can be communicated Through a message recorded by a celebrity exclusively for them. Twitter audience.

Same as Facebook, Instagram contents should be placed on both the party/organization and celebrity channels.

Videos are a desirable option for all non-campaign materials. Youtube podcast would be the right place to present a new, well-known figure who has supported us.



10. International support and activities

These types of activities are important for a party or movement to function but they should be reported moderately. Yet, there is a room for creative presentation there too.

Facebook – an album from visiting foreign partners or a short story with the officials’ statements.

Twitter – except for those at the highest level or with an infrastructure of online activists who would share them, these activities should not be posted on this brimming network.

Instagram – just as Facebook, these activities should be covered in a carousel format with 2-3 key information about the important impact of the visit or through the officials’ statements.

Youtube – a coverage of the visit is desirable, and it is even better to treat a topic it relies on. If the nature of the visit or external support is related to a specific issue (say, health care), it is better to create a story of health care problems, potential solutions and how the newly established cooperation could assist the implementation.

GENERAL RECOMMENDATIONS



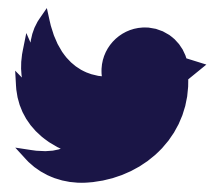
► All detailed specifications should be checked immediately before campaign. Social media change recommended and allowed dimensions for different formats on every couple of months, following new insight into the attention and behaviour of users, changes in properties of the devices where we use these media, etc. It is extremely important to follow all technical recommendations in order to keep the essence of the message unscathed.

Below, some of the recommendations potentially useful for material preparation are included.



Facebook

- Descriptions of shared contents should be short and clear.
- Over time, daily peaks of our followers should be monitored, and that is when contents should be posted on the wall.
- It is better to have fewer posts, but higher quality and better production of contents, that vice versa.
- Regarding video, all that we wanted to present with it should be seen within the first 4 seconds – that is exactly how long most people stay with a video.
- *Thumbnail and subtitle are a must in case of video production – some people cannot play the sound, but can see the contents; there is no reason why they shouldn't get our message.*



Twitter

- A tweet must be appealing and brief (ideally 70-100 characters long).
- A video should include subtitles here too, so that people who are unable to play the sound could also absorb it.



Instagram

- Videos on Instagram should be shorter than a minute, ideally up to 45 seconds.
- For longer videos, use Instagram TV format.
- Instagram is a network where aesthetics is the key factor and this should be kept in mind when creating contents for it.



Youtube

- Youtube is world's largest video network and should be taken for an advanced TV channel.
- Every video enriched with additional animation, music and at least basic editing, is bound to succeed in this network.
- Whenever possible, it is good to make special production segments for YT channel, just as there are different programmes by different authors on TV.



A stylized illustration of a digital interface on a dark blue background. At the top, there are three white dots on the left, a red speech bubble icon with the number '354' in red, and three white horizontal lines on the right. Below this, a white horizontal bar contains a red circle with the number '1' inside. The central area features several icons: a landscape photo, a white envelope, a red speech bubble, a play button icon, a white speech bubble with three horizontal lines, and a video player window showing a man with a beard. Two stylized figures are present: a man on the left with dark hair and a beard, wearing a dark blue shirt, pointing towards a large red play button icon; and a woman on the right with dark hair and glasses, wearing a dark blue shirt, gesturing with her hand. At the bottom left, there is a red heart icon with the number '750' in white, and a red circle with the number '1' inside. The overall design is clean and modern, using a limited color palette of dark blue, white, red, and grey.