

# 12

# Facebook tips for political candidates

Facebook is the most used social network site in Australia.

These 12 tips assist local council candidates seeking to attract the attention of voters through the megaphone of Facebook.

Read on...

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## 12 Facebook tips for political candidates

1) Link the professional images and messages across your election material and social platforms to build consistency of 'brand you' for when people come to vote. The landing photo should show you out and about in your community, looking like the local representative. Consider deactivating your personal page for the duration of your campaign to minimise risks of message confusion.

2) Pin a short post to the top of your page that is about you and why you are standing for local council. Include a call to 'Vote 1 [your name]'.

3) Be aware that online abuse may happen (especially for women). Have a plan to protect and respond to things like trolling, cyberstalking and verbal or image-based abuse. Set boundaries around respectful behaviour in your ABOUT. The [e-safety commission](#) has guidelines for women online. [GenVic](#) has resources to help women be 'cybersmart'.

4) Aim for engagement with tools like Facebook live, Q&A forums or polls. Use interesting images of you out in your electorate or ward. Ask questions in your posts. Reply to comments to encourage a conversation with voters.

5) Consider uploading short video clips as they often get better engagement. Captions grab attention and improve accessibility.

For example

- You talk about the things you would change if elected to your local council
- Endorsements from people in your community who attest to your capability as a candidate and future Councillor
- You being you (if natural, a bit of humour goes a long way)

6) Curate your content with a mix of your posts and others. Share posts (with a comment) from other local organisations and community groups, businesses and causes that align with your views and platform. Beware of engaging in or endorsing others' defamatory comments about people or organisations. Remove disrespectful or defamatory posts from your page.

7) Don't forget to authorise! In the ABOUT section on your page and consider in small print at the bottom of your landing photo, so it is immediately apparent.

8) Measure your engagement metrics. Consider boosting posts that get a great response. Re-cycle your popular posts and add a recent update.

9) Be creative! Post something that will grab people's attention, a video, graphic, a gif, poll results. Can you ask for feedback with a question? In the text, highlight important points in bold and quotes in italics.

10) Look at other candidates' Facebook pages and those of media-savvy politicians. Observe what they are doing. Take inspiration on what might work for you.

11) Don't forget to post your call-to-action regularly. What do you want people to do? Vote for you? Volunteer and support you? Donate to your campaign? Attend your fundraising event or public meeting? Invite you to their monthly community meeting? Ask for likes, comments, and also shares to build your following.

12) Coordinate your posting with your other social media and events calendar. #Tag causes, groups, and people when appropriate. Save time by scheduling posts on the weekend to roll out during the week. Be mindful of quality over quantity. Keep them short!

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