



## candidate social media tips

How to take advantage of the number one way to digitally promote yourself, digital events and connect with students.



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## what can you do right now?



### one

#### check your candidate's page on [upsu.com](https://upsu.com)

Make sure all the information on there is accurate, the links to your social media are correct and your image is high quality. This is the first thing students will look to (and the first place we will send them to) when looking for information on you as a candidate. This is their first impression of you, make it count.



## what can you do right now?



### two

#### join and post in Facebook groups

Joining student groups on Facebook, they give you easy access to promote further than your close community.



## what can you do right now?



### three

#### take note of all your usernames and passwords

Although please keep these notes safe. Nothing is worse than putting in all the hard work to your profiles and then losing access and keep note of who else in your team has access too.



# #instagram

Our top tips





## instagram - top tips



### one

#### encourage interactions

Instagram confirms that likes and comments are extremely important when it comes to feed ranking (how high up the home screen your posts appear) - so it's a great idea to encourage as many as possible for your posts. One of the best ways to do this is by writing good captions that drive engagement. Including a call-to-action in your Instagram caption can go a very long way when it comes to driving more interactions.

[LinkedIn Learning - Rewriting copy for social media](#)





## instagram - top tips

two

### use instagram stories

Instagram stories are discoverable, meaning that people who don't follow you can see your posts. This can be a great opportunity to reach new students and express your voice uniquely. It's also a really fun way to learn a little more about our students. Ask them questions, show some personality and highlight exclusive offers or behind-the-scenes footage to feed their curiosity. We love some of the stickers you can add to stories – like quizzes, polls and sliding buttons. Make sure to utilise them to the max and learn what your audience wants to see more of. - We've even made some election gifs for you to use, just search 'upsu' in the sticker option!

[Check out UPSU's Instagram Highlights for Story examples from your peers](#)





## instagram - top tips

### three

#### make your feed more authentic

A few years ago, it was all about producing a beautifully curated gallery for followers to admire. Now, students are looking for authenticity, relativity and personality. Snap pictures and record videos on your phone and pop them up for people to watch. When done right, inexpensive and simple content works. In some cases, the fact that it's raw and simple isn't a weakness for viewers - instead, it sets the content apart from slickly filmed, overproduced commercial video, humanising a candidate and making them more friendly to the user. (Think vlogging)





# #facebook

Our top tips



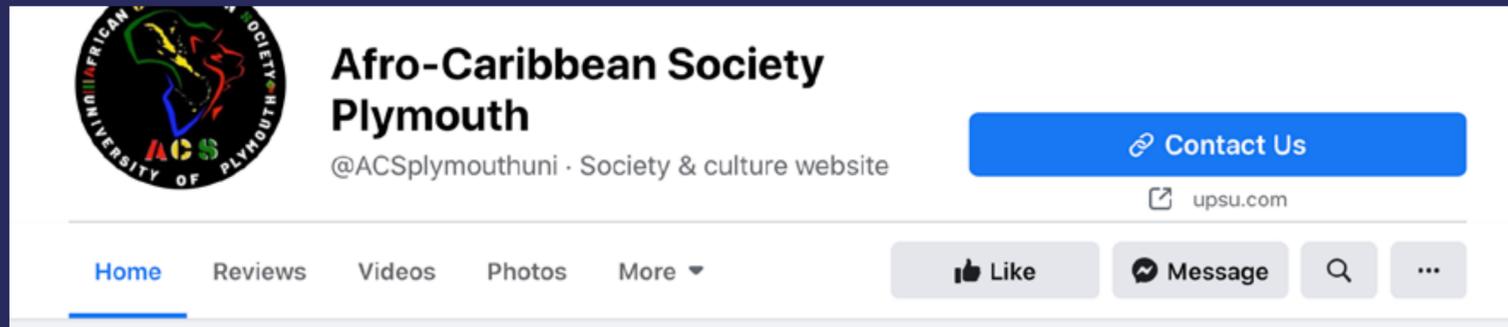


# facebook - top tips

## one

### perfect your call-to-action button

The CTA button is at the top of your Page, so make sure it's sending your audience in the right direction. If you're looking to communicate, "Contact Me" might be perfect. Meanwhile, "Vote now" can help draw in new voters straight away by linking through to your manifesto page.





## facebook - top tips

two

### go live to students

Facebook Live video has the greatest reach of any post type. Plus, it draws 10 times as many comments as regular video and people watch it for three times as long. Facebook actively prioritises live video by placing it at the top of the News Feed, as well as sending notifications to potentially interested students.

[LinkedIn Learning - Delivering Video to Facebook Live](#)



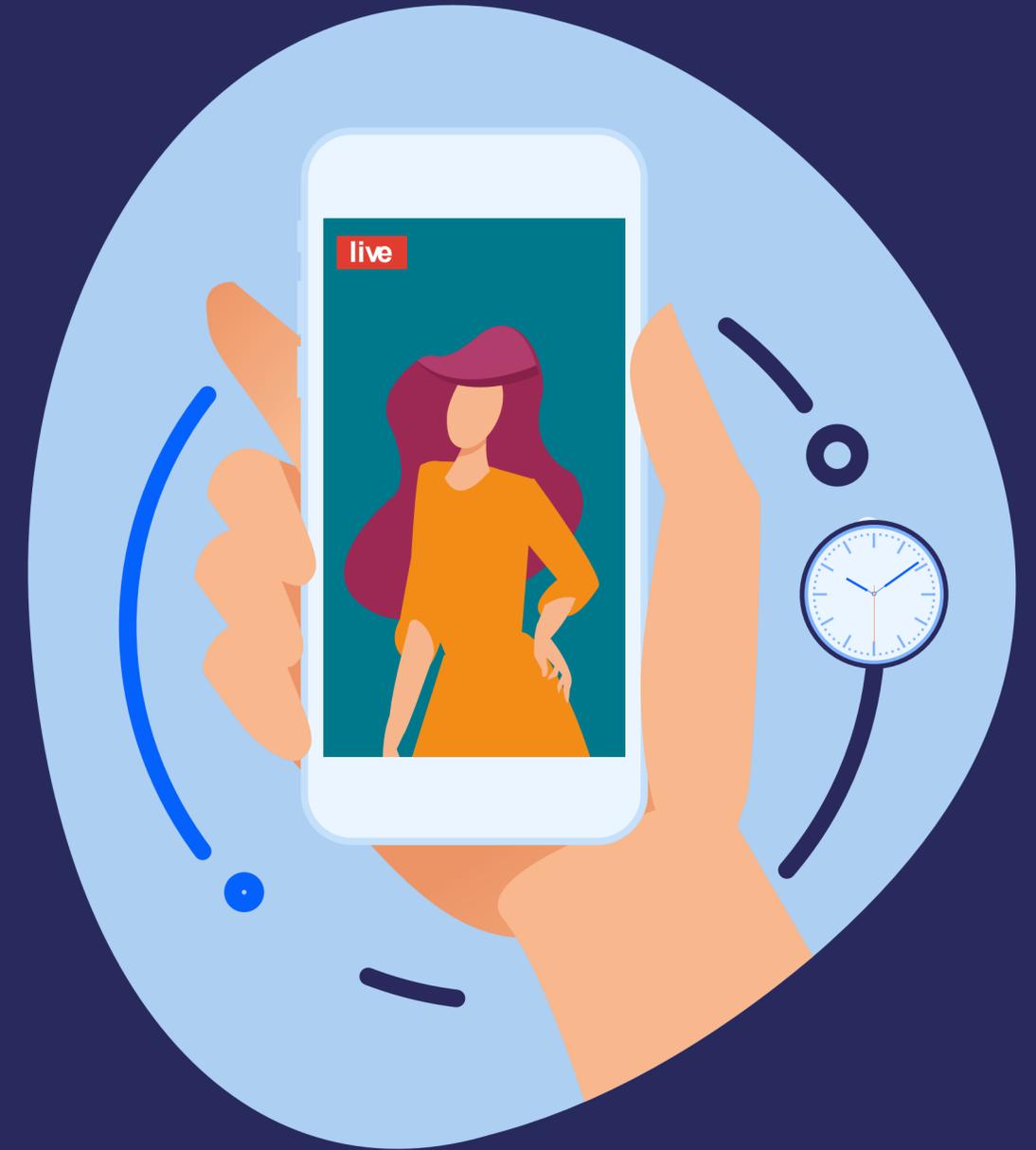


## facebook - top tips

### three

#### schedule your posts

Consistent, quality posting will keep students engaged, but dropping everything twice a day to craft a smart, sleek, intriguing post with gorgeous visuals is ... tough, especially when your team are juggling university studies and their own social lives. One of the best Facebook hacks is to craft a few posts at once and queue them up in advance using Facebook Publishing Tools which is built into your pages.





# #twitter

Our top tips



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## twitter - top tips

### one

#### **cultivate your voice to win students**

Twitter is a very chatty platform. Although you can (and should!) use images and videos, finding new students and connecting with followers requires an authentic, appealing voice. Even if multiple team members share responsibility for your account, your tweets should have a consistent tone.

A great way to help with this is to create 'social media guidelines' for your team that everyone can follow, this might include candidate hashtags and how to use them, how and where you use emojis and how to format links.





## twitter - top tips

### two

#### tweet during peak hours

There are certain days of the week or times of day when users are more active on Twitter, meaning they'll actually be more likely to engage with your posts. By identifying those hours and days and posting during them, you'll gain more impressions, boost engagement, and get tons of clicks.

Your peak posting times will depend on your specific audience, so test how your content performs at different times and days to find out what works best for your group.

[LinkedIn Learning - Understanding Twitter](#)





## twitter - top tips

### three

#### add images to tweets to increase retweets

When you add images to your tweets, you'll get more shares and clicks than the tweets without images. In fact, tweets with images typically receive 89% more "likes" or favourites. Use a tool like 'Canva' to create a simple graphic and add it to your tweet.

[www.canva.com](http://www.canva.com)





# social media dont's



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## social media dont's

### one

#### don't be a spammer

Retweeting, liking, commenting, posting, and sharing all the time will actually result in your engagement dropping off. No one wants their feeds to be filled by a single account who won't stop yapping. Don't join 20 groups on Facebook and post the same self-promotional message in all of them. You need to be offering followers quality content, not just bombarding them with random notifications.





## social media dont's

two

### don't forget to be respectful

Remember that the student body at the University of Plymouth is a diverse and inclusive group of people, so when posting make sure it is appropriate, you are representing UPSU and the University, if we wouldn't post it, you shouldn't either.





## social media dont's

### three

#### don't forget to include links

Your goal on social media is to connect with followers, but it's also often to convert followers to voters! Therefore, always include links to your upsu page, other social pages or a contact us page. Click-throughs are the name of the game. Students can be considered lazy and unlikely to go off and do their own Google search to get to your page if you don't put it right in front of their eyes.





**how does upsu use  
social media?**



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## upsu's social media

### one

#### it's all about the students

We actively celebrate what our students are doing, this can be through our 'news' posts, Instagram takeovers or sabbatical officer updates.



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## upsu's social media

two

### we have a small social media team

Our team is small, there is only 2 or 3 of us posting to all our social channels, this stops over posting, confused messaging and doubling up on direct message replies, We would advise you do the same, having a select number of people on social media makes it much easier to control, but still support each other with ideas for useable content.



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