

DIGITAL CAMPAIGNING GUIDE

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DIGITAL CAMPAIGNING GUIDE

INTRODUCTION

This guide provides tips, resources and support to help every CLP run integrated campaigns using digital channels alongside more traditional methods.

Campaigning using digital must be an integral part of every local Labour campaign. Running visible and effective local campaigns today means more than delivering our message on the doorstep and through the postbox. It also means delivering our messages online, in the spaces where voters are increasingly spending their time, engaging with communities and consuming news and opinions.

This is a new opportunity for many local campaigners. This guide covers everything you need to know to use digital campaign tools with confidence. We go from the basics of setting up a local party Facebook page and writing good emails, through to creating effective local videos and delivering content through paid-for targeted digital advertising.

The guide also covers new ways we can use digital tools to mobilise our members and get them involved in local campaigns. That includes new, secure ways for members to phonebank from their own home, and our new volunteer management tool, Organise, which will allow you to email your members, advertise campaign events online, and identify and follow up on local volunteer leads.

DIGITAL CAMPAIGNING IS MOST EFFECTIVE WHEN IT IS INTEGRATED WITH YOUR WIDER CAMPAIGN PLAN.

When planning your campaign, you should still identify your key target voters and agree your key messages early on. But in addition to communicating with those voters on the doorstep and through print, you can now make an even greater impact by communicating with those voters using digital channels too.

This can be really simple. You could be writing a direct mail to a group of target voters using a selection in Contact Creator. You can now use the exact same Contact Creator selection to serve a targeted digital advert, with the same message, to that same group of voters. You could then follow this up by door-knocking the same people. This means those voters will get your message three times – via a personally addressed direct mail, via a targeted Facebook ad and via a conversation with a Labour activist.

DIGITAL CAMPAIGNING GUIDE

INTRODUCTION

REPEATING YOUR KEY MESSAGES ACROSS CHANNELS TO THE SAME VOTERS MAKES IT MUCH MORE LIKELY YOUR MESSAGE WILL CUT THROUGH.

It is the same principle if you are mobilising members for a big campaign day. It is easy to create an online event and email every member asking them to come out and campaign. But you are most likely to get a big increase in turnout if that email is followed up by a phonecall and a personal ask from another volunteer. And it's even more effective if they have previously received a membership mailing from the candidate asking them to get involved.

That's why this guide not only covers how to campaign using digital tools, but also practical examples of how these tools fit in with and compliment our wider Labour campaign.

And because this is a new area of campaigning for many local parties, we want to hear from you about how you are using this guide to deliver great, joined-up digital campaigns and what further support you need to be able to do so. Please take the time to fill in the survey at the back of this guide – it really will make a difference to the support we provide.

Thank you for all the work you are already doing. We hope this guide helps you deliver even stronger local campaigns and, whenever the next election comes, to play your part in electing a Labour government.

SOCIAL MEDIA: A CRASH COURSE

WHAT'S THE SECRET TO GREAT SOCIAL MEDIA?

Good content. That's it.

People share content that elicits

- HUMOUR
- URGENCY
- PRIDE
- ACTION

Always think:

HUPA!

HUMOUR

Communications with an informal, friendly and, where appropriate, humorous tone.

URGENCY

Breaking news, immediate election results, "revealed", exposé-style content.

PRIDE

Labour's heritage and history, our achievements, statements on our values.

ACTION

Convert people's passion over an issue into action: share the facts, sign this petition, join our rally...



The Labour Party
@UKLabour

Good morning! Things to do today:

1. Register to vote at gov.uk/register-to-vote
2. Hit RT to remind your friends
3. Put your feet up

REGISTER TO VOTE

0:15

Register to vote before it's too late!

The deadline to register to vote is 11:59pm on Monday 22 May. That's tomorrow. So don't



The Labour Party
8 June · €

Have you voted Labour today? Feeling proud? Tell your friends by sharing this ↓

I VOTED LABOUR TODAY

*For our NHS
For workers' rights
For dignity for
our pensioners
For our families'
futures*

Labour

FOR THE MANY NOT THE FEW

#VoteLabour

SOCIAL MEDIA: A CRASH COURSE

FACEBOOK: THE BASICS

You should be posting **daily**, or at **least three times a week**. This ensures your page doesn't become a "content graveyard".

Post at key times to optimise reach: **7-9am or 5-7pm**. Can't post at that time? Schedule it, but be aware of time sensitive content.

Keep it **concise** – how often do you click the "read more" button?

Always post **"rich content"**. That means a picture, photo, article link, or ideally, a video. Never post just plain text.

Struggling to find the content? Share content from your **MPs, CLPs, councillors**.

Be **conversational** – Facebook is about people talking to other people. Avoid formal jargon, copy and pasting press release language, or assuming too much prior knowledge.

Best practise:

1. Always use subtitles



2. Promote data capture



SOCIAL MEDIA: A CRASH COURSE

3. Recognise your members and supporters



4. Highlighting Tory failures



TWITTER: THE BASICS


Twitter is less effective than Facebook as a channel for persuading undecided voters. Twitter users including journalists and opponents who view and follow political content are more likely to have well-developed political opinions in the first place. We also **cannot match constituents**, so we can't advertise or target in any meaningful way.

But it's great for **news** and **commentary** and for **acknowledging our members**.



SOCIAL MEDIA: A CRASH COURSE

WRITING CONTENT FOR SOCIAL MEDIA

 The Labour Party
2 June · €

Are you watching the TV debates tonight? Here's a handy Theresa May translator – play along at home!


THERESA TRANSLATOR

Your pocket guide to what the Prime Minister says, and what she actually means.

WHAT THERESA MAY SAYS...	WHAT THERESA MAY MEANS...
"Strong and Stable"	"Weak and wobbly"
"We need a strong economy"	"We have managed to miss every debt and deficit target we have ever set ourselves"
"We need an economy that works for everyone"	"We cut taxes for the few at the top and raised them for working people"
"I will be out there campaigning in every part of the United Kingdom"	"I will be doing what I can to avoid meeting ordinary people"
"Only a vote for me and my team..."	"I must not mention the word Tory..."
"It is not our intention to raise taxes"	"Have you noticed I won't rule out raising taxes on working people?"
"No deal is better than a bad deal"	"Yes, I am prepared to risk crashing the economy"
"Brexit means Brexit"	"Please stop asking me what the plan is"
"We need strength in the Brexit negotiations"	"We need someone adept at breaking promises and pulling U-turns"
"You can trust me with our nation's security"	"We slashed the defence budget by 8 per cent and shrank the Army to its smallest for 200 years"
"The least well off pensioners will have their winter fuel payments protected"	"I'll cut Winter Fuel Payments for 5 out of 6 pensioners, more than ten million older people"
"We will be protecting pensioners"	"Most pensioners will be thousands of pounds worse off on my watch"
"In terms of policing, it's not about the total amount of money but how it is allocated"	"I've personally cut 20,000 police officers"
"The energy market is not working"	"Your energy bill is soaring and it's our fault"
"We have given the NHS the money it needs"	"Even the head of the NHS says we haven't given the NHS the money it needs"
"Nothing has changed. Nothing has changed"	"We've re-written the manifesto"

1. Always include a call to action:

EG: Sign a petition, read an article, share the facts.

 The Labour Party
July 13 at 9:00pm · €

It's one year today since Theresa May became Prime Minister. She promised to make Britain a country that works for everyone. One year on that promise lies in tatters. **Share the facts ↓**



has asked me to form a new government and I accepted.

117K Views

2. Always stay above the fold - make sure your important info stays above the 'See More' line.

3. Use attention grabbing headlines: **Revealed, Breaking news, Today.**

 **Jeremy Corbyn** @jeremycorbyn · Jun 7

Revealed NHS chiefs are told to secretly draw up more cuts, with wards and A&E at risk. #VoteLabour to save our NHS



NHS chiefs told to secretly draw up more 'unthinkable cuts' - includin...
It makes a mockery of PM Theresa May's pledge to protect the NHS
mirror.co.uk

COMMUNITY MANAGEMENT

WHAT IS COMMUNITY MANAGEMENT?

Put simply, community management means managing the community of people who interact with your social media profiles, in particular Facebook. That means ensuring the comments section is as welcoming and safe as possible; people feel listened to; and your page is responsive and personal.

And why is that important? Because the comment feed of any Facebook post can be an unpleasant place – ‘trolls’ are common and debate can easily spiral into offensive attacks. Comment feeds can also be a place for debate, discussion, mobilisation, persuasion and community-building.

GOOD COMMUNITY MANAGEMENT

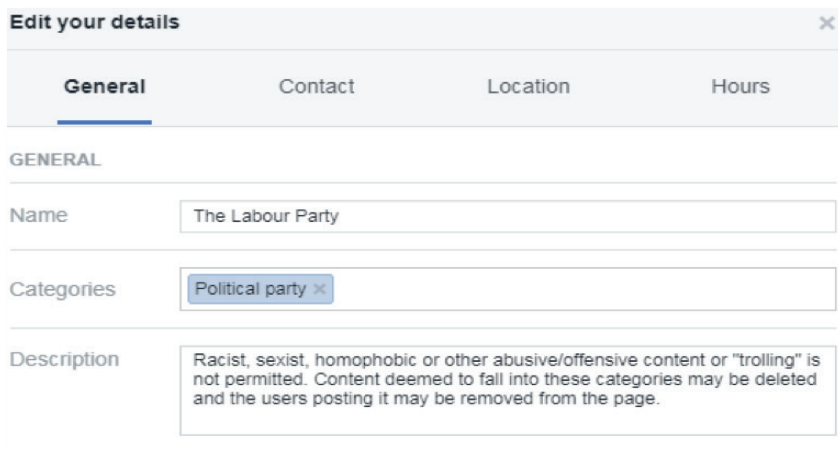
- Members are mobilised
- Voters feel listened to
- People have genuinely interesting debates
- Comments are welcoming and safe
- The wider public get a good impression of us

POOR COMMUNITY MANAGEMENT

- Missed chance to mobilise supporters
- Voters feel frustrated and ignored
- The page appears lifeless and impersonal
- Debate turns nasty
- New people are put off from engaging

STEP ONE:

Get a **Community Standards disclaimer** for your page.



Edit your details ✕

General Contact Location Hours

GENERAL

Name: The Labour Party

Categories: Political party ✕

Description: Racist, sexist, homophobic or other abusive/offensive content or "trolling" is not permitted. Content deemed to fall into these categories may be deleted and the users posting it may be removed from the page.

COMMUNITY MANAGEMENT

STEP TWO:

Limit the amount of nastiness that gets through the net.

Go into the 'Settings' tab on your page

- ▶ Set your profanity filter to 'strong'
- ▶ Add words to the blocked words list

Don't block words that are simply unpleasant – but explicitly offensive/abusive words that otherwise make it through the filter. Bear in mind Facebook is American and **British expletives don't register**.

STEP THREE:

Moderate the good, the bad and the ugly.

The top two comments, based on **engagements and reactions**, rise to the top of the feed. But you can affect which comments rise.

Like and reply to positive comments as the page itself, and they'll get bumped upwards. Then other comments (negative ones) are **pushed to the bottom** and feature less prominently.

1. **Use comments for:** **Important information sharing**



The Labour Party If you're in the queue at the polling station by 10pm - stay put! You'll be able to vote.

Like · Reply · 13 · Commented on by Chloe Green (?) · 8 June at 21:52

4 Replies

2. **Mobilisation – always upsell**



The Labour Party Hi Emma, thanks so much for all your support fighting for a Labour government. Don't forget to check out <https://events.labour.org.uk/> to get more involved!



Find a campaigning event near you – The Labour Party

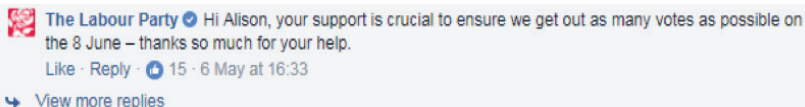
Find a local Labour campaigning event near you

[EVENTS.LABOUR.ORG.UK](https://events.labour.org.uk/)

Like · Reply · 8 · 6 May at 14:24

COMMUNITY MANAGEMENT

3. Acknowledging support and – most importantly – affirming good behaviour



Quick guide to comments:

- If the comment is obstructive, rude, or derails the conversation, hide it. These comments can stop other users from meaningful debate; but don't simply hide comments where you disagree.
- Outright abusive or offensive comment? DELETE IT (And BAN USER for repeat offenders) REPORT IT to the relevant social platform if it constitutes abuse.
- Positive comment or question? LIKE IT and REPLY always upsell
- Difficult but not entirely unpleasant question? REPLY and take them offline (get them to email).

Example responses:

To a supporter: Thanks for your fantastic support! If you're interested in joining us on the campaign trail, then sign up here: <LINK>

To a supporter: Thanks <NAME>! It's great to hear you're on board. Be sure to share our Facebook content with your friends to spread the word.

To a policy question: Thanks for reaching out. To see our full statement on XXXX, take a look at our website: <LINK>

To a troll: Ignore them on all counts. Not only is it a losing battle, it will drive their views to the top of the thread.

Anything else?

- Reply to your Twitter DMs – same principle as comments. Upsell and engage.
- Rather than use Twitter for longer exchanges take onto emails.
- Don't be afraid to block and ban when behaviour is unacceptable.
- Report abuse to Twitter – report individual Tweets and repeat offenders.

USING VIDEO FOR ONLINE CAMPAIGNING

VIDEO IS THE MOST EFFECTIVE FORM OF DIGITAL CONTENT

To get maximum engagement **keep it short (1min max)** and **keep it interesting**. You want your content to make people stop scrolling.

You can produce good quality videos using **smartphones**.

You'll achieve more from video by **editing** what you shoot.

NEVER post a video without subtitles

– you can create subtitles easily via YouTube, Facebook or embed them for Twitter using <http://vidcoder.net> (or Handbrake for Mac).

SMARTPHONES

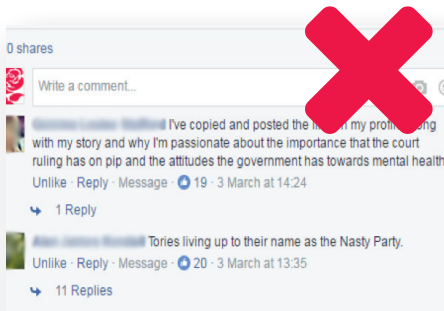
The Golden Rule



Key things to note:

- How much capacity you can give to video production?
- What equipment do you have/ need?
- The quality of the videos you can produce.
- Combinations of equipment and capacity.
- Simple fixes to common problems.

ALWAYS shoot landscape -
NEVER portrait.



USING VIDEO FOR ONLINE CAMPAIGNING

FRAMING



Ideal example of use of backgrounds:

- Use a tripod to keep your shot stable.
- Make sure the subjects head in top of the frame.
- Make sure it's well lit.
- Organise an interesting background but not that distracting.

LIGHTING

Most modern cameras/smartphones are good at compensating for poor lighting, but are still very limited. If you think it looks bad in the viewfinder, switch it around a little bit, move subject, or see if you can change the light source.

NATURAL



STYLISTED



Things to note:

- Lighting source is always in front of the subject.
- Too much light can lead to squinting.
- Subjects can become silhouetted against windows.
- Avoid fluctuating light.
- Avoid night time.

USING VIDEO FOR ONLINE CAMPAIGNING

SOUND IS ONE OF THE MOST IMPORTANT ASPECTS OF VIDEO.

People speaking should be no more than **a metre** away from the phone or camera. You should work to avoid noisy and windy locations.

EDITING

- ▶ Allows you to create a more punchy and polished final product.
- ▶ Pick and choose the best recordings for your final film and cut any errors or mistakes.
- ▶ Add music, subtitles, photos, graphics and other footage to complement what you've filmed.
- ▶ Can produce content solely through editing.

Depending on your confidence in your skill and budget here are some suggestions for software

PC



Windows Live
Movie Maker



Adobe Premiere
Elements
(Approx. £80)

MAC



iMovie

ANDROID



Adobe Premiere
Clip

IPHONE



iMovie

Things to Note:

If you're filming on a smartphone it may be quicker to edit and upload to Facebook on your phone. You will need a good computer for more complicated edits.

EFFECTIVE EMAIL WRITING

EMAILS

Emails can be a great way to let local members know when you're holding a meeting, campaigning session or social event, to communicate vital local information or to welcome new members to the Labour Party. However, it's always best to use email sparingly as getting too many messages from one organisation can cause people to stop opening messages or lead to unsubscribing from emails and missing out on everything you have to say.

A few tips on creating emails:

1. **Keep it short:** A good email should be short and to the point, and it should be easy to identify the key information. Imagine a member is on their way to work, checking an email on their smart phone – would they be able to quickly understand what you're asking of them?
2. **Think about who should get your email:** You don't need to email everyone if the message only applies to keen activists or people in a particular branch, for example.
3. **Don't make it too complicated:** Testing has shown that good emails don't use colourful fonts or many images. Strange colours can be hard to read, and images can take too long to load.
4. **Make it clear what you're linking to:** If you have a website or news story you want to share, let people know where the link will take them e.g. To find out more about local events, like our Facebook page. This way your members will be able to see clearly that the link will take them to your Facebook page.

PROMOTE

A screenshot of the 'Campaign Settings' form in the Promote system. The form is for a campaign named 'Conference campaign' under the account '@UKLabour - The Labour Party'. It includes fields for 'Start date' (24/03/2017) and 'End date' (27/03/2017), both with 'CAMT/POST' buttons. The 'Budget' is set to 'GBP' with a value of '10' and a 'CAMT/POST' button. The 'Campaign type' is 'Maximum CPC'. The 'Bid values' section has 'Maximum recommended - Let Facebook suggest bids' selected. The 'Delivery' section has 'Standard delivery - spend my budget over the length of the campaign' selected. A 'Save & launch' button is at the bottom right.

Over 80 percent of the electorate are active social media users. That's why digital advertising - where we pay to ensure content appears in an audience's social media feed - has become an essential tool for reaching voters with key and relevant messages.

Your CLP can use Labour's digital advertising tool, Promote, to place targeted social media content in front of select audiences, including audiences defined entirely within Contact Creator – the Labour Party's electoral database.

Paid digital advertising is different from regular, 'organic' social media posts. With paid digital advertising, you know exactly who sees your content, and can tailor messaging accordingly, and you reach new audiences who do not follow you on social media.

You can find the full guide on how to use Promote here:

members.labour.org.uk/campaigntechnology

You now need to undergo authorisation with Facebook to do paid digital advertising through their platform. You can see our guide on what you need to do to get set-up here:

labour.org.uk/document/setting-promote-use-facebook-instagram/

Note that all ads on Facebook are now searchable publicly via the Facebook Ad Library: www.facebook.com/ads/library

Promote is undergoing some changes – since its launch in 2017, Promote has sought to handle the whole process of creating and posting an ad, without the need to use Facebook at all except to create the relevant accounts. However, towards the end of 2019 Promote will be changing. Instead of replicating what Facebook does, it will primarily act as a data management tool to allow you to run sophisticated, well-targeted selections of electors from Contact Creator into Facebook as audience pools. The rest of the process of creating and posting adverts will be handled directly in Facebook itself. Please contact promote@labour.org.uk for more information.

SOCIAL MEDIA CHANNELS

Promote allows you to place paid for digital advertising on a range of different social media channels. But in most instances, we recommend your digital spend

I PROMOTE

on Facebook. Around 41 million people are on Facebook while there are only about 12 million people on Twitter. Facebook advertising is also more developed - meaning better targeting, better audience size and a more user friendly experience (as of August).

USING PROMOTE

1. **Before you start:** If you don't already have one, you will need to set up:
 - i. A Facebook page (not a personal profile)
 - ii. A Business Manager account
 - iii. An advertising account for the page.

You can find out how to do all this by going to www.facebook.com/business/help/ and then clicking on 'Managing Ads' and 'Business Manager.'

2. **Ask for access:** In order to gain access to Promote, the CLP Contact Creator Administrator or Labour MP (if you have one) should email promote@labour.org.uk with the name, email address and membership number of the person they are granting access to. As Promote use involves spending funds, the access will also need to be authorised by the person responsible for paying the bills, usually the CLP Treasurer. Users should read and abide by the Promote terms before using.
3. **Link up your accounts:** After you have been given access to Promote, you should add your Facebook page to your Promote account via Promote's "Settings". This will also enable you to advertise on Instagram since they are part of the same platform.

CREATING A PROMOTE CAMPAIGN

Creating a campaign in Promote is simple. All you need to do is:

1. Export your audience from Contact Creator into Promote
2. Create your ad content – the copy, image and/or video
3. Specify how long you want your campaign to run for and the budget available
4. Launch your campaign

You can read the full guide on setting up a Promote campaign by going to promote.labour.org.uk and by selecting 'Help' from the main menu within Promote.

I PROMOTE

FACEBOOK AD CHECKLIST

When creating an ad, make sure you take into account the requirements below to make sure your ad appears properly:

- **Rich content** – any image or video you want to use in a digital advert cannot contain more than 20 percent text. If you use the Promote Infographic templates on Campaign Creator, they have all been designed to make sure they contain the right amount of text. Copy character limits:
 - **Your headline** – can be up to 25 characters
 - **Your body copy** – can be up to 90 characters
 - **Your link description** – can be up to 30 characters

TOP TIPS FOR SOCIAL MEDIA CAMPAIGNS TO START RUNNING TODAY:

- **Like campaign** - run a campaign to get Labour voters in your constituency to like your page. The more likes you build through advertising, the larger the audience you will be able to reach with organic posts in the future.
- **Issues campaigns** - run advertising to the same audience pools receiving direct mails on certain issues. You can take the message and key content from your direct mail to form the basis of your digital ad, and run over the same time period as when your direct mail is due to drop. This means your key voters will be getting the same message across multiple channels, which means they are more likely to register what you are saying.
- **Member mobilisation** - target members with content encouraging them to volunteer with the campaign.
- **Campaign events** - if there are any events happening, you can target electors in the same postcode sector and encourage them to come along.

INFOGRAPHICS

You can use Connects - connects.labour.org.uk to create localised infographics about your campaign, all sized to appear properly on Facebook and Twitter. Just customise the template as normal, order it, and you will get a JPEG file to upload to Promote. For infographics being used for paid advertising it's important to specifically use the Promote templates as these templates have been designed to meet the various regulations.

WRITING GOOD CONTENT FOR ADVERTISING

WRITING CONTENT FOR ADVERTISING

Writing for advertising is different to writing for social media posts. With advertising you know exactly who you are talking to – you pick who sees the advertised post. It's not random as with organic posts.

Above all advertising copy needs to be **short, snappy and impactful**. The people who will see this aren't necessarily following your Facebook page or Twitter, so don't have an existing interest in Labour Party messages. With advertising you have to capture attention and interest immediately.

Reaching a target audience: who you talk to will influence what you say.

Keep copy **short, impactful and relevant**.



Good copy should evoke:

Emotion: We all rely on the NHS to be there for us in our time of need. Where would you be without it? It's time we cared for the NHS.

Passion: The NHS is there to protect you but the Tories' cuts have left it in crisis. Vote Labour and stand up for the NHS.

Enthusiasm: Only a Labour government will protect our NHS. Let's give the NHS the resources it needs.

Urgency: The NHS won't survive another five years of the Tories. Vote Labour today to save the NHS.

Provide a clear call to action



WRITING GOOD CONTENT FOR ADVERTISING

Stick to Facebook's character limits

The diagram illustrates the structure of a Facebook advertisement with three text boxes on the left, each pointing to a specific part of a sample ad on the right. The sample ad is for 'The Labour Party' and promotes voting today.

- Text: 90 characters**
What is your ad about? Where you include most information
→ Points to the main body text: "Vote Labour today. Don't regret waking up tomorrow to another Tory Government. Find your polling station and vote before 10pm."
- Headline: 25 characters**
Short/snappy/ attention grabbing
→ Points to the headline: "Vote Labour today"
- Link description: 30 characters**
Additional info that isn't in text
→ Points to the text below the headline: "Vote Labour today. 7am - 10pm"

The sample ad also features a large image with the text "THE CHOICE IS CLEAR" and a "Learn More" button, which is labeled as the "Call to action button".

FACEBOOK ADVERT TOP TIPS SHEET:

Create different ads for different people. Tailor your ad campaign message to your audience segments with separate ads.

Speak to your audience.
Don't use jargon or internal abbreviations.

Tie your text to your visual.
Your copy and image should individually tell your story but also complement each other.

Keep it short and sweet.
Decide on the one thing you want people to know and say that.

Stick to one call-to-action.
EG: "Learn more" or "Like Page" NOT "Learn more! Like Page! Sign Up!"

Include a timeframe.
Using words such as "today" or "now" can add a sense of urgency.

TWITTER

The majority of advertising should be run via Facebook – its more effective, more targeted and the best channel to get your content out. If you use Twitter for advertising, keep content short, snappy and relevant – Twitter is good for 'of the moment' advertising, eg if there's a rally, MP taking part in TV debates etc.

EVENTS, ORGANISE & DIALOGUE

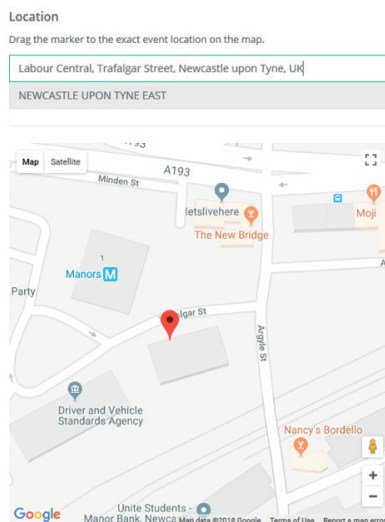
EVENTS

events.labour.org.uk and labour.org.uk/addevent

Since 2017, Events has been part of Organise. This means events are easier to create, need approval less often, and are easier for members and supporters to find. Another advantage is that we can often match people who RSVP to events to members. This gives us a record of a person's attendance at events, and makes it easy to contact people who RSVP'd for a single event, or who have a pattern of RSVPing for events.

Creating an event on Organise is really simple. Once you've set up your event, you can drop it into an email, and it will appear on events.labour.org.uk meaning you can easily advertise campaigning events, CLP or branch events and more.

- Click on "Create a new event" to go to the event creation screen
- Enter the title, description, and start and end times for your event
- You can set a capacity limit if you like, but for limitless events, leave this blank
- Be careful when choosing your type. Most events are likely to be "Campaigning" type.
- Event description – this is a free text field where you can include important information about your event. Campaigning for a particular candidate for example? Include this here.
- Finally, set the location by entering the postcode of your event. You can then move the icon on the map to ensure the location displays correctly. Bear in mind that the postcode will change according to where the icon is dropped – so double check that these match. This will also tell you which CLP your event is in.



EVENTS, ORGANISE & DIALOGUE

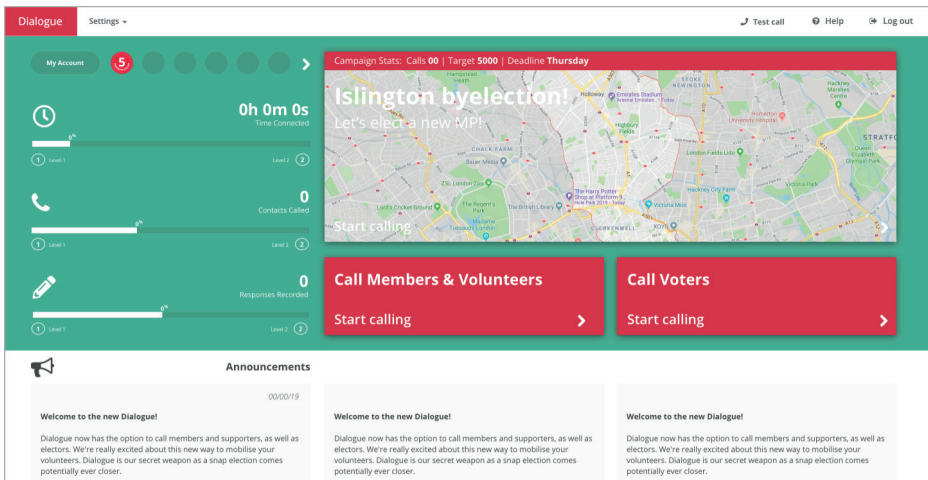
DIALOGUE - NEW VERSION COMING SOON

dialogue.labour.org.uk

We will soon be releasing Dialogue 3. This new version will include:

- ✓ A redesigned home screen - get calling in one click
- ✓ A redesigned call screen - easily record responses
- ✓ The ability to call members and supporters in your area
- ✓ Rebuilt from the ground up to eliminate bugs and improve system performance

The new Dialogue home screen will make it easier to get to where you need to go. The top Featured Campaign will push users towards the most effective national campaign at that time. For example a by-election campaign, or likely Labour voters on polling day.



To call voters, click on “Call someone in an area” and search for the constituency or ward you want to call.

To call members, click “Call your members” and select the search from Organise that you would like to call. You can call any Organise quick search (All members, or

EVENTS, ORGANISE & DIALOGUE

Doorknockers) to target your calling effectively. Or you can create a saved search for something more specific and call just these people instead. For example, if you have an event on a Thursday evening, you can search in Organise for just those people who are available on Thursday evenings, and send that search to Dialogue for calling.



We believe Dialogue can be our secret weapon in the next General Election, and we're excited for you to try this new version.

ORGANISE

Emails

Organise makes building great looking emails easy. Our simple email editor takes the hassle out of letting your members and supporters know about what's going on in your area.

You can easily embed event details, images, videos and buttons or add attachments. See the section on Effective Email Writing for guidance on what makes a great email.

Because Organise syncs with MemberCentre, we can make sure everyone gets the right information about constitutional meetings.

You can find out more about the specifics of email, and everything else covered in this guide at labour.org.uk/organise-user-guide

Search

QUICK SEARCH ADVANCED SEARCH CONSTITUTIONAL SEARCH

Search for specific members in your area using our predefined filters. Simply select a Quick Search to see a brief description, then click "Search" to view your results.

Membership searches

Active Members Affiliated Supporters Affiliated Supporters and Registered Supporters **All Members** Councillors Inactive Members New Members

Non-Members Organise Users Registered Supporters Secretaries

Volunteering searches

Active Supporters (non-members) Leads Key Activists Leafleters Phone bankers Door Knockers RSVPd to an event

Your searches

Trade union branch secretaries

All Members

When sending an email, think about who your audience is. Is it something everyone needs to know about? Avoid all-member emails unless it's important information like CLP meetings, events or campaigning.

[Suggest a Quick Search](#) [What are Quick Searches?](#) [Search](#)

In most cases, a quick search will be available to do the job for you. Just select the quick search you want to use, and then click the Please select an action drop down. From there, you can send an email to these people, or send them to Dialogue so you can call them.

Selecting Send an email to these people will take you through to the email builder to create a new email with these individuals as the audience.

Selecting send to Dialogue will send the list through to the online phone bank tool, Dialogue, so you can call through these individuals.

Advanced Search

The Advanced Search function on Organise lets you build and save searches using a range of criteria. Once you've built a saved search, it will automatically update with anyone who fits the parameters of your search, meaning you don't need to create the same audience every time. In this section, we'll explain how to build and use a saved search.

With Advanced Search you can search on a variety of options including:

- ✓ Preferred volunteering activity
- ✓ Time availability
- ✓ Skills (i.e. driver, photographer)
- ✓ Interests (i.e. NHS, Brexit)
- ✓ Membership status

This allows you to build almost any list you can think of and segment your emails appropriately.

Uploads

In some cases, you may need to create an ad-hoc list of people who don't fall into any specific category. For example your campaign committee, which is not recorded on MemberCentre. You can accomplish this by uploading a Custom List.

The screenshot shows the 'Uploads' section of the Organise interface. At the top, it says 'Uploads' and provides a tip: 'Can't find who you're looking for using Quick Search or Advanced Search? Or perhaps you want to use Organise to contact people who are not in Organise.' Below this are three main columns:

- Add new volunteers:** Do you have a list of new volunteers to that you need to contact through Organise? New volunteers need a first name, last name, email address and postcode to be added to Organise. Buttons: 'Add new Volunteers' and 'Update Volunteer upload'.
- Create a Custom List:** Create a Custom List, when you have a group of members or volunteers that you can't find using Advanced Search. For example a list of members interested in specific issues, such as selections. Buttons: 'Create new Custom List' and 'Add to existing Custom List'.
- Create a Private List:** Create a Private List when you have non-members that you want to contact within Organise. This list and the people on it will only be visible to you. For example a list of constituents who all receive a newsletter from an MP or councillor. Buttons: 'Create new Private List' and 'Add to existing Private List'.

Custom Lists can either create new volunteers, create a custom saved search, or create a private list. Creating new volunteers will find or create any people on your list, and add them to a saved search. This requires more information like location to create the new people. A custom list will make an ad-hoc list based on email. A private list just creates a simple emailable list. This can be helpful in cases like petition signers who aren't necessarily volunteers, but who you may want to get in touch with later.

Managing Emails and Unsubscribes

After you've been using Organise for a while, you may end with some standard emails, or old emails you want to get rid of. You can archive an email to remove it from your list. This won't delete the email, so you can always find it later. But it does help keep your email list focussed. Similarly, if you have a set email you use a lot, you can create an email template to base future emails on, or just clone an old email altogether.

Organise has an excellent record for not leading people to be unsubscribed, and for not ending up in peoples' spam folders. You can check a person's subscription status by viewing the page for them in Organise. If a person is not receiving emails, but would like to, you can direct them to labourorganise.com/communications. From here they can reset their subscriptions.

If you are concerned about unsubscribes, or just want more information on what it all means (email is particularly jargon-y!) you can visit:

labour.org.uk/organise-user-guide/emails/understanding-unsubscribes/

FURTHER RESOURCES

FURTHER TRAINING AND SUPPORT

The Labour Party's training team run a series of webinars that you can watch live or as recorded versions. To have a look at our forthcoming webinars, please visit: labour.org.uk/training or visit the webinar library which contains recordings of all of our webinars here:

labour.org.uk/members/activist-area/training/training-webinars/

It's also worth sign up up to our Training and Campaign Bulletin, which we'll be sending out with regular important updates. Anyone can subscribe to this email by visiting: donation.labour.org.uk/page/signup/weekly-bulletin-training-subscribe

If you have any questions regarding training please email training@labour.org.uk.

Also be sure to check out our eLearning platform, Achieve achieve.labour.org.uk/tessello/#/. Achieve is the Labour Party's online learning platform, where members, campaigners and roleholders can access the training they need, whenever they want. Whether you are a new member looking to learn more about the Labour Party, or a new candidate or CLP officer needing training on our processes and campaign tools, Achieve will have courses suited to you. Each course has a mix of video, reading and interactive quizzes that you can use at your own pace.

Achieve works on your computer, your tablet and your smartphone, so you can access courses on the go or at home. All you need is your Labour login to access the site.

USEFUL CONTACTS

Campaign Technology

Email: campaigntechnology@labour.org.uk

Phone: 0345 092 22 99, then choose 'Option 3'

FURTHER RESOURCES

REGIONAL, SCOTTISH AND WELSH LABOUR PARTY OFFICES

Regional or National Office	Phone	Email
East	01279 625 860	eastern@labour.org.uk
East Midlands	0115 943 1777	eastmidlands@labour.org.uk
Greater London	020 7783 1170	london@labour.org.uk
North	0191 246 5276	north@labour.org.uk
North West	01925 574913	northwest@labour.org.uk
Scotland	0141 572 6900	scotland@labour.org.uk
South East	0118 923 9400	southeast@labour.org.uk
South West	0117 9729440	contact@laboursouthwest.org.uk
Wales	02920 877700	wales@labour.org.uk
West Midlands	0345 092 2299	wmids@labour.org.uk
Yorkshire & the Humber	01924 291 221	yorkshire@labour.org.uk

OTHER LABOUR PARTY SERVICES

Phone **0345 092 22 99**, then press...

- 1** to join the Labour Party or discuss your membership
- 2** for advice on MemberCentre and membership engagement
- 3** for Campaign Technology support
- 4** for Conference Services
- 5** for any other issue

CODE OF CONDUCT:

SOCIAL MEDIA POLICY

All codes of conduct and NEC statements form part of the agreed relationship between individual Labour Party members, and set the minimum code of conduct expected by the Party of all its members.

National Executive Committee Statement

A starting point for all our actions as members of a party and a movement is to treat all people with dignity and respect. This applies to all our dealings with people, offline and online. Everyone should feel able to take part in discussion about our party, country and world. We want to maximise this debate, including critical discussion, as long as it does not result in the exclusion of others.

Abusing someone online is just as serious as doing so face to face. We stand against all forms of abuse and will take action against those who commit it. Harassment, intimidation, hateful language and bullying are never acceptable, nor is any form of discrimination on the basis of gender, race, religion, age, sexual orientation, gender identity or disability.

Any member found in breach of the policies will be dealt with according to the rules and procedures of the Labour Party.

We wish to build a diverse movement that reflects the whole of society, so should always consider how our actions and words may limit the confidence or otherwise exclude either those less knowledgeable than ourselves or those already under-represented in politics. Those with privilege, whether due to their volume of experience, party position or status in society should have regard to how their actions may be felt by those in different circumstances to themselves.

It is perfectly possible to have vehement disagreements without descending into personal abuse, shaming people or exhibiting bullying behaviour. Forcefully made points and criticisms of the political views of others are totally legitimate, personal attacks are not. Debates amongst party members should be comradely, acknowledging that whatever our diverse views, we are one party with shared goals. Derogatory descriptions of the positions of others should be avoided.

Anonymous accounts or otherwise hiding one's identity for the purpose of abusing others is never permissible.

The use of sexualised language or imagery, and unwelcome sexual attention or advances are not acceptable, nor is the publishing of others' private information without their explicit permission.

We should not give voice to those who persistently engage in abuse and should avoid sharing their content, even when the item in question is unproblematic. Those who consistently abuse other or spread hate should be shunned and not engaged with in a way that ignores this behaviour.

We all have a responsibility to challenge abuse and to stand in solidarity with victims of it. We should attempt to educate and discourage abusers rather than responding in kind.

We encourage the reporting of abusive behaviour to the Labour Party, administrators of the relevant website or social media platform, and where appropriate, to the police. This is a collective responsibility and should not be limited to those who have been subjected to abuse.

Trolling, or otherwise disrupting the ability of others to debate is not acceptable, nor is consistently mentioning or making contact with others when this is unwelcome.

Principles for the Labour Party's use of Social Media

- 1 We are direct, confident and proud in what we have to say – we speak boldly and with clear intention.
- 2 We are clear about our position and our policies, and will give our members and supporters the language and tools to disseminate these.
- 3 Collectivism is at the heart of what we do. Our members and supporters are crucial to all our achievements and their contributions, from door knocking to online activism, are valued and acknowledged.
- 4 We seek to break down the wall that creates 'us' and 'them'. When we say 'we' that means the whole movement and those who share our values, not an exclusive group.
- 5 We want debate and discussion to flourish on our channels and will encourage feedback wherever appropriate.
- 6 We make legitimate criticisms based on policy and political actions, never making personal attacks.
- 7 We use accessible language and avoid jargon that could exclude or alienate.
- 8 We put the stories and experiences of the public first. We prioritise the issues that affect people in their everyday lives, rather than providing news for insiders.
- 9 We are inventive and innovative with our digital strategy and that means experimentation. We need people to be open-minded to change and encourage us to offer the best digital experience possible – even when that means trial and error.
- 10 We know that not everyone will agree with us. Constructive criticism is welcome, but we want to create a welcoming space for our supporters, so if comments become abusive we will report them.

DIGITAL GUIDE

SURVEY

NAME: _____

EMAIL: _____

CLP: _____

TELL US HOW YOU'VE SUCCESSFULLY USED DIGITAL CAMPAIGNING LOCALLY:

WHICH AREAS OF DIGITAL CAMPAIGNING DO YOU FEEL YOU NEED MORE TRAINING AND SUPPORT ON?

Please return to:

The Labour Party, Southside,
105 Victoria Street, London, SW1E 6QT.

The Labour Party may use the information you provide us with about your views to understand which issues are most relevant to you. Where you have opted in, the Labour Party and its representatives may contact you about our policies, campaigns events and opportunities to get involved with the party through the communication channels you have chosen, and by using the electoral register and data we hold which we are entitled to use to further our objectives as a political party. You can opt out of communications from us or manage your preferences at any time. To find out how to do this and for more information about how we use personal data, please see: labour.org.uk/privacy-policy/

