How to use Dialogue

Campaign Technology Team
campaigntechnology@labour.org.uk

Labour

We've got a tough challenge ahead. We're approaching the largest set of local elections we've ever faced — and during a time when we can't campaign as we usually would.

But, we still have an incredibly powerful resource — **you**. And as we campaign in new ways we want you to be at the forefront, calling Labour members and voters from the safety of your home.

How to use Dialogue

- What is Dialogue?
- Why use Dialogue?
- On 6th May, voters will elect...
- Safe and Secure
- Common questions
- Common issues

- Best practice – using system
- Best practice – making calls
- Getting started
- Using Dialogue [demo]
- New survey questions
- Next steps & any questions?

Labour

What is Dialogue ?

- Labour's online phonebank
- A website designed to help you call both voters and members
- Helps you record their responses
- Using data from many sources (Contact Creator, Membership, Telephone Look Up)
- Links to other Labour platforms

Labour

Why use Dialogue ?

- We are now working towards the 2021 elections
- However, campaigning is going to be different owing to the coronavirus
- Door knocking is not currently possible
- Compliant with the General Data Protection Regulation
- No (call) cost to your CLP

Labour

On 6 May, voters will elect:

- Approximately **5,000** councillors in England, which is about 30% of the total. Includes all County Councillors.
- **40** Police and Crime Commissioners in England & Wales
- **Scottish Parliament**
- **Welsh Parliament**
- **6/7** Metro Mayors (likely 7 with West Yorkshire)
- **Mayor of London and London Assembly**
- **5** local authority mayors
- …and all the held over ward by-elections (likely to be 100+)

This is an **unprecedented amount of elections occurring on the same day**.

Labour

Safe and secure

- Dialogue is the only way we can talk to voters at the moment in a fully COVID secure way

- It keeps our campaigners and our voters safe

- Shows that Labour wants to hear how people think the government are handling the current crisis

Labour

Common questions

Q: Can I leave messages on answer machines or call-screening services?

No. For legal reasons, it is very important that we never leave messages on answer machines or call-screening services when using Dialogue.

Q: What do I say if someone asks from where we got their number/that they are on TPS?

Data stored in Dialogue is obtained from the electoral register and the BT Phone Book. We do not need to screen numbers against TPS when doing a survey (such as this) but, in actual fact, this will likely have been done anyway. Please ensure you mark the person as "no more calls/contact" if asked.

Q: How late can I call someone using Dialogue?

Dialogue is only open for use between 09:00 and 20:45 and any attempted calls will fail outside of these hours. If the clock hits 20:45 and you are still on a call, Dialogue won't end your call in progress but you won't be able to start any new calls.

Labour

Common questions

Q: Can I use Dialogue to persuade people to vote Labour?

No. Due to electoral spending regulations, we use these calls to obtain voter ID. We are not permitted to use Dialogue to have persuasive conversations.

Q: Can I use Dialogue to call members for internal elections?

No. Calling must only be undertaken for legitimate party business i.e. in relation to organising the local party as per the rule book. Dialogue must not be used to contact members for any other purpose, including to support / oppose candidates in any internal election or selection process.

Labour

Common issues

New area data

There had been some issues with some areas (such as wards) not showing in Dialogue. However, 1700+ new areas have now been imported and many will have contacts ready to call. Scottish Parliamentary constituencies have also been added. Please note that if an area has not had a Contact Creator telephone lookup there will not be any numbers available.

Area selector

Additionally, the area selector has been improved by fixing a bug that was causing some areas not to appear during a search and the maximum size of the results list has been increased to 45 areas to accommodate common names like "Abbey".

Dashboard stats

The dashboard stats have now been reintroduced and there is a new "surveys completed" stat to help you track your progress. Please note that if there is a detrimental impact on system performance then they will need to be hidden again while efficiency is improved.

Common issues

Households

There have been some issues with users being presented with people from the same household within the same session. As a result, the developers have introduced a block on loading further contacts from a household which has already been contacted during a campaign. They also hope to reintroduce the household selection tool (so users can switch between members and record responses) by next week.

Campaign admin

There is now a "campaign admin" section so Organise Local Admins can manage, update and delete member campaigns they have imported for their areas. They will find a new 'Your Campaigns' tab in the top left of the page.

Best practice – using system

- You are best off using Google Chrome
- You need to click both the "connect" and "call contact" buttons to make a call:
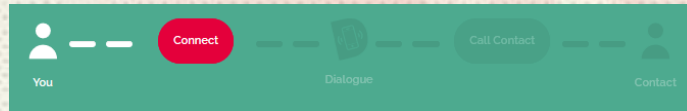
- Not every call will manage to connect hence you may only hear the hold music
- Remember: mark people as "no answer" if they don't pick up
- If you don't find the area you wish to call please scroll further down the list

Best practice – making calls

- **Don't leave voicemails** under any circumstances – this is likely to be unlawful.
- Be friendly and polite, and always identify yourself as a volunteer calling from the local Labour Party.
- **Please read the script exactly as on screen** (or as close as possible) to **avoid asking leading questions** – it has been tested and works!
- Only record the data the elector provides, not information which you infer, e.g. if an elector says they haven't decided but are very friendly, *undecided* should be recorded.
- If an elector asks you a question to which you do not know the answer, do not try and answer. Explain that you are a volunteer and offer to pass their concern/question on if you are able to or ask them to email theteam@labour.org.uk.
- Remember: ask any Labour supporters who don't have a **postal vote** if they would like us to send them a signup form.
- The overwhelming majority of electors are polite and friendly. If you do speak to someone who isn't just say that you need to go and hang-up.
- You must end all calls with: *"Thank you for your time. We may use your answers to help us campaign better. If you're interested, you can find out about how we might use your data from the privacy page on the Labour website."*

Labour

Getting Started

- Telephone (preferably a landline)
- Internet connection
- A laptop or desktop computer
- Activated your Labour Login (https://my.labour.org.uk/)
- Calling voters
  - Accessible for all members
- Calling members
  - Accessible for all members
  - Member calling campaigns created by Organise Local Admins

Log in with Labour

Log in with Labour is the new universal login to all Labour Party digital services. It replaces all previous logins for our systems. Activate your account to get access. Old logins will no longer work.

Your email address

youremail@email.com

Your password

••••••••

Log in

Forgot your password?

Don't have an account?

Login to all Labour digital services with one account. If you are a member, activate your account today.

Activate your account

🌹Labour

Let's log in and take a look at the dashboard...

Labour

Let's look at how to call voters…

Labour

Keir Hardie

Constituency
Lewisham West and Penge

Most Recent Voting Intention:
Unknown

If you are unable to speak to the contact or if they wish to opt-out, mark it here

[▼]   Save Outcome (no survey)

If the call resulted in a completed or partially completed survey, please use the 'Save Survey' button at the bottom of the page

👤 - - -   **Connect**   - - -   🌹   - - -   Call Contact   - - -   👤
You   Dialogue   Contact

Questions	Help

Priority Calling

This campaign will show you a broad cross-section of voters we need to hear from, including those whose vote we need to win back from other parties.

Call Script

Hello, I'm a volunteer calling on behalf of the local Labour Party.

Can I speak with [Voter name] please?

We're just looking to hear the views of local people through couple of very quick survey questions

Labour

Priority Calling

This campaign will show you a broad cross-section of voters we need to hear from, including those whose vote we need to win back from other parties.

Call Script

Hello, I'm a volunteer calling on behalf of the local Labour Party.

Can I speak with [Voter name] please?

We're just looking to hear the views of local people through couple of very quick survey questions

Questions

On a scale of 1 to 9, with 1 being very badly and 9 being very well, how well do you think the government is handling the Coronavirus crisis?

1 2 3 4 5 6 7 8 9

On a scale of 1 to 9, how much do you feel the government has done to protect jobs?

1 2 3 4 5 6 7 8 9

Labour has a new leader, Keir Starmer. On a scale of 1 to 9, how well do you think Keir Starmer is doing in his job as leader of the Labour Party?

1 2 3 4 5 6 7 8 9

Labour

Next steps…

Training & support

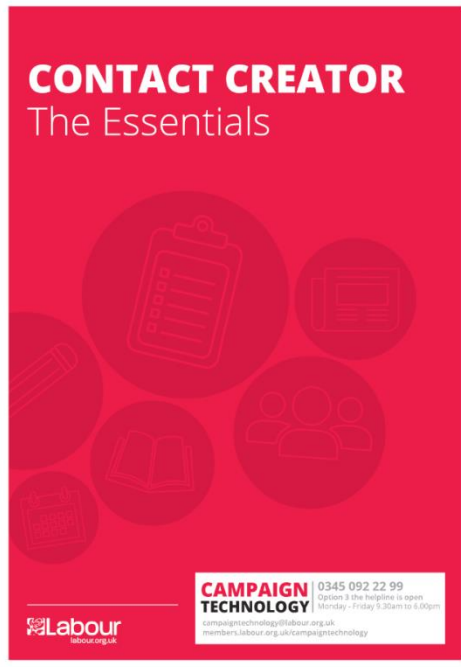- Training guides and other resources are available online from: https://labour.org.uk/campaigntechnology

Training & support

- You can try our e-learning courses on Achieve: https://achieve.labour.org.uk

Training & support

CONTACT CREATOR
The Essentials

CAMPAIGN TECHNOLOGY | 0345 092 22 99
Option 3 the helpline is open
Monday - Friday 9.30am to 6.00pm
campaigntechnology@labour.org.uk
members.labour.org.uk/campaigntechnology

Labour
labour.org.uk

- There are webinars on using Campaign Technology tools at: https://www.labour.org.uk/campaigntechnology

Labour

Contact us...

Telephone: 0345 092 22 99

Option 3 | Campaign Technology | campaigntechnology@labour.org.uk
Monday – Thursday 9:30am – 6:00pm, Friday 9:00am – 5:00pm

Option 5 | Labour Membership | labourmembership@labour.org.uk
Monday – Thursday 9:00am – 5:00pm, Friday 9:00am – 4:30pm

Thank you!