

Social Media: Elections

How we amplified the local elections through social media.

The challenge

- Our elections message needs to reach the highest possible number of people for the lowest possible investment. We also need to make sure our pre election messages are able to be amplified by the District Councils, and councillors themselves (though we cannot engage them directly during PURDAH).
- We also need to make sure the results from the election are reported in a timely fashion, and in an exciting way, to garner the maximum amount of media space and social media views.

The solution

- Before the election we ran a two pronged campaign on social media, on one hand capitalising on “trending” days, such as “World Astronomy Day”, in order to reach new users who may be following the hashtags and events, and the other launching a series of “Did You Know” posts informing residents of the duties a County Council carries out and the impact it has on their lives.
- On election day itself, we dispatched members of the communications team to each of the counts, to take photos and share news updates in the moment on Twitter. From HQ we ran a Facebook live feed updating a paper poster display, and coordinated releasing tweets keeping the public informed.

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The results: Before the election

- In the run up to the election we reached:
 - 69,583 people organically (without spend)
 - 100,549 were reached with spend, targeting young people and voters from areas with low turnouts at the last election.

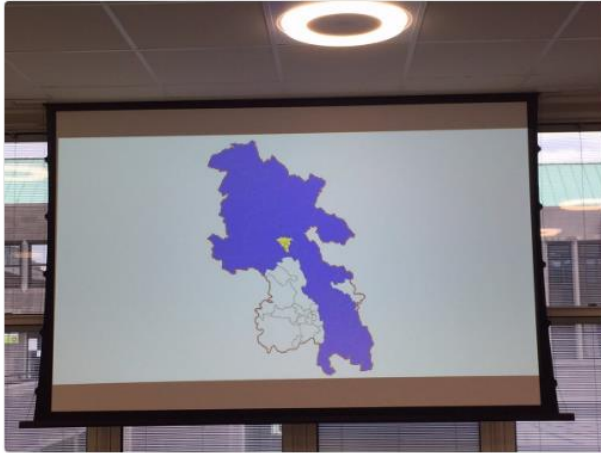
Results: Election Day

- Our live stream video reached 40,000 people completely free, and collected 110 comments.
- Our reach on Twitter for the day was 160,000 (for reference, the Guardian daily circulation is 161,191).
- We received numerous positive mentions and a write up praising our “innovative style”
- <http://www.getbucks.co.uk/news/local-news/local-elections-2017-candidates-react-12993720>

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Bucks County Council @buckscc · May 5
The picture so far: #BCCElectons #LE2017





Bucks County Council @buckscc · May 5
Live streaming from BCC HQ on Facebook now, #LE2017


facebook.com/Buckinghamshir...



Some comments from election day live feed:

 **Katie Breathwick** · 36:03 This is great. Thank you for the best fun I've had all day, regardless of who's winning.
Like · Reply · Message · 5 May at 12:19

 **Paul Jenner** · 1:15:22 I love how retro this is!
Like · Reply · Message · 3 · 5 May at 12:59

 **James McBeth** · 28:24 Good idea this
Like · Reply · Message · 2 · 5 May at 12:12

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Some Comments from election day: Twitter



Steve Baker @SteveBakerHW · May 5

Many congratulations to all the @buckscc councillors elected today
[facebook.com/SteveBakerWyco...](https://www.facebook.com/SteveBakerWyco...)



~Beaconsfield Now~ @TheBecSoc · May 5

Well done @buckscc social media team for keep all informed through this local election count. #respect

← 2 ❤️ 1



Andy Holmes @AndyHolmesMedia · May 5

Looks like counts underway now for @buckscc and in Three Rivers and Watford in @hertscc. More details on results as and when we get them.

← 1 ↻ ❤️

What we've learnt

- Live video achieved a huge reach and a great response in the form of comments, conversation and likes. We will strive to do more “live” events on social media.
- Live tweeting updates help “hook” people into the story.
- Hashtags help “herd” the story into one place, making it possible for people to follow.
- We had comments asking for more updates. Perhaps in future the livestream could show multiple displays, showing by area, as well as by party.