



How will you engage your audiences?

To engage with your audiences, you need to be able to listen to the conversation on social media and respond where appropriate.

The table below will help you to outline what you should be listening for to identify opportunities for engagement. Social listening will also help you understand what people are saying about your campaign, what the tone of the conversation is like, and what the output is from any opposition groups.

Your Campaign Name / Associated Groups	
Opposition Names	
Influencers in the Conversation	
Relevant Keywords / Hashtags	
Positive and Negative Terms	



To encourage supporters to get involved with your campaign, you must make it as easy as possible for people to participate.

Identify as many different ways as possible for people to get involved on social media and show their support for your campaign. Rank them in order from easiest (e.g. Facebook “like”) to most difficult (e.g. sign up to be a volunteer).



What specific calls to action (CTAs) should you include in your social media posts to get people to take the actions outlined above? (e.g. “Click here to sign up”)
