



"When social media is involved, politics can become a very dangerous game. When every speech, appearance, and remark can be recorded for posterity journalists tend to take advantage of the fact. As a result, politicians are becoming more guarded, and some are even using social media themselves to cut journalists off at the pass."

- Kimberlee Morrison, *Adweek.com/Social Times*

MODULE 1 | Impact of Political or Cause Marketing

Outcome: Student will learn how social media has impacted political and cause marketing campaigns since the presidential election of 2008 when the political climate changed for candidates as their campaigns played out in real time through video and social media channels. Students will learn the 8 elements of creating a successful political or cause marketing campaign including the creation of a timeline, team, brand, narrative, influencer list, digital strategy, communications strategy, and enthusiasm circle.



Module 1

- **Introduction**
- **Social Media and Politics**
- **Video: How Social Media Can Make History**
- **Social Media and Social Causes**
- **Social Media and Social Causes**
- **Self Check: Political and Cause Campaigns**
- **Competency Assessment 1 | Political and Cause Marketing Strategies**



Introduction

With an election year around the corner, politicians, lobbyists and special interest groups will be looking for Social Media Specialists for local, regional, and national campaigns.

The impact that social media communication has on human relationships in the political and non-profit or cause marketing industry is significant. Campaigns today are being played out in real time with radical transparency. Every speech, good or not so good, is caught on video and often replayed over and over again on the Internet and in traditional media. As a voter, this level of transparency allows us the opportunity to make decisions on issues, policies, and even the candidates themselves quickly. Is this good, or perhaps can there be an information overload, where the public turns off the chatter? As social media specialists, it is our responsibility to communicate clearly through the digital world with honesty and integrity. This lesson examines the importance of trust and its excruciatingly value. This single important element builds up a candidate or organization or can easily tear them down. Trust is at the center of every decision we make. Can we trust this candidate, this policy, this organization? Are they really doing what they say they would? Communicating trust through social media channels is one of the most valuable tools a social media specialist can offer an organization.

Whether it is communicating a narrative about what an organization does, how it spends its monies, or fulfills its mission, the social media specialist's role includes finding creative and authentic ways to communicate what they do best. Social media provides a venue to tell the stories of an organization from the past and as they unfold preparing for the future. This level of trust has extended worldwide, creating a shared empathy among like-minded evangelists for many non-profits.

In today's political climate, social media is one way to directly communicate with the public. To see their feelings, hear their concerns, and listen to their frustrations. Campaigns can adjust and course correct their plans based on the feedback they receive. This valuable form of communication has changed the course of politics, politicians, and history as we have known it to be.