

Federal NDP

Social Media Strategy, Québec: Version 1.0 – 2018-02-23

Overview and Goals

Develop a multichannel social media strategy to better engage with progressive voters in Québec.

- 1) Engage with progressive votes in the province;
- 2) Create awareness of the party's policies and platform;
- 3) Create awareness of and familiarity with the party leader;
- 4) Develop messaging that communicates image of inclusive diverse NDP;
- 5) Create content that can be repurposed across the country/in English.

Target Audience

Primary: Progressive and questioning Québécois voters 18-30

Secondary: Progressive Québécois voters that are early adopters of new social media technologies/heavy social media users

KPIs

- 1) Increase in Québécois followers by 20% on Twitter, Instagram, Snapchat
- 2) Targets set for any new channels based on research

Timelines

April 2018 - October 2019

Messaging

These campaigns will make use of messaging that underlines the pieces of the party's platform that connect to issues that are mobilizing Canadians right now: human rights of our own citizens and in the world, respect for the environment, changes to the justice system. Messaging will showcase the NDP as a step toward solving these issues, communicating more in the way people speak on social media naturally rather than in traditional political phrasing. This is not only to beat shifts to algorithms that make paid advertising more attractive, but also to create a sense of friendship and familiarity with the voices of the platforms. This requires more regular and direct engagement with followers on channels, to interact in times of struggle and joy.

The focus will be visual, to take advantage of meme/pop culture; social media is powered by both, and 'brands' can lean in if it's an authentic use. CBC Sports is an excellent example of joining traditional production and media methods with social media strategy and language, and the party has a similar situation. Having a young, dynamic leader also helps in this.

To manage Québécois social campaigns, obviously social media savvy Québécois will be necessary to appropriately plan, and plan for and react to trends and memes.

Channels

Instagram

Focus on video for stories (can also be used as posts, for Twitter, Snapchat); occasional owned 'gifs' as posts

Snapchat

Focus on video for stories (can also be used for Twitter, Instagram); monitor ROI here as Instagram use increases

Twitter

Not always the youngest channel, but home of political and pop culture discussion; focus on gifs and short video content

Facebook

Can use short and longer video content, only to target older voters

New Channels

Build on the current use of new channels (Slack, Hustle) by exploring channels used by younger voter groups:

Giphy

Create a Giphy page, gif speeches and anything else that might draw interest. Obama gifs are still hugely popular - all it takes is one gif to go viral

Twitch

Live streaming channels for video gamers and tabletop roleplaying games; possible to livestream speeches; if other content could be produced, untapped audience

Discord

Free, secure voice and text chat, primarily for gamers, positioned as Slack and Skype in one; could make 'chat rooms' for volunteers and supporters

Vero

Brand-new Facebook alternative; monitor early adoption

Video Series Concept

Create a series of short videos, ideally under 20 seconds, in which Jagmeet delivers part of the party platform in a concise sentence, there is an end board with a succinct summary (i.e.: FREE TUITION; NO MORE CARDING; PROPORTIONAL REPRESENTATION), then VOTE JAGMEET SINGH AND THE NDP - in French, mais oui, but can be produced for English Canada as well.

To be launched in October 2018 to run through to the election; storyboard attached.