ALN Guide to Best Practice in Political Communication
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I am very pleased to present this guide on Best Practice in Political Communication to the members of the Africa Liberal Network.

The content of this guide was produced through a collaboration between representatives of 12 ALN member parties and combines experiences and best practice from all regions of our continent, as well as from the Liberal Democrats, our partner in the United Kingdom.

I hope that this guide will help our member parties to develop professional communications strategies that enable them to effectively communicate their liberal messages to their respective electorates.

I would like to thank the Liberal Democrats and Westminster Foundation for Democracy for facilitating the workshop that enabled us to create this guide and for their continued support of the network. I would also like to thank the Friedrich Naumann Foundation for Freedom for facilitating the design and printing of this guide.

The Botswana Movement for Democracy, Batswana and Southern Africa are proud to have played host to the workshop at which the ALN produced this guide to best practice in communication. This type of workshop, combined with ones planned in the future on fundraising, strategy and strategy management, campaign planning and campaigns management, will assist parties in Africa to become more self-sufficient and equip them with the skills they need to run professional political operations in order to win elections.
It was a pleasure and a privilege to take part in the Africa Liberal Network, Liberal Democrats and Westminster Foundation for Democracy workshop on communication at which this guide was created. Ten years after the foundation of the ALN, to know that over 30 liberal parties are alive and well in over 20 African countries is cause for huge encouragement. What works successfully may be different in Mozambique or Burundi, in Seychelles or the Ivory Coast – but building good relations with the media, producing good stories and maximising the effectiveness of radio and tv appearances are the same objectives the world over.

I'm really pleased to see this comprehensive, clear guide produced from the ALN Political Communication Workshop in Gaborone in August 2013. I hope that all members of the Africa Liberal Network, current and future, are able to use ideas from this guide to help them achieve campaign success.

The very basis of campaigning is first to persuade people to vote for you and your party, then identify who these people are and finally get them out to vote.

This guide will help you harness different methods to persuade people – ideas for making better use of the traditional media like newspapers and TV and radio, direct marketing like leaflets and letters and also new online social media.

These are taken from the campaign experience of all those who took part in the workshop in Gaborone and have been proved to work. I hope they work for your party too.
How to use this guide

The following guide was developed during a workshop on best practice in political communication attended by representatives of 12 ALN member parties on 9 and 10 August 2013 in Gaborone, Botswana.

The guide was compiled by the ALN Coordinator, Aimee Franklin, from the content covered during this workshop for the use of all member parties in the ALN.

The content addresses political communication and identifies best practice specifically in the areas of media relations, online (including social media) and media relations, and can serve as a guide to your own party in terms of how to address its communication strategy. We have included a number of practical examples from ALN member parties and partners to illustrate the content discussed in the guide.

In Addendum A of this guide you will find a questionnaire that you can apply to your own party to assist you with assessing the party’s communication model and identifying its key challenges. We hope that the content in this guide will help you to effectively address some of these challenges and develop a strong communication strategy that will enable you to clearly and effectively communicate policy-based messages to the electorate.

The workshop at which this content was generated was facilitated by Victoria Marsom, the Liberal Democrats Head of Strategic Seat Operations and the Liberal Democrats Deputy Leader, Simon Hughes MP, and combines best practice from both the Liberal Democrats and all 12 ALN member parties represented at the workshop.

Should you have any questions or comments, or if your party requires further support with its communication strategy, please contact the ALN Coordinator, Aimee Franklin, on aimee.franklin@africaliberalnetwork.org.
Media relations
The media operation

The party media operation manages the party’s relationship with and communication through the media. Using the media is an effective way to get publicity for your party for free, however, you need to have an understanding of how the media operates and what kinds of stories constitute news in order to be successful using this medium.

Ideally the party should have a media operation dedicated to managing the party’s media relations. The party media operation should be comprised of two elements:

Reactive
The reactive element of the operation should scan the news daily for relevant news stories on which the party can comment. Here speed is important, the party should aim to be first to issue comment on relevant stories as they break.

Proactive
The proactive element of the operation should not simply wait for news to happen before commenting, but should actively look for ways in which the party can get messages across by setting the news agenda.

Advice for party spokespeople dealing with the media

Party spokespeople should receive formal training in how to deal with the media. Before every big interview they should receive a briefing from someone in the party that is knowledgeable about the issues to be discussed and should receive feedback on their performance from someone trusted in the party after every big interview, whether it be on TV, radio or in the newspaper.

Some advice for party spokespeople includes:

→ Don’t ever feel pressured to answer questions from a journalist on the spot. YOU choose when to speak to the media, not them. If a journalist calls with questions, ask them to email them so that you can
then respond in writing when you have had time to consider your answer, consulting with others in the party if necessary. This way, you always have proof of what was said should you be quoted out of context and you have more time to think about your answers without pressure from a journalist on the other end of the phone. You must, however, be aware of journalists’ deadlines and aim to meet these deadlines as far as possible.

→ Keep answers to questions as short and clear as possible. This way you avoid journalists extracting one or two lines of your commentary and quoting them out of context.

→ Prepare the key message that you want to get across going into every interview before hand and use every chance you have to repeat this key message during the interview. Do not allow opponents in a debate to side-track you into arguments about irrelevant issues, always bring the discussion back to your key message.

→ Do not make commitments to journalists that you cannot keep. Only commit to interviews if you know you will be able to meet those commitments.

→ Do not avoid/run away from the media when you have difficult issues to address. Deal with the issues head on and admit to failures when you need to. Rather outline how you will fix up the mess and avoid a repeat of the problem again than deny/pretend nothing has gone wrong.

→ When doing a debate where there is a live audience asking questions, ask a few of your supporters to prepare questions to ask you that will allow you to reinforce your key messages. Your supporters should be told to direct questions to you, not to your opponent because in directing questions to your opponent, even if they are designed to point out failures, you are simply giving them more time to get their messages across.

→ During debates, always try to have the last word at the end, people are more likely to remember the last person to speak.

→ Be mindful of the status of your party leaders. Leaders should not debate individuals from other parties that do not match them in status in terms of their position in the party. Having your party president debate the president of another party’s youth league, for example, will make your president look less credible than he should.

→ Always take an assistant with you to interviews so that there is a witness to corroborate what you said in case you are taken out of context.

→ Before doing a live interview negotiate the terms of the interview and what kinds of questions will be asked. You do not want to be caught unprepared and off guard. If possible find out who else will be interviewed and what the rest of the package/programme is like.
**Monitoring coverage**

In order to direct your party’s media strategy effectively you need to know what kind of coverage you are getting in the media and where. Are there certain publications that are not covering your party that you need to reach out to and build relationships with? Are you covered more on some platforms, like radio or television, than others? Are you being covered in the type of media that your targeted voters are reading?

To monitor the media effectively you should ideally have a media office that reads all newspapers printed in the country daily and a service that tracks all of your party’s ‘hits’ on radio and television. As a cost effective way of doing this, you can set up free Google alerts on email that will notify you every time your party is mentioned in a story published online.

**Overcoming challenges**

Many parties struggle to operate in environments that are not entirely free and where journalists are either biased or subject to intimidation if they say anything critical about the ruling party.

If there is little chance of getting your message across through the media then it is very important to have strong direct marketing campaigns that enable you to get your message straight to the people without going through the media.

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**Example of the Liberal Democrats ‘5 things’:**

1. ‘As a Liberal Democrat’
2. ‘The Coalition Government’
3. ‘Doing the right thing’
4. ‘Cleaning up Labour’s economic mess’
5. ‘Liberal Democrats have cut taxes for working families’

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**Keeping party members on message**

Some parties struggle with ensuring that all party leaders speaking to the media stay on the same message and do not contradict one another. Here is some advice for avoiding this issue:

→ All media statements should be signed off by senior party leadership before they can be released publicly. There should be an agreed sign off process in place so that this can happen speedily and without delay so that the statement is not released after the issue has peaked in the media.

→ Send out a daily/weekly briefing to all leaders/MPs/staff in the party highlighting the key issues for that week and what the party’s position is on those issues so that even if they have not read the newspaper, they are still able to respond to journalists’ queries on message.

→ Create a list of 5 things that every party spokesperson should aim to say in every interview. These 5 things should reinforce your party’s key messages.
Some parties have even explored the possibility of setting up their own radio stations through internet platforms or producing their own newspapers.

You can also make use of your country’s diaspora communities living overseas to bring issues to the attention of international media. A good example of this is the UFDG from Guinea, which has branches across the world and representatives in these branches specifically tasked with giving comment to international media.

If there is an issue with abuses of power not being reported by the media, it is also important to let the ALN Executive Committee know so that they can leverage their international networks to bring international attention to the situation.

It can also be helpful to focus on stories where the party has a USP (Unique Selling Point), i.e. the party has a view that is unique and no other party is saying the same thing or has the same point of view. The media will always be keen to cover an angle on a story that is different to what others are saying.

Funding to run a professional media operation can also often be a challenge. Try source volunteers or interns from journalism schools that you can pay a reduced salary to work in your party media operation. The issue of raising funds for party operations is a complex one and will be dealt with in a separate guide for the network in the future.

Top tips

If you want to increase your chances of being covered you need to make life easy for the media:

→ Ensure that they have access to contact information for your media officers/spokespeople and that these people answer their phones and respond to emails. If you fail to pick up your phone journalists will just move on to someone who does and your party will lose out.

→ Place as much information about your party, including up to date media statements, on your party website, so that it can be accessed by journalists any time of the day or night.

→ Always build an action step into your media statements. It is not enough to simply condemn or acknowledge something, you will be guaranteed far more coverage if your party does something in response to an issue. E.g. instead of issuing a statement simply condemning police brutality, issue a statement condemning this brutality and outlining what step you will take next – will you write to the Minister of Police, will you stage a protest etc.?

→ Different media outlets have different needs. Analyse the type of stories different outlets cover and only send them stories that are relevant to their publication.

→ Localise stories. To have a higher chance of getting your story published in local newspapers,
adapt national stories to make them relevant for each regional media outlet. For example, if you want to speak about unemployment, quote the unemployment rates for the city/region/province in which that media outlet runs and explain how the issue affects people in that specific area. You should adapt your story for media outlets in each different region before sending them out.

→ Get to know journalists. Keep a database of journalists’ contact details and work at building a positive relationship with them. If possible, set up regular meetings for your party leader with key newspaper editors and journalists.

Remember
→ We are most successful when we co-ordinate our campaigns and our messages across all communication platforms, including media, online and direct marketing. Your party should put out a consistent message across all of these platforms.

Example of a media statement. All statements should follow the same template.

Democratic Alliance press statement by 
James Selfe MP
Chairperson of the DA Federal Executive

DA ready for election 2014

9 October 2013
Release: immediate

The DA is pleased that the Independent Electoral Commission’s (IEC) preparations for next year’s National and Provincial elections are on track. We urge all unregistered South Africans older than 16 to register to vote during the IEC’s registration weekend on the 9th and 10th of November. We also urge all registered voters to ensure they are registered in the province where they live if they have moved since the previous election.

In the lead up to the election, the DA will visit every corner of the country to convey our message of hope and a positive future for South Africa. The DA can and will deliver jobs, clean, accountable government and quality services to all where we are elected.

Election 2014 will be a tipping point for South Africa. We wish the IEC well with the task ahead. The DA is ready and raring to go.

Media enquiries:
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Direct marketing
Direct marketing as a tool to get your message across

Direct marketing involves directly communicating your party message to voters without going through the media or another intermediary, where you run the risk of having your message changed. Direct marketing is therefore the most effective way to get your message across clearly to voters, and often parties focus the majority of their time, effort and resources on this marketing platform. Studies particularly show that face to face contact with a party activist is the most effective way to make people support your party, so consider focusing on using direct marketing tools that enable this contact, like door to door visits.

Direct marketing tools can include:
- Leaflets
- Billboards
- Posters
- Door to door visits
- Telephone calls
- Emails and email newsletters
- Information tables
- Community meetings / house meetings
- Vehicle branding
- SMS / text messaging
- Tabloid style party newspapers
- Magazines
- Hand written letters to voters
- Annual reports about the work of the party in the community

Across all of your direct marketing material you should display a consistent party brand and message. You need to give people clear and simple reasons why they should vote for your party. Remember that people do not like to waste their vote and like to back winners, so find ways of demonstrating your party's ability to win.

The type of direct marketing tool you use will also depend on the people you are trying to communicate with. If people are generally illiterate, for example, you want your material to contain as few words as possible and focus on conveying information through action pictures. You would also want to hand out leaflets through activists who can explain the content of material to people rather than simply sending the material to people who may not understand it when they receive it. Young people may not bother coming to community meetings, so you may want to hold a concert or sports tournaments or create a CD containing party songs that you can hand out to them instead.
Segmenting the market

Sometimes there can be value for your party in communicating different messages to different groups of people, depending on their interests. For example, women, young people, and businesspeople may all be interested in different issues. When you communicate with each of these groups, you should deal with the issues that are the most relevant to the group you are speaking to.

You also need to be strategic about focusing your communications on the groups of people that are more likely to vote for your party than others. Not many parties have enough funds to communicate messages effectively to every citizen in the country, so your party needs to do research to determine which segments of the population are more likely to vote for you and where they are situated. You should also research what issues are the most important to these groups of people. The bulk of your campaign spending should then go towards communicating with these targeted groups about the issues they care most about. You also need to make sure that you are targeting enough people to win an election.

As well as doing market research, as activists go door to door they should note down information about each voter they speak to, and your party should use this information to build a database of where your supporters live in each area. You could develop a system for classifying voters that your activists could note down next to each voter’s name as they speak to them. An example of a ranking system you could use is:

Supporter → This person states that they support your party. It is important to make sure these people are registered to vote.
Weak supporter → This person may consider supporting your party but they still require some more convincing.
Undecided → This person says they have not yet decided who they will vote for.
Opposition → These people state that they support your opposition and will not vote for your party. You do not want to waste time communicating with them and you do not want to encourage them to vote on election day as they will almost certainly vote for your opposition.

This information about each voter must be stored in a database along with their full contact details and address so that going forward you know who your supporters are and how to contact them, especially close to election day when you need to remind them to get out to vote.
High impact leaflets

Direct marketing involves using numerous types of material to get your message across. Often the most popular material is leaflets, which can be produced in volume at fairly cheap prices. In order to be effective, leaflets must capture the attention of the reader, as you only have approximately 10 seconds to get your leaflet noticed before the reader throws it into the bin.

Here are some tips for designing effective leaflets:

→ Make sure the party logo and name is clearly visible.

→ If there are any photographs, try and make sure that they show leaders in an action pose, i.e. doing something, talking to people, looking at something, instead of just posing for the camera in front of a blank background.

→ Always include party contact information.

→ Use clear graphs and infographics to illustrate factual information – people would rather look at pictures and images than text.

→ Rather have a few clear bullet points than lots of long text – most people will not bother to read it.

→ Leaflets must clearly convey what the party stands for and what it is offering to the voter.

→ If you have space, try and include photos and quotes from local people in the community that the leaflet is targeting, or from famous/well-known people endorsing the party. People like to see others that they know support the party.

→ A good way of assessing how effective your leaflet was, is to include a return form on leaflets that readers can cut out and send back to the party. This enables you to both gather information about party supporters for canvassing and judge how well-received your leaflet was. The more return forms you receive the more widely read your leaflet was. The return form could ask the reader to give their opinion on an issue, fill in a questionnaire, note their voter ID number or if they are interested in volunteering to help the party.

→ If you can afford it, you can package leaflets into envelopes personally addressed to individual voters. This makes voters more likely to open and read the leaflets.

→ Alternatively, distribute leaflets through activists going door to door and actually handing leaflets to residents. Studies show that there is a much higher chance of someone reading your leaflet if it is handed to them by another person instead of simply finding it in their post box.

→ Studies also show that when handing out leaflets to passers-by in public places, people are more likely to keep the leaflets if they are pocket sized and fit easily into a bag. Large A4 size leaflets tend to get thrown away more frequently than the smaller, easy to carry leaflets.
Often you can negotiate price discounts for large printing volumes, so consider printing material for the whole country in one large batch through a single service provider. Do make sure that you try and localise leaflets as far as possible however, even when printing in large batches.

**Supporting activists**

As well as having well-designed and well-targeted direct marketing, a vital tool in the success of any direct marketing strategy is your activists. Most parties rely on their activists to work for free to get the party message and material to voters, and therefore you need to have a plan to support your activists so that they are able to communicate the party’s messages accurately and remain committed to the cause.

Produce leaflet templates that local branches can insert relevant information into and print their own material. This way you know that all of your party material will have a consistent design. For each campaign you run, create a campaign pack for activists that highlights the key campaign messages and slogans and explains to them how you would like them to get the messages across.

You could also consider producing a small ‘pocket guide’ for activists that lists 5 reasons why people should vote for your party and 5 reasons why not to vote for your opposition. This can be carried by activists on their door to door visits and easily referred to as questions arise from potential voters.

Some online tools you could use to connect and share information with activists remotely include Google Drive and Dropbox (for file sharing) or Skype (for free conference calls). You could also create a closed group on Facebook in which you can share important information with party staff and activists. These tools also encourage informal networking and support between activists which can be very helpful at building structures and success.
Direct marketing

A0 size street lamp pole poster

DA

WE DELIVER FOR ALL

VOTE DA

ALN Guide to Best Practice in Political Communication
Tabloid style newspaper

**The Southwark Post**

*Lib Dems deliver a better deal for our kids*

*Labour are wasting your money*

**LOCAL JOBS BOOST**

4110 NEW APPRENTICESHIPS IN SOUTHWARK

A MILLION NEW JOBS ACROSS BRITAIN

Simon Hughes will keep fighting for us

Labour are wasting your money

Lib Dems deliver a better deal for our kids

**Graphic to share on Twitter and Facebook**

**it’s pay day!**

we’ve delivered a **£600** tax cut for ordinary people

**Liberal Democrat Manifesto 2010**

STRONGER ECONOMY. FAIRER SOCIETY.

*share this today*

*Lib Dem Business Secretary* Nick Clegg MP with Simon Hughes MP and Southwark Lib Dem Deputy Leader Allan Sharman to launch plans for a jobs hub for Southwark.
Social media and websites
Social media as a political tool

Access to the internet is spreading rapidly across Africa. Although access remains intermittent in some areas, new technology will soon see some of the world’s worst connected countries (including those in Africa) set to become the world’s best connected in a matter of a few short years. Social media has been at the forefront of many political movements across the world, and therefore ALN parties must be prepared for the internet explosion across the continent.

Social media provides a free tool for parties to reach millions of voters, however, it is not as simple as setting up an account and allowing it to run. Social media profiles require daily work.

Advice for running an effective social media account

→ Engage with your followers: Don’t simply use your social media platforms to push information out to your followers, but use every opportunity to respond to their questions and comments in a two-way conversation. You should talk with, not at, your audience. This approach will keep followers engaged and interested in what you are saying. If they are not engaged they will simply tune out. You could, for example, hold a Twitter or Facebook ‘town hall’ during which the party leader is available to online followers to respond to questions live for an hour.

→ Know who your messages are directed at – party members, media, voters? All require a different message.

→ Don’t only provide your followers with information – make sure you provide opportunities for them to feel engaged and involved. Ask them to sign a petition, answer a question on a relevant issue or share a link with their followers on Twitter, friends on Facebook or by email.

→ It takes work: Social media is not a set-it-and-forget-it proposition. For some reason, many people think that all that is required is the initial work setting up a “presence.” In order for your online profile to work for you, it needs attentive, responsive, ongoing work. You cannot simply set up a Facebook page, encourage people to join and then allow it to go dormant, even when community members post messages or questions. This is the same as publishing your phone number, yet not answering when someone calls.

→ Communicate on your audience’s platform of choice: People want to hear from you where they hang out, not where you want them to be found. Some of the most popular social media sites on which you should be present are Facebook, Twitter and YouTube. People will generally not visit your website regularly, so if you want to connect with people online you must meet them where they spend their time most.
Connect the online and offline worlds: Every party activity should have complimentary online and offline elements woven together. This can include posting photos on Facebook of a real-life event, creating a single hashtag (#) for attendees to tweet during an event or holding live events online, like a ‘Twitter Town Hall’, which gives large groups of people an opportunity to interact in real-time. You could also run a petition both online and offline – it would be the same campaign in two different mediums.

Get your party leadership and public representatives to create their own profiles to share party news. Often people prefer to follow other people instead of organisations as they like a more ‘authentic voice’. Often activists will be more likely to volunteer if asked to by a party leader him/herself instead of by his/her staff.

Link your social media platforms to your website and advertise your social media profile addresses on all of your party marketing material.

Examples of social media platforms

Below are some examples of social media platforms that your political party can establish a presence on. The platforms you select should be relevant to your particular country – you should examine which online platforms are the most popular with your voters and prioritise those:

- Facebook
- Twitter
- Google Plus
- YouTube
- Flickr – for photo sharing
- MXit/Whats App/BBM – and other free cell phone chat applications

Visit these pages for examples of effective political social media accounts:

- www.twitter.com/ufdglive
- www.twitter.com/helenzille
- www.facebook.com/DemocraticAlliance
- www.facebook.com/libdems
- www.youtube.com/user/DAParliament
- www.flickr.com/photos/libdems
The party website

Your party should, at the very least, have an up to date page on Wikipedia to showcase basic information about your party. Ideally your party should have a professional website designed that potential voters and donors can visit to get more information about the party.

Some basic elements that your website should include are:

- The party name and logo
- The party's manifesto and key policies
- Up to date media statements from the party
- Contact details and information about how to get involved – if you give people an email address, make sure there is someone in your office committed to replying, there is nothing more off-putting for a potential member than going to the effort of making contact and then receiving no reply
- Links to your social media accounts
- A link to donate money
- Content on key party campaigns

You have about 10 seconds to make an impression on visitors when they open your website, during this window people will either leave your website or, if it is designed effectively, will browse for longer.

For this reason the design should be kept simple and clear. On the home page voters should be able to clearly see what your party stands for at a glance.

Website examples

Visit these websites for examples of best practice in political website design:

www.libdems.org.uk
www.da.org.za
www.rdr.ci
www.ufdgonline.org

Remember

- Many people now browse the web on a mobile device such as a cell phone or tablet. You therefore need to make sure your website is optimised for viewing on these kinds of devices. The person who designs your website will be able to make sure this is done.
- All of the information on the website must be kept up to date. Outdated and inaccurate information will make your party look unprofessional.
25 ways to get your message across

1. Posters
2. Letters to voters
3. Leaflets
4. Billboards
5. Emails
6. Twitter/Facebook/You Tube
7. SMS/text message
8. Songs/party CDs
9. Town hall/public meetings
10. Branded vehicles
11. Producing a tabloid newspaper or party magazine
12. Canvassing door to door
13. Media conferences
14. Rallies
15. Protest marches
16. Petitions
17. Social events like sports tournaments
18. T-shirts, caps, scarves, ties and other clothing
19. Music concerts
20. Cellphone ringtones
21. Information tables
22. Banners and flags
23. Badges, water bottles, USB Flash drives, key rings, blankets, party branded fabric, diaries, bags, balloons, stickers, balls, vuvuzelas, stationary, calendars, tyre/car mirror covers and other branded merchandise
24. Horse/car/motorbike/bicycle processions through the streets
25. Advertising on pre-paid airtime vouchers
**Addendum A**

**Questionnaire to assess your own party’s communications**

This questionnaire contains the key questions that you should ask yourself about your party’s communications in order to assess your current strategy. Through answering the questions you should see where your party’s strong and weak points are and where interventions need to be made.

**Media relations**

1. Media freedom is the media’s ability to report freely on any issues they choose without control or intimidation from the government or any other individuals. Would you classify the media environment in your country as free, partially free or totally unfree?
2. Are there any media sources in your country that are known to be biased towards the government or a particular party? Explain.
3. Does your party have a dedicated spokesperson or staff member/s to manage relationships with the media?
4. Does your party have a database of journalist’s contact details that you refer to when you send out statements?
5. Approximately how many stories are written in newspapers, broadcast on radio and aired on television about your party per month?

6. Do you have a method for tracking these stories so you know when your party is mentioned? If yes, what does this method involve?
7. How do you communicate your party news or statements to the media, e.g. send out media statements over email, phone journalists etc.?
8. If media statements/press releases are sent out, how frequently are they sent?
9. If media statements/press releases are sent out, are they put on the party website?
10. Describe your party’s main challenges when dealing with the media. What does the party struggle with the most when it comes to media relations? These challenges could be both internal (e.g. your party has no staff member dedicated to working with the media, you do not have a database of journalists etc.) and external (e.g. there are not many newspapers in your country etc.).

**Website and social media**

1. Does your party have a website?
   a. If yes, what is the address?
   b. If yes, who manages the website and how regularly is it updated?
   c. If yes, is this website optimised for mobile phones, or do you have a separate mobile phone website?
   d. If your party does not have a website, why not?
2. Does your party have a Facebook page?
   a. If yes, who manages the page and how regularly is it updated?
   b. If yes, how many likes/group members does the party page have?

3. Does your party have a Twitter account?
   a. If yes, what is the Twitter handle (account name)?
   b. If yes, how many followers does the party have?
   c. If yes, who manages the profile and how regularly is it updated?
   d. If your party does not have a Twitter account, why not?

4. Does the party leader/any MPs/other elected members or party people have official accounts on social media that they use to communicate party news?

5. Are there any other online social media not mentioned above that your party uses? If so, name them.

6. Describe the main challenges your party faces, if any, in your social media strategy. Challenges could be both internal (e.g. you do not have a dedicated person to manage your party’s social media profile, you do not know how to manage social media etc.) and external (e.g. not many people in your country use the Internet, Internet speeds are slow etc.).
Thank-you to our partners for making the production of this guide possible:

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