



Local Government Association of Zambia



An Election Guide for Women Potential Leaders



FEDERATION
OF CANADIAN
MUNICIPALITIES

FÉDÉRATION
CANADIENNE DES
MUNICIPALITÉS



In partnership with
Canada

TABLE OF CONTENTS

- 1.0 Chapter One: Introduction 1**
 - 1.1 Successful use of the Election Guide..... 1
 - 1.2 Objectives of the Election Guide 2
 - 1.3 Outline and use of the Election Guide 2
- 2.0 Chapter Two: Understanding the Political Structures 3**
 - 2.1 Eligibility of Zonal Representative 4
 - 2.2 Ward Development Committees 5
 - 2.3 Ward Councillor 5
 - 2.4 Mayor and Council Chairpersons 6
 - 2.5 Members of Parliament 7
- 3.0 Chapter Three Campaign Plan 9**
 - 3.1 Who can help you achieve the goal? 10
 - 3.2 Research 10
 - 3.3 Setting a Strategic Campaign Goal 11
 - 3.4 Campaign Message and Framing policy issues 11
 - 3.5 Activity 1: Defining Your Campaign Narrative 14
- 4.0 Chapter: Four Fundraising 15**
 - 4.1 Activity: Fundraising 18
- 5.0 Chapter Five: Mainstream Media 19**
 - 5.1 Activity: Media Strategy Plan 20
 - 5.2 Social Media and Election campaign 21
 - 5.3 Activity: Social Media 23

Acknowledgment

This knowledge product was developed under the PMI-WILL project, funded by the Government of Canada through Global Affairs Canada (GAC) and implemented by the Federation of Canadian Municipalities (FCM) in collaboration with the Local Government Association of Zambia (LGAZ)

Acronyms

LGAZ Local Government Association of Zambia

MP Member of Parliament

PMI-WILL Partnerships for Municipal Innovation - Women in Local Leadership

TV Television

WDC Ward Development Committee

PWDs Persons with Disabilities

Chapter One: Introduction



1.0 Introduction

The guide has been designed for use by aspiring women, youths, and persons with disabilities (PWDs) seeking elective political positions in local government. It is intended to assist these candidates in overcoming the numerous challenges and barriers they often face in their pursuit of public office. The guide provides practical guidelines and resource materials for developing effective campaign strategies through knowledge and experience sharing. By using this guide, aspiring candidates will strengthen their leadership skills and be better prepared to competitively contest for various political offices during Zambia's elections.

Women, youths, and persons with disabilities intending to contest in the 2026 general elections are encouraged to begin their campaigns immediately. This is the ideal time to start mobilizing for resources, engaging with communities, and research on key local issues. Potential women potential candidates, in particular, should identify priority issues within their ward and begin reaching potential donors and supporters at both the district and ward levels.

1.1 Successful use of the Election Guide

The content and delivery approach of this Election Guide has been intentionally designed to support women, youths, and persons with disabilities in understanding and applying each section effectively. The guide incorporates case studies, real-life stories and interactive exercises to enhance comprehension and engagement.

Aspiring candidates are encouraged to thoroughly review the guide's contents, as it aims to empower them to participate actively in political parties, electoral processes and governance structures. The following factors were considered when developing this guide:

- Women, youths and persons with disabilities will have completed

secondary education with a full Grade 12 certificate and able to comprehend and engage in English and the local languages spoken in the respective districts and wards.

- The candidates are adults aged 18 years and above, hence the justification of using adult learning techniques to ensure that they fully understand the issues, adopt the skills and can replicate the same in their own districts and wards.

1.2 Objectives of the Election Guide

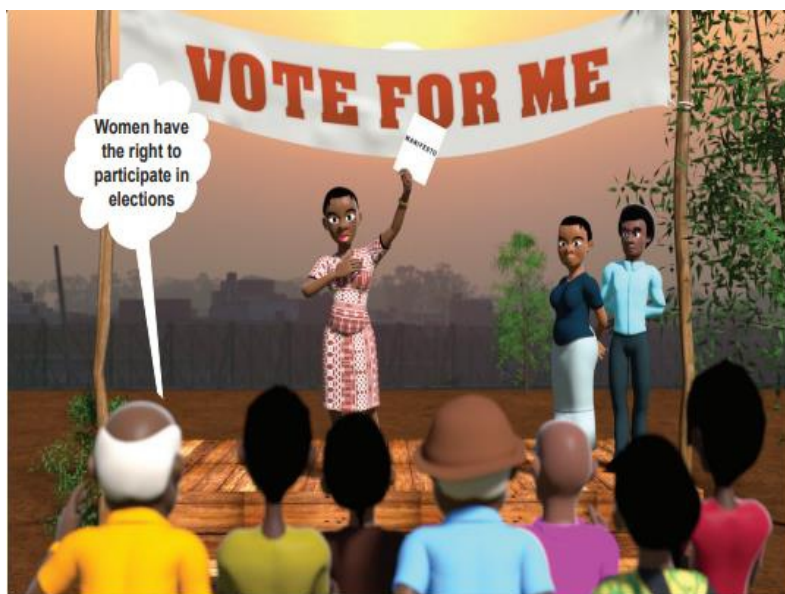
The guide has been specifically designed for aspiring women, youths, and persons with disabilities who are seeking elective political positions in local government. The objective is to:

1. Equip potential women leaders with the necessary skills and competencies required before, during and after the local government elections.
2. Assist potential women candidates in identifying and overcoming the challenges and barriers they face in their pursuit for elective positions in the Zambian elections.
3. Enable aspiring women to better plan and prepare for elections at local level.
4. Empower aspiring women candidates to make informed decisions as they contest local-level elections

1.3 Outline and Use of the Election Guide

This election guide is systematically organised into five distinct sections to facilitate comprehensive understanding and effective application:

- **Chapter 1:** This chapter provides an overview of the guide's objectives, methodology and an outline of the election guide.
- **Chapter 2:** This chapter deals with political and non-political structures, requirements and eligibility.
- **Chapter 3:** This chapter deals with the campaign plan, how to campaign, setting a strategic campaign goal, campaign message and framing.
- **Chapter 4:** This chapter deals with the fundraising, forms of support needed and the success in fundraising.
- **Chapter 5:** This chapter deals with the mainstream media, media strategy and social media



2.0 Understanding the Political Structures

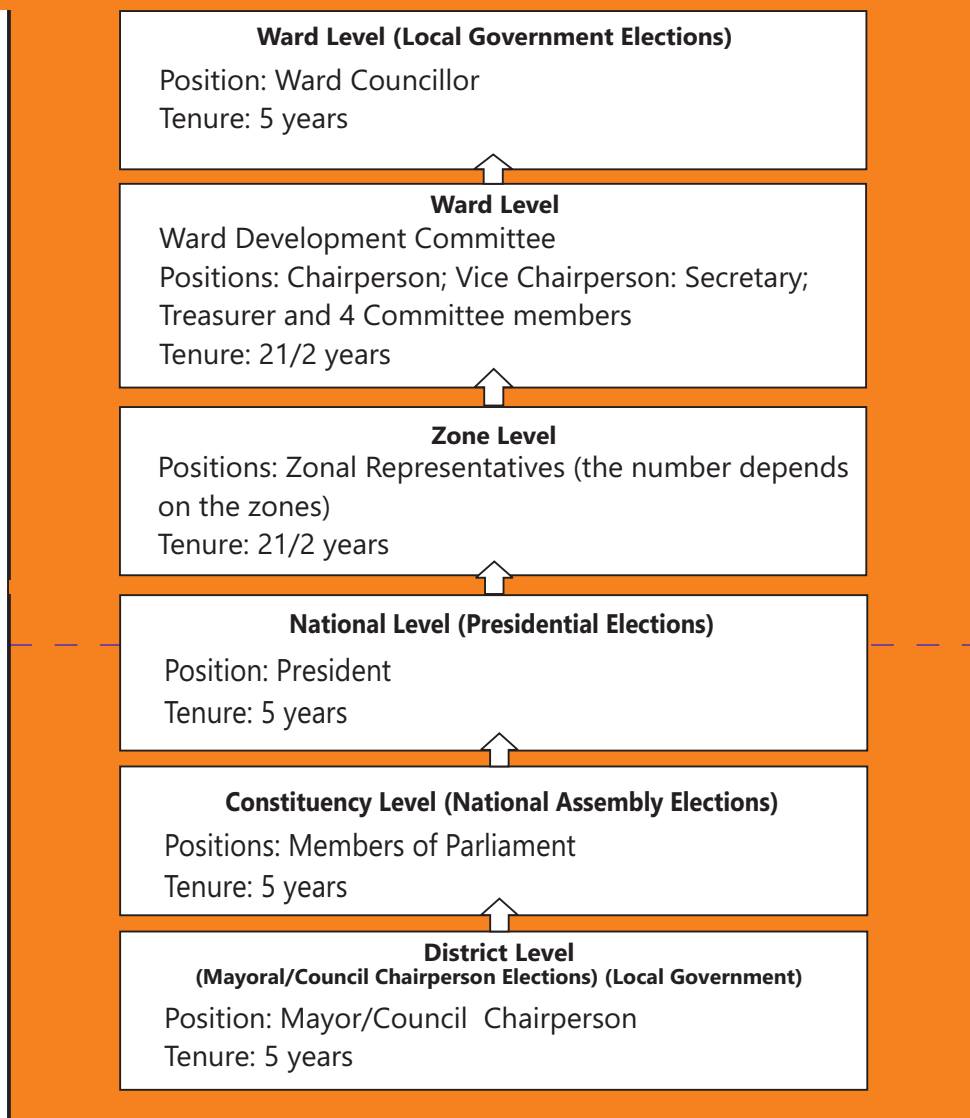
Women potential candidates must thoroughly understand the local government structures and the pertinent issues at both district and ward levels. This comprehension is crucial for effectively advocating for the inclusion of needs and priorities pertaining to women, youths, and persons with disabilities within service delivery frameworks, and for promoting the development of inclusive and gender responsive budgets.

Women, youths and PWDs are eligible to contest elections within both political and non-political structures. Zonal representatives, for instance, are elected at a Zonal Assembly, at a date and time set by the Local Authority. The elections are conducted through a secret ballot, with candidates securing victory based on a simple majority.

2.1 Eligibility for Zonal Representative

A person is qualified to be elected as a Zonal Representative if that person:

- i. Is a Zambian Citizen who has attained the age of 18 years or older;
- ii. Has a Green National Registration Card or a valid Resident Permit, in a case of a foreign national; and
- iii. Has been a resident for a particular Zone for a continuous period not less than two years, irrespective of their social status, race, creed, beliefs, or sex.



Nominations

- i. Candidates intending to contest Zonal elections are required to complete the nomination form in their own handwriting.
- ii. Nomination forms for prospective candidates must be submitted one (1) week prior to the polling day.
- iii. Each candidate's nomination must be supported by five community members who are registered in the Zonal Voter Register.
- iv. Completed nomination forms shall be lodged with the Presiding Officer a week before the polling day.

2.2 Ward Development Committees

Ward Development Committees serve as key entry points for women, youths and PWDs at the ward level. These committees are established at the sub-district level under section 36 of the Local Government Act No. 2 of 2019. The Act provides a legal framework that facilitates the participation of men, women, youths and PWDs in local governance.

Tenure of Office

- i. A member of the Ward Development Committee shall serve for a term of two and a half years and is eligible for reappointed for one additional term of two and a half years, subject to the terms and conditions specified in the instrument of appointment.
- ii. Upon the expiration of a member's appointed term, that member shall continue to hold office until a successor is appointed, but such an extension shall not exceed three months.
- iii. The election of a Ward Development Committee shall take place within two months after general elections.

2.3 Ward Councillor

Qualifications: A person is qualified to be nominated as a candidate for election as a Councillor if that person;

- i. Is at least nineteen (19) years of age;
- ii. Has obtained a minimum academic qualification of a Grade Twelve Certificate or its equivalent;
- iii. Is a citizen or a holder of a resident permit, and is resident in the district; and
- iv. Possesses a certificate of clearance showing the payment of council taxes, where applicable.

Requirements

Nine supporters who are registered voters within that particular ward;

- i. A duly completed Affidavit Form;
- ii. A letter or certificate of adoption if sponsored by a political party;
- iii. A duly completed Declaration of Compliance to the Electoral Code of Conduct
- iv. Payment of a non-refundable nomination fee on or before the date fixed and prescribed by the Commission;
- v. The aspiring candidate's photograph, measuring 32mm x 25mm on a prescribed background.

2.4 Mayor and Council Chairpersons

Qualifications and Requirements for Mayoral and Council Chairpersons Election Nominations. A person is qualified to be nominated as a candidate for election as Mayor or Council Chairperson if that person:

- i. Is a Zambian citizen;
- ii. Is at least twenty-one (21) years of age;
- iii. Is a registered voter;
- iv. Has obtained a minimum academic qualification of a Grade Twelve (12) Certificate or its equivalent;
- v. Declares their assets and liabilities, as prescribed; and
- vi. Has fifteen (15) supporters who are registered voters within that particular district.

Requirements

- i. A duly completed Affidavit Form.
- ii. A letter or Certificate of Adoption if sponsored by a political party.
- iii. A duly completed Declaration of Compliance to the Electoral Code of Conduct.
- iv. Payment of non-refundable nomination fees before or on the day of nomination.
- v. A duly completed Nomination Form.
- vi. The aspiring candidate's photograph, measuring 32 x 25 mm on a prescribed background.

Qualifications and Requirements for Councillor Election Nominations

Qualifications:

- i. Is at least nineteen (19) years of age.
- ii. Has obtained a minimum academic qualification of Grade Twelve (12) certificate or its equivalent.
- iii. Is a citizen or a holder of a resident permit, and is resident in the district.
- iv. Possesses a certificate of clearance showing the payment of council taxes, where applicable

Requirements:

- i. Nine supporters who are registered voters within that particular ward.
- ii. A duly completed Affidavit Form.
- iii. A letter or certificate of adoption if sponsored by a political party.
- iv. A duly completed Declaration of Compliance to the Electoral Code of

Conduct.

2.5 Members of Parliament

A person is qualified to be nominated as a candidate for election as a Member of Parliament if that person;

- i. Is a citizen;
- ii. Is at least twenty-one (21) years of age;
- iii. Is a registered voter;
- iv. Has obtained, as a minimum academic qualification, a Grade Twelve (12) Certificate or its equivalent;
- v. Declares their assets and liabilities, as prescribed; and
- vi. Has fifteen (15) supporters who are registered voters within that particular constituency.

Requirements

- i. A duly completed Affidavit Form;
- ii. A letter or certificate of adoption if sponsored by a political party;
- iii. A duly completed Declaration of Compliance to the Electoral Code of Conduct
- iv. Payment of a non-refundable nomination fee on, or before, the date fixed by the commission
- v. A duly completed Nomination Form;
- vi. The aspiring candidate's photograph, measuring 32mm x 25mm on a prescribed background.

Before You Announce Your Candidacy

Prior to formally announcing your candidacy, consider the following critical aspects:

- Criminal records
- Personal attitudes
- Credibility
- How long you have lived in the community
- Your relationship with community members
- Your level of experience
- Involvement in community activities
- Support for your community

Preparing to announce

- Set the right tone.** Make an excellent first impression on voters when you announce your candidacy. Your look, theme, setting, and staging must mirror the level of professionalism, preparation, clarity, and organization that the voters can expect of your administration. Record this event. It can provide excellent footage for closing TV adverts or social media platforms.
- Know why you can do it.** Identify the three or four reasons you will be an excellent leader and keep them in the forefront of your mind. Knowing at all times why you should be in office can help you perform confidently under adverse circumstances. Being sure of these reasons also helps you communicate them to voters.
- Take good care of yourself.** Campaigns are notoriously unpredictable. Unexpected events and delays happen. Demand enough time in your schedule to ensure you are prepared, rested,



Chapter: Three Campaign Plan



3.0 Campaign Plan

The best way to be prepared for success is by creating a written campaign plan. This involves detailed strategic planning and thinking from the outset, enabling candidates to anticipate and organize their actions proactively, thereby approaching the electoral process with due diligence.

A well-structured campaign plan should encompass the following key elements:

- **Target a group or audience:** e.g. students, men, women, housewives, and decision-makers, persons with disabilities, adolescents, youths etc.
- **State new behavior or attitude you are trying to encourage:** e.g. getting more women to vote, getting more women to contest elections, to get government to change its policy on women's rights
- **The resources:** People, Time, Money and information

People: Selected individuals that will be in your campaign team, Campaign Manager.

Time: Spend it talking to people, visiting homes, handing out leaflets, holding press conferences, fundraising, lobbying, conducting research, doing interviews with the press, speaking in public, making new contacts, going for funerals and etc.

Money: Spend it on conducting research, travelling, door to door, making small contributions in the community.

Information: Data collected from the research

- Printing leaflets, handouts and other publications, organizing meetings, press conferences
- Decide who the people are, who can change laws or help you to achieve your goals.

3.1 Who can help you achieve the goal?

You will have to identify individuals, stakeholders, influencers, organisations and groups within your district or community that can support you to win the elections.

- Policy makers
- Members of Parliament (MPs)
- Marketeers
- Members of Associations
- Retired civil servants
- Employers and Employees
- Hawkers and Bus Conductors
- Persons with disabilities
- Adolescents and young people
- Who else can you identify in the district and in the community?

3.2 Research

In order to understand the situation and the conditions, begin with thorough research. This is the point where recognise and account for the differences and peculiarities of each campaign. It is here that you have the opportunity to demonstrate the unique characteristics of your specific context.

The first step in developing a winning strategy is to conduct a realistic assessment of the political landscape in which you will be operating.

- Conduct comprehensive research on yourself, your potential opponents, and the key issues at both district and community levels.
- Identify your personal and political strengths and weaknesses
- Know the official candidate requirements and critical deadlines. Analyze the outcomes and trends of past elections, specifically those held in 1991, 1996, 2001, 2006, 2011, 2016, and 2021
- Identity the main factors that could influence the upcoming elections

Assessing the Political Landscape

1. Set aside a few hours for you and your campaign team to do a comprehensive analysis of the political landscape in which your campaign will be operating (District/Ward level).
2. Answer as many of the questions as possible. If you do not have the answers immediately available, determine where the information can be found and who will be responsible for gathering it. It is important to set a deadline for finding the information. You may want to have a second meeting with the

campaign team in a week's time to bring together all the information.

3. Once you have compiled all the research, create a notebook that will provide the details in an organized fashion and draft a summary of the information that will be used as the basis for your strategy and the written campaign plan.

3.3 Setting a Strategic Campaign Goal

The ultimate objective of a political campaign at the local government level is to secure victory. To achieve this, it is essential to define a clear and strategic goal that outlines what must be accomplished.

You should not forget to calculate how many votes will be needed to guarantee victory and identifying where these votes are likely to come from. Do not spend the precious resources of time, money and people trying to talk to the whole population. Instead, focus on the specific segments of the electorate whose support you will need to win. This means reducing the number of voters with whom you need to communicate to a more targeted and manageable group.

Examples of electoral campaign goals;

- To be elected to the local council in 2026, and to raise my profile as a woman/ youth/person with disability, with the aim of positioning myself for selection as Mayor/ Ward Councillor/ Council Chairperson within the next one year.
- To secure the highest number of individual votes as a woman/youth/person with disability candidate in my party/as an independent candidate in the district or ward.
- To increase support from both the party and community, thereby enhancing my prospects of becoming the first women/youth/person with disability to be elected as Mayor/Ward Councilor in 2026.

Finish this sentence:

"If I were elected, I would" name one goal or activity.

3.4 Campaign Message and Framing policy issues

A campaign message is a compelling statement that explains why voters should support should vote for a woman/youth/person with disability candidate on Election Day.

Once you have identified your target audience, the next step is to determine what message will most effectively persuade them to vote for you. Your campaign message should highlight your motivations for seeking office, the values and the specific qualities or experiences that make you the best choice compared to your opponents.

Framing a policy issue

"The poor quality of our education system is strangling our country. It weakens our economy, limits the opportunities for success of our children and marginalizes our mothers and sisters. We must make a full commitment to quality education for every child. We must allocate a fixed portion of our national budget to building new schools, recruiting qualified teachers and providing a modern education to help our children succeed. Together, we can provide our children the education they deserve."

A memorable slogan is a vital component of any successful campaign message. It should be clear, concise, and easy to remember, enabling voters to recall it readily when they enter the polling booth. An effective slogan should focus on the issues that matter most to the electorate and present a compelling solution that resonates with their concerns and aspirations.

Example:

Simple message: Vote for a woman today! Forward for women!

Slogan: Breaking Barriers, Building Bridges.

To be effective, a campaign must target specific segments of the population rather than attempting to appeal to everyone. By concentrating efforts on these key groups, candidates can engage more meaningfully with voters who are most likely to offer their support, while also addressing their unique needs and values. Below is an example from New Zealand's former women Prime Minister (2017 to 2023). It illustrates how she strategically framed her campaign.

"Hope for Tomorrow" – Jacinda Ardern (New Zealand)

New Zealand's 2021 general election saw incumbent Prime Minister Jacinda Ardern's Labour Party running a campaign centered on hope and unity. The "Hope for Tomorrow" message presented a compelling narrative, focusing on the government's achievements during Ardern's term and its vision for the future. The message showcased personal stories of individuals whose lives had been positively impacted by the government's policies, such as affordable housing and enhanced healthcare. By highlighting real-life examples of positive change,

Ardern's campaign effectively established an emotional connection with voters, reinforcing her leadership and commitment to the nation's welfare.

Framing campaign Messages based on issues:

- **On the economy:** "I am committed to creating jobs and local markets for women, youths and persons with disabilities. I will fight for better roads and infrastructure to help businesses succeed in the ward/district."
- **On healthcare:** "I will fight to ensure everyone, especially women and girls in the ward/district have access to healthcare services and promote feeding programmes for pregnant and lactating mothers."
- **On Education:** "I am committed to investing in our schools and ensuring that boys, girls and persons with disabilities receive quality education."
- What else can you add?

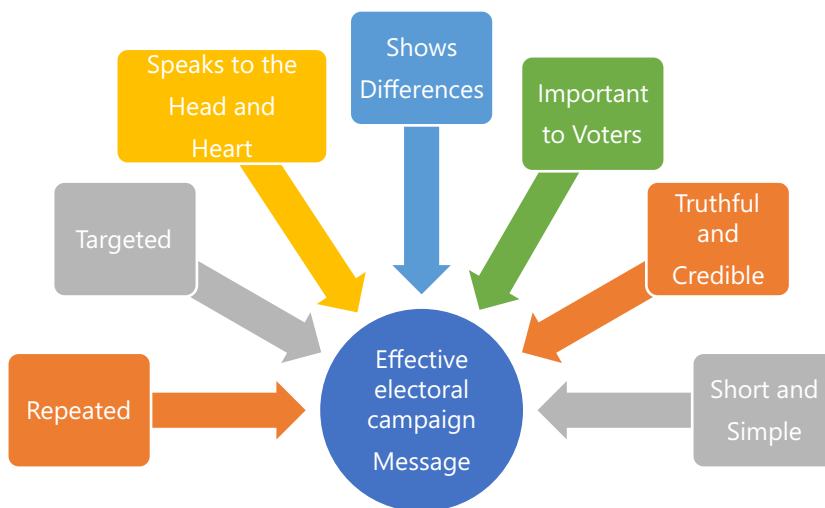
Political Campaign Messages

- Get involved: "We need your help to elect Bupe Nkonde!"
- Get out the vote: "Make sure to vote on Election Day."
- Support message for election candidate: "I am proud to endorse Monde Mundia for Ward Councillor. She is the best candidate for the job because she is dedicated to solving issues. Vote for Monde on Election Day!"
- Best political message: "Your vote is your voice. Use it to make a difference in the world."

Remember that in politics every word counts and election campaign messages have immense power to shape the future. A successful campaign is built on solid policies, charismatic candidates, and messages that deeply resonate with the electorate. These messages go beyond mere words; they embody hope, beliefs, and the promise of a better tomorrow.

A campaign will spend the majority of its resources getting the candidate or party's message out to targeted voters. To ensure your message will reach the voters with whom you need to communicate, make certain it meets the following criteria:





3.5 Activity 1: Defining Your Campaign Narrative

In 2-3 sentences, describe what it is you want your target voters to be thinking about when they make their decision on who to vote for in the election.

.....

.....

Describe elements of hope and fear that could support your campaign narrative. What should voters hope for or aspire to? What should they be worried about?

.....

.....

Identify 2-3 key issues that your campaign could use as part of your narrative

.....

.....

Identify experience or qualities that you have as a candidate or the political party has which would support your campaign narrative.

.....

.....

.....

Chapter: Four Fundraising



4.0 Fundraising

Fundraising has often been referred to as the mother's milk of political campaigns. You may not win with it, but you certainly won't win without it. Fundraising determines today's winners and losers in the campaign world. Soliciting for money is commonly the least favorite job and the most important one--that candidate's assume when they declare for the race for office.

How much money do you need?

It's hard to say, but there are lots of clues to determining what you will need to win:

1. How much was spent by candidates who ran in the last race?
2. What has changed since the last race (new regulations, redistricting, incumbent in trouble, voters wanting change, etc.)?
3. How many people are in the race?
4. Who or what else is on the ballot with similar values or party allegiances that might compete for the money you will solicit?
5. What base of support are you starting with, and how many votes do you think it will take to win?
6. Will your preferred method of voter contact be social media, radio or TV?
7. What else will influence the cost?

The answers to these questions will help you estimate the overall cost of your campaign. By examining how much was spent by the previous candidate in your

race and analysing the number of voters you need to reach with your message, you can establish a good base upon which to begin the budgeting process.

Asking for money

- Have the right approach and message.
- Be in the right mood with the right attitude.
- Acquire and build the right lists to call from.
- Engage in the right advance notice to prospects.
- Follow up on all pledges right away.

Strategies to use when fundraising;

1. Establish a quick, comfortable rapport. Start with a friendly "hello," two or three sentences of introduction or, if you know the person, catch up from the last time you talked.
2. Explain your purpose in calling and how you got her name, revealing that you know the prospect is a frequent donor with a line like, "I was reviewing the campaign contribution records and was happily surprised to see that you and I have shared the same interest in issues and candidates. I supported Sharon, Priscilla, Nchimunya, in the construction of the market, and drilling boreholes in the three wards you supported in 2021."
3. Explain why you are running, what you have in common, and why the prospective donor would find you an exciting choice. Explain how you intend to win and what makes your campaign unique. This should be an interactive conversation. If you've been talking for more than a minute, ask a question, or at least check to make sure that your prospect is still alive on the other end of the line.
4. Give him/her an "insider's" look at what's going on in the campaign. Prospective donors are investors in a small business--your campaign. A candidate should have insider information about the campaign (recent polls, strategic plans, key people who have endorsed your candidacy, fundraising goals reached, etc.). If a person has not contributed to you before, then a few comments about your key issues and background can be added.
5. Ask for a specific amount of money. Be very direct about your reasons for calling: a contribution of more than K100-K500. Ask for more than you think the person can give. The information sheet from which you call should detail

each person's contribution history. Remember that your time is valuable; don't demean yourself by asking for less than you are worth.

6. Instill a sense of immediacy and get that check. Remember that only 80 percent of pledges ever come in. However, 100 percent of the checks you get today actually make it to your checking account. Offer to send someone out to pick up the check right away. Some campaigns have found it more than worth their time and trouble to delegate a person to run around and pick up checks on days when the candidate is calling. If picking up the check is not possible, then follow up the call with a short thank-you message (WhatsApp, Messenger) within 24 hours. The message should restate the amount pledged and the urgency for it.
7. Explain why you need the money. Have a list of expenses that need to be paid in the upcoming weeks. Donors prefer to contribute to media buys for radio and television, social media expenses and things they can directly see or touch. Asking for money to pay staff salaries, rent, or the phone bill is never as enticing to a would-be donor. Know the specific amounts that each of these things will cost and ask the prospective donor if she will contribute K100 towards the K10,000 needed for the forty-seven radio spots. Or ask for K500 to pay for the printing of your new fundraising letter/leaflet/brochure.

Funding can be raised from the following sources:

- Personal resources (Yourself)
- Family members
- Personal friends
- Voluntary contribution from well-wishers
- Who else can you add on the list?

Forms of support needed

- Vehicle/car
- Financial
- Flyers
- Equipment (computers, phones, etc)
- T-shirts, Chitenges
- Time as a volunteer
- Other equipment, etc.

Success in fundraising

- A multifaceted, written fundraising plan
- A seasoned, paid fundraiser
- Good research on previous high donors from previous candidates
- Updated lists of prospective donors on disk
- The right fundraising message
- Enough time set aside for raising money
- Dedicated money to pay for mailings and events
- The right attitude of the candidate.
- A commitment from everyone to raise the money.

4.1 Activity: Fundraising

What is your strategy for fundraising?

.....

.....

.....

Who will you approach for funding?

.....

.....

.....

How will you present your case and frame the asking for funds and resources for your campaign?

.....

.....

.....



5.0 Mainstream Media

A media strategy is a vital component of any effective campaign, particularly for women, youths and persons with disabilities. It serves as a structured approach to achieving campaign objectives and reaching the right target audience. Through the media, candidates can build and promote their personal brand. To do this effectively, it is essential to have a clear understanding of the target audience's preferences and expectations.

A media strategy is not a spontaneous or ad hoc activity. It is a well-crafted plan that focuses on three key aspects:

- a) Identifying the target audience,
- b) Developing a compelling campaign message, and
- c) Selecting the most appropriate media platforms for dissemination.

Having a well-defined media strategy in place before the start of campaign activities enables candidates to make informed decisions about communication methods and media engagement. The media strategy will help the women candidates to get the right message to donors and supporters with clarity and impact.

The process of developing a strategic communications or media strategy closely mirrors the planning steps used in other areas of campaign management. The key steps include:

The process of developing a strategic communications plan or media strategy is similar to those for other aspects of campaign planning. The key steps include:

- 1. Define your objective(s);
- 2. Identify your key audiences;
- 3. Select the most appropriate media outlets for your campaign; and,
- 4. Develop a tactical outreach plan of events and activities designed to generate the coverage you want and on the platforms you need in order to reach your key audiences.

5.1 Activity: Media Strategy Plan

Establish the primary objective of your communications and media strategy. What specific outcomes do you want to achieve?

.....

.....

.....

Think about your target audiences and where they get their information. In the table below, identify each group you will have to communicate with and list the media outlets they rely on for information.

Targeted Voter Group	Key Media Outlets for This Group

From the list above, identify down your priority media outlets that your campaign will target for coverage. These are the media outlets your target voters use the most. Then, consider coming up with secondary media outlets. These may be more accessible and affordable for your campaign and, while they may not be the primary sources for your target audiences, but can still help amplify your message out in a way that might get picked up by bigger media.

Priority Outlets

.....

.....

.....

Secondary Outlets

.....

.....

.....

Think about the visual images that you want to be associated with your campaign and its message. What are the possible campaign events that you could organise that would deliver these images and advance your message? Come up with at least two (2) events and describe them below.

Event 1

.....

.....

.....

Event 2

.....

.....

.....

Brainstorm with your team a list of milestone events for your campaign. For each activity, list the ideal headline you would want the media to use for their coverage of the event.

Milestone event	Headline

5.2 Social media and Election campaign

New media platforms, such as social networks and video hosting sites, are a cost-effective and efficient way to reach a broad audience of supporters and potential voters who are active online. However, they also require a consistent and well managed presence.

Social media can be an effective way to maximize a number of campaign objectives, including:

- Spreading the message and information about campaign activities
- Recruiting volunteers or helpers
- Finding large groups of people who are open to your message
- Reaching out to potential donors
- Motivating base voters or existing supporters
- Creating momentum around events

The cost of setting up your campaign's presence on these platforms is relatively low, making them accessible for expanding your outreach. The platforms also have the potential to reach a wide audience and distribute your message quickly to supporters. Most of these media are interactive and offer new opportunities to listen to and engage with the public.

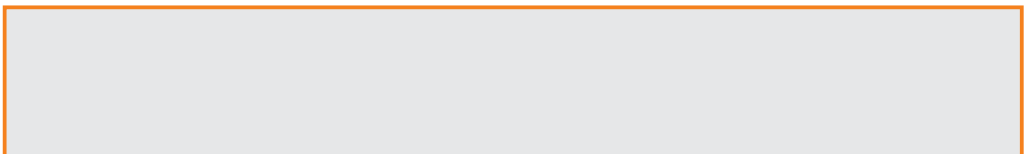
It is also important to remember that outreach to online communities is not a replacement for direct voter contact and face-to-face organizing. A campaign's objective in using electronic communications should be to mobilize online communities to engage in offline actions, such as volunteering with your campaign, donating money, voting for you and encouraging their family and friends to vote for you.

The following section offers guidelines for planning and using social media for your campaign.

Ask yourself:

- Where do my supporters or potential supporters gather online?
- Where do they go for information and news?
- Where do they go for entertainment and socializing?
- Is my campaign's digital advocacy about reaching as many people as possible or about controlling my message?
- Do I need the people with whom I am communicating to take action on behalf of my campaign?
- What do I want them to do?
- What kind of information do I want to share? Will it be written word, video or still images?
- Which platform would carry this information best?
- What can the local infrastructure support?
- How strong and reliable are internet connections and electricity?
- Are my target groups more likely to access information on computers or mobile phones?
- How should this affect the platforms I use and the type of content my campaign puts out?

As you begin to interact with others, develop a tone of voice that is authentically your own. In using new media, authenticity takes priority over all else. You don't want to come across as promotional, robotic or bureaucratic. Share your point of view in a way that is open, positive and enthusiastic. Resist the urge to solely promote your cause and engage on issues about which the online community is concerned. Be sure to credit others when repeating information. When you are



Social media lessons from successful campaigns

- Start early
- Make it easy for your supporters to find your message or information, forward it to friends and contacts, and act on your requests or calls to action
- Channel online enthusiasm into specific, targeted activities that further the campaign's goals
- Integrate online advocacy into every element of the campaign

5.3 Activity: Social Media

Use the questions below to think through how your campaign can use social media. What new media tools are most used by your campaign's supporters?

.....

What social media platforms are mostly used by your targeted voters (the voters you need to persuade)?

.....

What social media platforms are mostly used by opinion leaders in your community?

.....

Which social media platforms will your campaign use? Why have you chosen these?

.....

How will you use that social media platform to help meet the goals of the event (e.g., publicize the event, get supporters to attend, and communicate the event's message to supporters)?

.....

What will you ask your supporters to do via the social networking platform (e.g., ask supporters to help with planning or set up, engage supporters in coming up with ideas for signs for the event, post photos showing community members at the event)?

.....

Draft 3 messages regarding the event you could use on social media.

.....

Local Government Association of Zambia
4th Floor, New Wing
Lusaka Civic Centre
Independence Avenue
P.O. Box 33718
Lusaka

Phone: +260 211 256 766
www.lgazambia.org.zm
Email: info@lgazambia.org.zm