Social Media for Democracy Workshop for MLAs

Social Media Demo
Understand Social Media use through a Demo

- To understand **social media usage** by U.P. Govt. MLAs
- To connect various **political scenarios** in daily life of MLAs to social media use
- To showcase **real examples of excellent social media usage** for above scenarios
- To understand importance of social media to:
  - connect with constituents
  - share and receive information
  - work effectively to get exceptional results
Understand Social Media use through a Demo

- By studying **MLA Social Media Profiles** and the social media work they have already done

- By showcasing **8 scenarios** of excellent social media use

  - Scenarios based on:
    - Information Broadcast
    - Discussion
    - Feedback and Appreciation

  - Through a **storyline** for each scenario and **examples** from social media platforms
    - Facebook, Twitter, WhatsApp, MLA Demo Website

- Show how **existing SP information** can be converted to **ideal social media profiles**
Which broad political scenarios can be covered?

1) Information Broadcast
2) Discussion
3) Feedback and Appreciation
Scenarios for Information Broadcast

1. Convey information about upcoming events/rallies/elections and make urgent announcements

2. Share post-event media coverage

3. Share information about new schemes/policies/projects or showcase work

4. Call For Action: Urge people to take actions by providing information
Scenarios for Discussion

5

• Invite people to share views and responses to new programs/projects launched or opinions on certain matters

6

• Inform and invite people for open Q&A sessions
Scenarios for Feedback/Appreciation

7 • Provide a medium for public grievance redressal and for sharing feedback/suggestions

8 • Provide a medium for mutual appreciation
How can Social media be used to effectively manage scenarios?
Scenario 1
– Event Update

Example: Investors’ Conclave ’14
Existing great work on Social Media

Prof. Abhishek Mishra (Samajwadi Party) shared गर्द से कही हम समाजवादी है शे की फोटो.
June 13

Investors Conclave — with Akshay Yadav and 57 others at New Delhi.

Facebook Updates

Samajwadi Party shared a link.
July 10

Rising U.P "Investors Conclave 2014"

Uttar Pradesh Investors Conclave 2014

Like · Comment · Share
85 Shares

1,440 people like this.
Existing great work on Social Media

Event Updates
(only a few shown)
Existing great work on Social Media

INVESTOR’S CONCLAVE

---

Update on website

---

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>SECTOR</th>
<th>AMOUNT IN CRORES</th>
<th>PROPOSITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essel</td>
<td>Multi Sector</td>
<td>Rs 20,000</td>
<td>Multi sectoral proposition such as in Urban development, Power distribution.</td>
</tr>
<tr>
<td>Reliance Gia</td>
<td>Telecommunications, IT &amp; ESDM</td>
<td>Rs 5,000</td>
<td>Total Investment around ~ INR 5,000 Cr for implementation of 4G network.</td>
</tr>
<tr>
<td>ITC</td>
<td>Multi Sector</td>
<td>Rs 2,100</td>
<td>Planning to invest in multiple sectors. Investment to the tune of ~ INR 2,100 Cr.</td>
</tr>
<tr>
<td>Amity</td>
<td>Education</td>
<td>Rs 2,000</td>
<td>Planning to set up Specialty Hospital at Kanpur.</td>
</tr>
<tr>
<td>Fortis</td>
<td>Health</td>
<td>Rs 1,150</td>
<td>Setting up of Air Taxi base named Vayumitra around Noida.</td>
</tr>
<tr>
<td>River Engineering Pvt Ltd</td>
<td>Manufacturing</td>
<td>Rs 350</td>
<td>Proposed Investment: INR 350 more.</td>
</tr>
</tbody>
</table>
Existing great work on Social Media

Samajwadi Party shared a link. July 15

#upgovt committed to investor-friendly environment. Soon, another Investor meet coming up in Delhi. #UPrising #akhileshyadav

उत्तर प्रदेश सरकार निवेशकों के अनुकूल माहील के लिए प्रतिबद्ध है। जल्द ही एक अन्य निवेश सम्मेलन दिल्ली में आयोजित किया जाएगा। #uprising

https://twitter.com/UPGovt

Post-event update
How can Social Media be used optimally to your advantage?
Facebook Posts

Pre–event Update

Upcoming Event
UP Investors’ Conclave 2014
July 12, 2014

Follow the news on Twitter: @SP_MLA, Watch live on ABCNews

100 Companies
7 Countries

Put up poster on Facebook page along with details of event, time, venue etc.

Catch updates and watch the event live!

Relevant Twitter handle

UP Investors’ Conclave coming up on July 12!
100 companies from 7 countries will be participating!

Catch updates on Twitter: @SP_MLA
Don't forget to watch live on ABCNews
Facebook Posts (2)

UP Investors Conclave 2014 (5 photos)
Representatives from 100 companies and seven countries participated in the first UP Investors Conclave. Around 20 companies promised to invest Rs 35,000 crore in multiple sectors in Uttar Pradesh.

Location

Details of event

Album of event pictures

Date of event
Facebook Posts (3)

SP MLA  
July 13

Investment worth Rs. 35,000 crore promised by 20 companies during UP Investors Conclave on June 12, 2014


#InvestorsConclave

IN GOOD COMPANY
More than 100 companies and seven countries participated in the first UP investor conclave

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>INVESTMENT</th>
<th>PROJECTS PLEDGED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essel Group</td>
<td>₹ 20,000 cr</td>
<td>Urban development, power distribution, solar power</td>
</tr>
<tr>
<td>Reliance Jio</td>
<td>₹ 5,000 cr</td>
<td>4G broadband services</td>
</tr>
<tr>
<td>ITC Ltd</td>
<td>₹ 2,100 cr</td>
<td>Setting up projects in multiple sectors</td>
</tr>
<tr>
<td>Amity</td>
<td>₹ 2,000 cr</td>
<td>To establish educational complex in Kanpur</td>
</tr>
<tr>
<td>Fortis Healthcare</td>
<td>₹ 800 cr</td>
<td>Super-speciality hospitals, one each at Kanpur, Lucknow and Greater Noida</td>
</tr>
</tbody>
</table>

Link to online News article (Media Coverage)
Hash tag to promote Twitter conversations
Event Statistics
Twitter Updates

Pre-event updates

Update posted by political leader

Twitter Handle of Akhilesh Yadav

Event Hash Tag

News Article Link
Twitter Updates

Post-event updates

SP MLA Demo Profile @SP_MLA 42s
Around 20 companies promised to invest Rs 35K cr. in first #UP #InvestorsConclave
business-standard.com/article/econom...

News Article Link

Hash Tags

Event photo
Twitter Updates (2)

**Event Hashtag**

Watch @yadavakhilesh talking about July 12 - #InvestorsConclave, New Delhi on @tennewsdotin

**Twitter Handle of TenNews**

**Twitter Handle of Akhilesh Yadav**

**Retweet**

**Favorite**

**Video Link**

youtube.com/watch?v=SBAi1e...
Twitter Updates (3)

Appreciative tweet by a constituent using the right handle and hashtag

Receiving feedback from constituents

Glad to see @yadavakhilesh taking an initiative for UP development.
#InvestorsConclave Read more at: business-standard.com/article/econom...
WhatsApp Message

Thousands of recipients

Broadcast list to send to all people who have signed up

WhatsApp message in short

Twitter Handle for more details
Scenario 2
– Media Coverage

Example: CM’s Meeting with Myanmar Delegation
No coverage in Social Media
How can Social Media be used optimally to your advantage?
Facebook Posts

Date, location, venue

Shares

Likes

Comments

Post-event media coverage
Facebook Posts

SP MLA shared a link.
July 6

Welcoming the delegation, Akhilesh said: "This visit will strengthen the friendship between India and Myanmar. Such types of events accelerate mutual exchange of technical knowledge."

UP CM meets delegation of doctors from Myanmar
www.business-standard.com
He said the visit will strengthen the friendship between India and Myanmar

Like · Comment · Share
63,316 2,162 967 Shares
63,316 people like this.
View all 2,162 comments

Insert Online News in Facebook Post
Twitter Updates

A comment by Akhilesh Yadav, mentioned in MLA’s account

Two hash tags

"This visit will strengthen the friendship between India and Myanmar." - Akhilesh Yadav @yadavakhilesh

Read more: business-standard.com/article/politi...

#AkhileshYadav meets visiting delegation of doctors from #Myanmar on July 5. More Info: uttamup.com/akhilesh-yadav... pic.twitter.com/eDQgeMR1Co
WhatsApp Message

Previous message:
Investment worth Rs. 35000 crore promised by 20 companies during UP Investors Conclave held on July 12, 2014.

For more info: check Twitter handle @SP_MLA

New message:
Akhilesh Yadav meets visiting delegation of doctors from Myanmar on July 5.

For more info: check Twitter handle @SP_MLA, @yadavakhilesh

Two twitter handles provided for more info
Scenario 3
– Showcase Work

Example:
Samajwadi e-Pension Scheme
Existing great work on Social Media
Existing great work on Social Media

Retweeted by Government of UP
CM Office, GoUP @CMOfficeUP · Jun 29
इस पेंशन योजना से एससी/एसटी के 12 लाख, अल्पसंख्यक वर्ग के 10 लाख व ओबीसी एवं सामान्य वर्ग के 18 लाख परिवार होंगे लाभान्वित #yadavakhilesh

Retweeted by Government of UP
CM Office, GoUP @CMOfficeUP · Jun 29
देश की सबसे बड़ी सामाजिक सुरक्षा योजना समाजवादी पेंशन योजना से 40 लाख निर्धारित परिवारों को मिलेगा लाभ #yadavakhilesh #upgovt
How can Social Media be used optimally to your advantage?
Facebook Posts

Announcement of Scheme

Details of scheme

News article for reference
The Uttar Pradesh government has launched the Samajwadi Pension Scheme with an aim to benefit almost 4 million poor households. Beneficiaries would be selected from among the Below Poverty Line (BPL) families.

यूपी के गरीब पाएंगे समाजवादी पेंशन

Download the Pension Application Form from:
(समाजवादी पेंशन स्कीम - आवेदन फॉर्म)

http://swd.up.nic.in/SamajwadiPension/avpatra.pdf
Facebook Posts (3)

SP MLA shared a link.
June 26

"Akhilesh's pension plan gets over 5 million applicants!"

Govt has made budgetary allocation of Rs 2,424 crore for 2014-15 for the scheme.

"समाजवादी पेन्सन स्कीम के लिए 50 लाख से भी ज्यादा आवेदक"  

Showcase the wonderful response!

Number of positive responses

News article for reference

Over 5 million apply for Akhilesh populist pension scheme

www.business-standard.com

Even as the Akhilesh Yadav government in Uttar Pradesh has practically debunked its populist schemes viz. free laptop and unemployment dole, over 5 million poor have applied for his ambitious pension scheme. The 'Samajwadi Pension Scheme' is being
Introducing the right hashtag

SP MLA Demo Profile  SP_MLA  now
"यूपी के गरीब पाएंगे समाजवादी पेंशन" चयनित परिवार को हर महीने ई-पेमेंट के माध्यम से 500 रुपये प्रति माह. #SP_Pension
aajtak.intoday.in/story/uttar-pr...

Download Application Form:
(समाजवादी पेंशन स्कीम - आवेदन फॉर्म)
swd.up.nic.in/SamajwadiPension...
WhatsApp Message

You created a broadcast list with 20000 recipients

JULY 15, 2014

You created a broadcast list with 20000 recipients

JULY 16, 2014

यूपी के गरीब पाएंगे समाजवादी पेंशन. स्कीम आवेदन फॉर्म - http://SWD.up.nic.in/SamajwadiPension/avpatra.pdf

UP govt. has launched Samajwadi pension scheme for BPL families.

Download the application form: http://SWD.up.nic.in/SamajwadiPension/avpatra.pdf

Pension Scheme Introduction

Link to Application Form
Scenario 4
– Call For Action

Example: Sapling Plantation on World Environment Day
Existing great work on Social Media

On the occasion of world environment day, we have planted 41,000 saplings on 627 acres of land, at village Rausa...

Our target is to plant 1.13 lac saplings.

This is what we planted - kanji, pakad, arjun, jamun, neem, siras pipal.
How can Social Media be used optimally to your advantage?
Facebook Posts

"World Environment Day" - June 5
JOIN US to plant a free sapling!
http://www.sp.com/plant-trees-locations.html

On this World Environment Day
JOIN US
TO PLANT SAPLINGS!
June 5, 2014
10 am
Pick a location: www.sp.com/plant-trees-locations.html

Appealing Ad with date, time, locations
Urge people to join you!
Provide multiple locations for convenience
Twitter Update

"विश्व पर्यावरण दिवस" के अवसर पर चलो मिलके पौधे लगाएं!
5 जून को हमारा साथ दीजिए!

और जानकारी के लिए: sp.com/plant-trees-lo...
WhatsApp Message

"World Environment Day " - June 5

JOIN US to plant: a free sapling!

Choose a location:
http://www.sp.com/plant-trees-locations.html

विश्व पर्यावरण दिवस - जून ५ के अवसर पर चलो मिलके पौधे लगाएँ.

और जानकारी के लिए:
http://www.sp.com/plant-trees-locations.html
Scenario 5
– Request opinions

Example: Election Manifesto 2014 Release
Existing great work on Social Media

Akhilesh Yadav @yadavakhilesh · Apr 2

Today we released our party’s manifesto for the upcoming Lok Sabha elections.  
fb.me/1dJEqjlB5
How can Social Media be used optimally to your advantage?
Facebook Posts

Post Election Manifesto in PDF!

Upon release, post manifesto for easy download

Upload manifesto cover page or other attractive image

Samajwadi Part Election Manifesto 2014 released!
Download at:
Facebook Posts (2)

Poster with Salient features or top points in Manifesto
Facebook Posts (3)

Request Responses

Ask people to provide opinions, ideas, questions etc.

Provide Manifesto PDF

Samajwadi Part Election Manifesto 2014
(समाजवादी पार्टी - चुनाव घोषणा पत्र)

Please go through the manifesto and provide valuable ideas, suggestions. Ask questions! We will try to reply to every tweet!

Like and share the post with your friends!

Twitter Updates

Request Responses

Provide hash tag to collect all responses at one place

Ask people to provide opinions, ideas, questions etc.

Provide Manifesto PDF
Facebook Posts (4)

Samajwadi Party releases 2014 election manifesto!

लाइक और शेयर करें!

Video Link of media coverage

Ask people to like and share
WhatsApp Message

Inform people how to share responses on Twitter
Scenario 6
– Q&A session

Example:
Pre-election Feedback
No coverage in Social Media
How can Social Media be used optimally to your advantage?
Facebook Posts

Share your ideas! Ask questions!
Your responses will shape
SP Election Manifesto 2014!

Before the Election Manifesto 2014 is released, SP MLA would like to discuss with you all about the areas of development in your region!

Send invitations
Promote event to reach bigger audience
Facebook Posts

Add a poll question in Facebook event
Twitter Updates

Facebook Q&A with @SP_MLA
Ask & Share! Your responses will shape SP Election Manifesto 2014
19 July, 5 - 7 pm
Join at: facebook.com/events/9171465...

#SPManifesto14Ideas: Please point out areas of development in your region to shape SP Election Manifesto '14. Share ideas with @SP4India!

Invite people via Twitter

Twitter Q&A
SP MLA Demo Profile @MLA_dummy · now

#SPManifesto14Ideas Share ideas to shape the SP Election manifesto 2014!
Fill the form:
docs.google.com/a/defindia.net...
pic.twitter.com/jkRSbI4Bp3
WhatsApp Message

Facebook Q&A with @SP_MLA
Ask questions and share ideas!

Your response will shape the SP Election Manifesto 2014

19 July, 5-7pm
Join at: www.facebook.com/events/917146554968850/

Twitter Q&A with @SP_MLA
Ask questions and share ideas!

Use #SPManifesto14Ideas

Your response will shape the SP Election Manifesto 2014
Scenario 7
– Public Grievance Redressal

Example: Women Powerline 1090
Existing great work on Social Media
Existing great work on Social Media

Share an example of a true story and appreciation received for work

Share interesting story

Inform its an appreciation

Link to full article
How can Social Media be used optimally to your advantage?
Facebook Posts

Making people aware of the initiative

Women Powerline 1090 launched in UP!
Dial 24 x 7 to report harassment or abuse!
https://www.facebook.com/womenpowerline

Read the article below about Women's Powerline 1090!
Dial 24 x 7 to report harassment or abuse!

Steps taken for safety of women, girls in Uttar Pradesh: Samajwadi Party
ibnlive.in.com

Claiming that women and girls of Uttar Pradesh were not safe during the previous BSP tenure, the Samajwadi Party on Saturday said Akhilesh Yadav government was paying attention on their safety and...
Twitter Updates

SP MLA Demo Profile @ SP_MLA  now
Women Powerline 1090 launched in UP! Dial 24 x 7 to report harassment or abuse!

#Women1090

SP MLA Demo Profile @ SP_MLA  now
वोमेन पॉवर लाइन 1090 शुरू किया युपी सरकार ने! कोई भी छड़छाड़, परेशानी, दुर्व्यवहार से तुरंत मदद पाने के लिए डायल करें 1090!

#Women1090
WhatsApp Message

You created a broadcast list with 20000 recipients

Women Powerline 1090 launched in UP.
Dial 24x7 to report harassment or abuse

वुमेन पॉवर लाइन १०९० शुरू की यूपी सरकार ने।
कोई भी छेड़छाड़, परेशानी, दुर्व्यवहार से तुरंत मदद पाने के लिये डायल करें १०९०
Scenario 7
– Mutual Appreciation
Existing great work on Social Media

Thank people for their support

Akhilesh Yadav @yadavakhilesh · May 10
Thanks to all the people who joined me for the road show today in Varanasi and a special thanks to the youth. You... fb.me/3VNBYrbAi

Thanks to all the people who joined me for the road show today in Varanasi and a special thanks to the youth. You were amazing!
Existing great work on Social Media

Happy to see the Samajwadi Party flag flying high all the way in Seattle, USA. Thank you for sharing.
Existing great work on Social Media

Prof. Abhishek Mishra (Samajwadi Party) shared Swati Mishra’s status.
October 5, 2013

Public felicitation of Prof Abhishek Mishra

Minister Abhishek Mishra will be felicitated by party workers and people at Kabir Mandir market, Sitapur Road, at 6 pm on Monday. The felicitation is to celebrate his successful campaign.

Prof. Abhishek Mishra (Samajwadi Party) shared Swati Mishra’s photo.
March 23

Adarsh Yuva Vidhayak Puraskar

Presented with Profound Gratitude to
Prof. Abhishek Mishra

Your hard work and commitment as a prominent apostle of parliamentary democracy is commendable, which we believe will keep inspiring the youth to enter public life with national spirit and contribute to strengthening the fabric of Indian democratic leadership.

Like · Comment · Share

109 · 22 · 1 Share
How can Social Media be used optimally to your advantage?
Facebook Post

Akhilesh Yadav’s Election Rally!
June 21 in Kheria Maldan, Patna

More than 40,000 people joined during the rally!
Thanks for the overwhelming support to SP!
Twitter Updates

Thanks for the large turnout of 100000 during the rally today. We appreciate your support!

Congrats to @yadavakhilesh, @UPGovt for their wonderful new initiative
#Women1090

Appreciation by Govt.

Appreciation by constituent using Politician’s Handles

Hash tag of initiative
WhatsApp Message

Appreciation from constituents via Whatsapp msg
Official MLA Website - Why it is needed

• All information in one official location

• Connect to Social media to share information in both places

• Gives a professional and authentic status to the MLA

• A wonderful, transparent and engaging platform to connect with constituents

• Offers functionalities which Social Media cannot easy provide
Demo MLA Website
Demo MLA Website – Home Page

- Header with MLA personal Info
- Website pages
- Recent News Scroll
- Social Media plug-ins
Demo MLA Website – Home Page

- **Show most recent news/posts**
- **Showcase Impact of work**
- **Useful Schemes scroll**
- **Help Desk links**
- **Showcase appreciation**
- **Twitter widget**
Concluding Remarks

• Social Media is a powerful tool for politicians to communicate and interact with constituents

• All tools like Facebook, Twitter and WhatsApp can be used in unique ways to share information

• Website is a location to post all official information, which can be embedded in Social Media platforms

• Website gives each MLA a professional status and helps create transparency towards constituents
Thank You!
Remove extra slides
Facebook Posts

On this World Environment Day

JOIN US

TO PLANT

SAPLINGS!

June 5, 2014

10 am

Pick a location: www.sp.com/plant-trees-locations.html
Facebook Posts

Upcoming Event

UP Investors’ Conclave 2014
July 12, 2014

Follow the news on Twitter: @SP_MLA, Watch live on ABCNews

100 Companies

7 Countries
Facebook Posts

Share your ideas! Ask questions!
Your responses will shape
SP Election Manifesto 2014!

Join us on Facebook: 19 Jul, 5-7 pm
https://www.facebook.com/pages/SP-MLA/756037761108093
Social Media Profile Study – UP Government

Tweet:
Showcasing Work

Retweeted by Samajwadi Party
Akhilesh Yadav @yadavakhilesh · Jun 6
On the occasion of world environment day, we have planted 41,000 saplings on 627 acres of land, at village Rausa,

Prof Abhishek Mishra @TweetProfMishra · Apr 27
An appeal and my point-of-view. Requesting you to read and share.

#lucknow #Elections2014 #ABillionVotes #Political

Having done extensive research in IT and BPO industries and having identified drivers of growth, I aim at using every bit of my knowledge and international exposure gained during my studies and research work in University of Cambridge and MIT and also the experience gained at IIM Ahmedabad regarding corporate, government and not-for-profit sectors, in achieving growth and expanding horizons of Lucknow.

It is in keeping with this mission that we initiated Metro Rail Project for Lucknow city, international level Cancer Institute, Sports Stadium and Cultural Centre and Museum at Lucknow.

We are also working on an ambitious green-field project of building an eight-lane access controlled expressway between Lucknow and Agra which will create a new axis of development generating lots of employment and enterprise opportunities for decades to come.

As an enlightened citizen and distinguished person in your chosen field, you have your vision, aspirations and expectations about the future of your city and state and in this perspective you must be watching the Lok Sabha Election 2014 with keen interest. You will be taking your decision to elect your M.P. within some days. In this context I have mentioned briefly about the development works done in my constituency as an M.L.A. and I am sure you will certainly bless me to take-up other bit
Social Media Profile Study – UP Government

Facebook Post:
- Showcasing Work
- Media Coverage
Social Media Profile Study – UP Government

Tweet:
Taking serious note of newsreports #upcm #akhileshyadav surprise-visits #riverviewapartments #Lucknow #upgovt today.

View more photos and videos
Social Media Profile Study – UP Government

Facebook Post: Meeting Constituents
Social Media Profile Study – UP Government

Facebook Post:
Information Sharing

<table>
<thead>
<tr>
<th>Date</th>
<th>Uranium Price (Rs)</th>
<th>Exchange Rate</th>
<th>Power Exchanged (MW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7.14</td>
<td>3.7</td>
<td>1.5</td>
<td>5.7</td>
</tr>
<tr>
<td>2.7.14</td>
<td>5.7</td>
<td>1.5</td>
<td>5.9</td>
</tr>
<tr>
<td>3.7.14</td>
<td>8.3</td>
<td>1.7</td>
<td>4.9</td>
</tr>
<tr>
<td>4.7.14</td>
<td>7.0</td>
<td>2.8</td>
<td>5.0</td>
</tr>
</tbody>
</table>

Fact Sheet of Date wise details of Power purchased by UP PCL between 01.07.2014 to 12.07.2014 #yadavakhilesh #upgovt

https://twitter.com/UPGovt
Social Media Profile Study – UP Government


If you are unable to view the video, Click here

Facebook Post: Event Update Of Live Webcast
Social Media Profile Study – UP Government

Facebook Post:
Thank You Honorable CM Akhilesh Yadav for up-liftment of Uttar Pradesh through Social Media

Facebook Post: Appreciation received
Social Media Profile Study – UP Government

Facebook Post:
Thanking people