

Social media for MPs offices



Facebook

Be real and reply personally to comments.

Humanise your role as an MP and bring followers along with you, for example using a behind-the-scenes video showing what it is like to be an MP.

Host a live Q&A or produce short videos to create discussion and engagement.

Use Facebook Notes to share longer, detailed posts on policy and big issues.

Keep up to date with your stats to see what's working with your audience.

Social media for MPs offices



Twitter

Post a combination of both Parliamentary and constituency updates.

Run polls to collect the views of your followers.

Use hashtags and retweets sparingly.

Include a video or photo in every tweet, ideally an 800x400 landscape photo.

Create lists to highlight interests and promote local groups.

Social media for MPs offices



Instagram

Select and stick to one filter - consistency is key.

Be authentic by showing behind the scenes photos of your office, team, events and everyday life.

Show how you're working for your constituents by photographing local spots, businesses and the area you represent.

Geotag your posts and create your own hashtag, such as #MPNAMECONSTITUENCY.

Have fun! Share throwback photos of the past to show the personal in politics.