



# LABOUR TEMPLATES: DIGITAL CAMPAIGN GUIDE

STRATEGIES FOR WINNING ELECTIONS

**PRODUCED BY:**

Labour Templates  
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**PRODUCED FOR:**

Labour Members,  
Groups & Candidates

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How Labour Templates can help you build your website and execute your digital strategy.

## LABOUR TEMPLATES: DIGITAL CAMPAIGN GUIDE

# HAPPY LABOUR CLIENTS

**MARC WICKENS**

Basingstoke Labour

"Their approach is to be as supportive as you need. Nitesh (Director) was always on hand to help for those areas I wasn't able to do myself. The whole process was smooth, and the website looks fantastic. Highly recommended!"

**JON PEARCE MP**

High Peak

"I can't recommend ePolitixDesign enough. The customer service is incredible – they are always available day and night. They offer a full service of digital support and the quality is second to none. I would be lost without them."

**Andrew Ranger MP**

Wrexham

"The support from Labour Templates has been excellent from the outset. They are responsive, offer options and the training videos have been very useful in terms of supporting day to day running of the website."

**GREGOR POYNTON MP**

Livingston

"Would recommend Nitesh Patel [Director], Labour Templates and ePolitixDesign to all candidates and campaigners. The work is all first rate and exactly what you need to run a successful campaign."

**CLLR CRONNELLY**

Winterstoke Labour

"The functionality and design of the website is great and the support on offer from Nitesh Patel [Director, Labour Templates] has been invaluable."

**HERSH THAKER**

Labour Indians

"Nitesh [Director, Labour Templates] and his team are simply brilliant. For those looking to set up a website for themselves or a group – you will genuinely get everything you need with Labour Templates and much more. Highly recommended."

**ANDY BLACKABY-IIES**

Aylesbury Labour

"Quick, easy, and the website looks a million times better. The customer service from Nitesh Patel [Director, Labour Templates] is on another level to any other service I've used and I'm thrilled with the end result and the ongoing support."

**CLLR SUSAN ELSMORE**

Cardiff Labour

"His [Nitesh Patel, Director] intelligent approach...was in my view one of the reasons that Cardiff Labour was able to return a majority administration. I could not praise his work, attitude and approach highly enough."

**CLLR LENNY ROLLES**

Weald of Kent Labour

"The team at Labour Templates are absolutely fantastic. They couldn't have been more helpful in producing a website that looks professional. If you are looking for help and support, I would stop your search and use Labour Templates."



# INTRODUCTION

# AN INTRODUCTION

## WHAT TO EXPECT FROM THE GUIDE

This digital campaign guide provides practical strategies to help Labour candidates connect with constituents and win elections. Whether you're a first-time candidate or seasoned campaigner, the guide helps Labour members use digital channels more effectively to communicate, organise, and build electoral support throughout their campaign.

In this guide, you'll find guidance on what to prioritise, how to structure your digital presence, and where to focus effort when time and resources are limited.

This guide reflects our commitment to making professional campaign strategies accessible to Labour members at every level. Elections and policies matter, and effective digital campaigns help elect Labour representatives who share our vision for a fairer, more equitable society.

### What's Included?

- ✓ Core digital principles for modern campaigns
- ✓ Key strategies to implement
- ✓ Platform-specific tactics and best practices

### Want to Work with Us?

Learn more about Labour Templates below or jump straight in with our sign-up form ([here](#)). A member of our team will be in touch.



## WHO WE ARE

Labour Templates is the UK's leading digital campaign service for Labour members and groups, offering website, social media, email, print, and video templates. Everything is built specifically for Labour campaigns and designed to save you time while maximising your impact.

With over 15 years of campaign experience, we understand what it takes to win, and provide the tools and support to get Labour MPs, MSPs, MSs, AMs, councillors, and groups into office.

Our products and services combine strong visual design, election strategy, and fast turnaround time to meet the needs of Labour campaigns of every size.

## 15+ YEARS EXPERIENCE

Over 15 years of experience delivering website and digital campaign services to Labour politicians and groups.

## TRUSTED BY 2000+ SUBSCRIBERS

2,000+ Labour members have subscribed to our service to support their campaigns.

## 300+ ★★★★★ REVIEWS

Trusted by Labour campaigns around the UK to deliver high-quality service and support.

[www.labourtemplates.com](http://www.labourtemplates.com)



# DIGITAL WINS ELECTIONS

# DIGITAL WINS ELECTIONS

## A STRONG DIGITAL PRESENCE IS A WINNING STRATEGY

Digital campaigning allows campaigns to reach large audiences efficiently, consistently, and at relatively low cost. It makes it possible to communicate with voters at scale, share policies and priorities clearly, and stay visible throughout the campaign period.

Voters now expect to find information online. People use websites, and social media to understand a candidate's positions, values, and tone. Your digital presence shapes how voters form impressions, follow your campaign, and decide what feels credible and relevant to them.

UK party spending on digital advertising has grown substantially over the past decade, now representing the majority of campaign advertising budgets. As campaign spending limits have also increased, parties have invested more heavily in digital channels than ever before. Digital campaigning has become the primary way parties reach and persuade voters.

A strong digital presence allows campaigns to control their own narrative. You can't control when traditional media covers your campaign, what opponents say about you, or how national issues dominate the news cycle. But you can control your own digital channels. This provides a clear, reliable source of information that voters and supporters can return to, share, and trust.

Digital campaigning works best when it is planned and structured like any other part of a campaign. It requires clear priorities, consistent execution, and the right foundations in place. When done well, it supports and amplifies in-person campaigning by reinforcing messages, extending reach, and maintaining visibility between moments of direct contact.

Many campaigns assume digital campaigning requires significant technical expertise or large budgets. In reality, an effective digital presence can be built with modest resources when you have the right tools and guidance. What matters most is having a clear plan, consistent execution, and the foundational infrastructure to support your digital activity throughout the campaign.





**VOTE**

# Labour

# DIGITAL ELECTION PRINCIPLES

[www.labourtemplates.com](http://www.labourtemplates.com)

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# FOUNDATIONAL PRINCIPLES

## WHAT MATTERS ACROSS DIGITAL CHANNELS

Digital campaigning is most effective when it is treated as a planned system rather than a collection of individual tactics. The principles below apply across every digital channel in this guide and are designed to inform decision-making, prioritisation, and execution. They are not step-by-step instructions, but the underlying approach that successful campaigns apply consistently over time.



### MAINTAIN COMPLIANCE

Digital campaigning takes place in public, regulated spaces and mistakes are difficult to undo once content is live. Building trust and staying compliant protects both the campaign and the candidate throughout the election period.

- Use the correct digital imprint wherever required
- Follow platform political advertising rules and verification processes
- Only contact people where you have the right data consent
- Treat all published content as public-facing and open to scrutiny



### CRAFT GOOD CONTENT

Effective political content is clear, authentic, and tells stories that resonate with voters. People remember stories and faces far better than statistics or policy details, and short, focused messages perform better in environments where attention is limited.

- Positive content beats negative, 80%+ should be positive
- Lead with people and their stories, supported by data when needed
- Repeat core messages consistently
- Keep content concise and get to the point quickly

## RUN TESTS & LEARN

Campaigns that test different messages, formats, and approaches early can invest resources in what actually works rather than assumptions about what should work. Testing lets you refine your strategy based on real voter response.

- Run small tests with different headlines, images, or calls to action (prior to scaling)
- Change one variable at a time so you know what drove the result
- Replace underperforming content regularly
- Treat failure as information, not a problem



## MEASURE WHAT MATTERS

Focus on metrics that show whether your digital work is moving voters to action. Track what helps you make better decisions about where to spend time and money, not what makes your performance look impressive.

- Prioritise actions (signups, donations, RSVPs) over passive engagement
- Track trends over time, not one-off results
- Expect imperfect data due to privacy and consent
- Use insights to guide budget and effort

## BUILD INFRASTRUCTURE

Setting up the right tools, processes, and roles should be one of the first things your campaign does. Clear systems and responsibilities make it easier to maintain consistent output and move quickly throughout the campaign.

- Set up core tech infrastructure: website, email platform, shared file storage
- Document standard operating procedures & assign clear ownership for each channel
- Establish core branding guidelines and design assets



## BE CONSISTENT

Algorithms and voter attention both favor consistent presence. Regular activity keeps you visible to supporters and builds familiarity with undecided voters who need multiple touchpoints before engaging with your campaign.

- Start your digital presence earlier than feels necessary
- Maintain regular output across channels
- Avoid long periods of inactivity
- Plan content in advance so you can maintain pace during busy periods

# DIGITAL ELECTION STRATEGIES



[www.labourtemplates.com](http://www.labourtemplates.com)

# DIGITAL ELECTION STRATEGIES

## HOW TO WIN IN THE MAY ELECTIONS

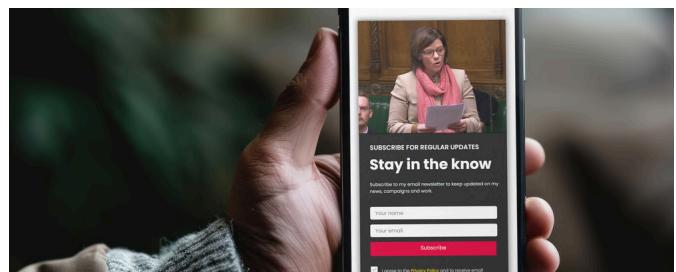
These eight strategies represent the core digital tactics we recommend for effective campaigning. While every campaign is unique and the right mix will depend on your specific goals, budget, and context, these approaches form the foundation of modern digital outreach. Each strategy is outlined below, with detailed guidance provided on the subsequent pages.

### LAUNCH CAMPAIGN WEBSITE



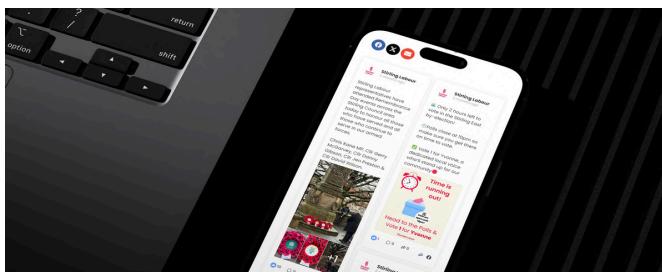
Your website is your digital headquarters and the foundation for all other campaign activity. A professional, active website builds credibility, captures voter data, and serves as the hub that connects all your digital efforts. It's where supporters take action, donate, and get involved—making it your most critical digital investment.

### SEND EMAIL CAMPAIGNS



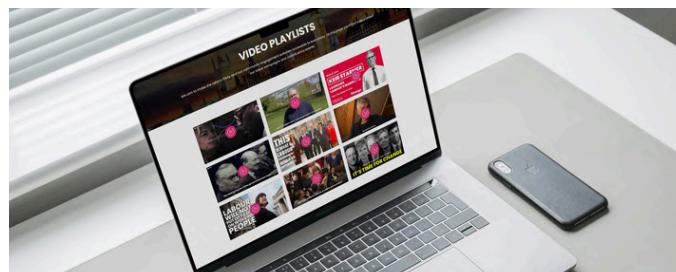
Email campaigns let you communicate directly with supporters without relying on social media algorithms or paying for ads. By building and segmenting your email list, you can send targeted updates on issues, mobilise volunteers, and drive turnout with clear calls to action. Your email list is also an asset you own and control.

### BUILD ORGANIC REACH



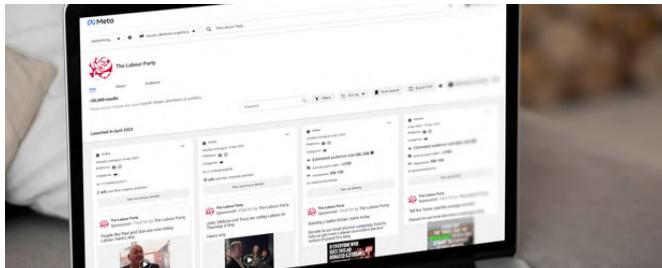
Social media keeps your campaign visible and accessible where voters already spend their time. By maintaining a consistent presence, you can share updates, engage directly with constituents, and build community. Regular organic posting helps you reach different age groups and create authentic connections that strengthen support.

### CREATE VIDEO CONTENT



Video content builds trust and helps voters connect with you personally in ways that text and images cannot. Short, authentic clips filmed on your phone often outperform static content. Use video to showcase your work in the community, respond to local issues, and amplify your public appearances by turning them into shareable clips.

## BUY PAID ADVERTISING



Paid advertising extends the reach of your campaign beyond organic activity. By using ads on social media and Google, campaigns can target specific locations and audiences, which ensure voters see key messages. This makes paid ads especially useful for promoting primary messaging, priorities, and updates during the campaign.

## USE WHATSAPP & SMS



WhatsApp and SMS have the highest open rates of any digital channel and feel more personal and immediate. Use messaging for timely updates, urgent mobilisation, volunteer coordination, and building campaign community through group conversations. Reserve these channels for priority communications to maintain their effectiveness.

## INVEST IN DESIGN & BRANDING



A strong visual identity is essential for recognition and credibility. Consistent logos, colours, and typefaces make your campaign identifiable to voters across all channels. A well-planned system of templates and design assets also helps your team produce quality content quickly and efficiently throughout the campaign.

## GENERATE SOCIAL PROOF



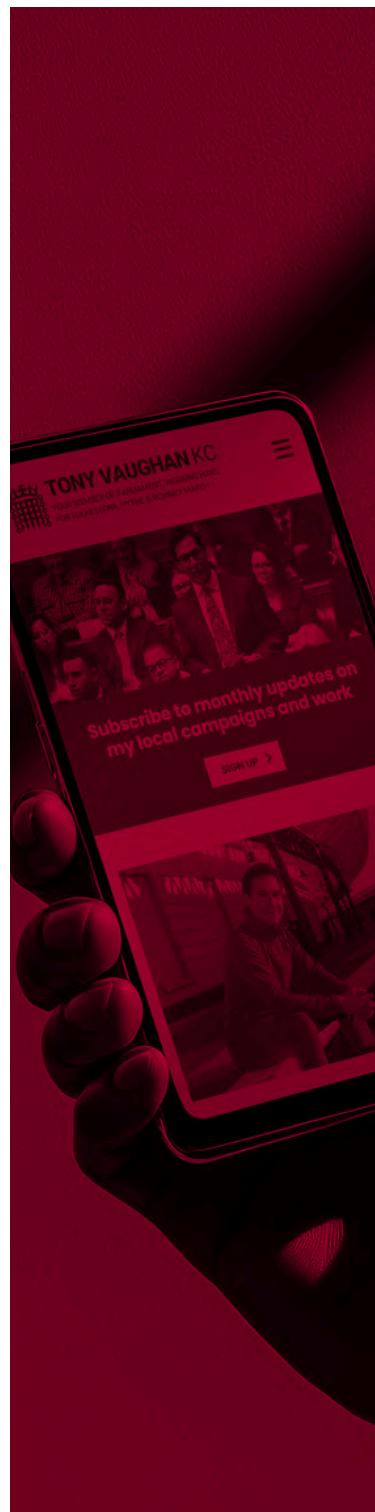
Third-party validation builds trust in ways your own messaging cannot. Showcase endorsements from respected community figures and encourage supporters to share content organically. When voters see familiar faces supporting your campaign, it influences undecided voters far more effectively than direct appeals.

# WEBSITE STRATEGIES

## HOW TO MAXIMISE YOUR WEBSITE

A strong campaign website functions as your digital headquarters, not just a place to post information. Effective websites make it easy for supporters to take action and stay engaged. Your site serves as the central hub that all your other digital channels point back to. Below are features to include on your campaign website, each designed to turn visitors into active supporters through clear calls to action and easy-to-use tools.

|       |  |        |   |
|-------|--|--------|---|
| ONE   | <b>DONATE BUTTON</b><br>Make it easy for supporters to contribute with a prominently placed, simple donation form that accepts one-time and recurring donations.                   | SEVEN  | <b>ACHIEVEMENTS</b><br>Showcase Labour investments, local improvements, and campaign wins using interactive maps and visual displays that highlight your impact in the community. |
| TWO   | <b>BIO &amp; POLICIES</b><br>Help voters understand who you are and what you stand for with detailed bio information and clear policy positions on local issues.                   | EIGHT  | <b>ENDORSEMENTS</b><br>Build trust by showcasing support from local leaders, residents, and community groups through quotes, photos, and endorsement statements.                  |
| THREE | <b>NEWS &amp; UPDATES</b><br>Publish regular updates, press releases, and campaign news to keep voters informed, improve SEO, and position yourself against opposition.            | NINE   | <b>SURGERY BOOKING</b><br>Enable constituents to book video or in-person surgery appointments directly through your website, demonstrating accessibility and responsiveness.      |
| FOUR  | <b>EMAIL LIST BUILDER</b><br>Capture voter emails through newsletter sign-ups and lead magnets, creating a database you own for ongoing communication and mobilisation.            | TEN    | <b>MEDIA GALLERY</b><br>Display photos and videos from canvassing, events, and community work to provide visual proof of your campaign activity and local presence.               |
| FIVE  | <b>POLLS &amp; SURVEYS</b><br>Drive engagement and grow your email list by inviting voters to share their views on local issues through interactive polls, petitions, and surveys. | ELEVEN | <b>VOLUNTEER SIGN-UP</b><br>Capture volunteers with a low-friction sign-up form that collects contact details and availability, with clear next steps for getting involved.       |
| SIX   | <b>EVENTS PORTAL</b><br>Promote campaign events, rallies, community meetings, and surgeries with a calendar that makes it easy for supporters to find and register.                | TWELVE | <b>CONTACT FORM</b><br>Provide a simple form for constituents to report local issues or request help, capturing their details and showing you're available to serve.              |



# EMAIL STRATEGIES

## HOW TO USE EMAIL TO GROW SUPPORT

A strong email strategy treats email as a system, not just a broadcast channel. Effective email campaigns use segmentation, timing, and clear calls to action to move supporters up an engagement ladder from first-time sign-ups to active volunteers and advocates. This requires consistent communication, tailored messaging for different audiences, and a focus on prompting a clear next step in every email.

|       |  |        |  |
|-------|--|--------|--|
| ONE   | <b>CONNECT YOUR SYSTEMS</b><br>Connect your email platform with your website so supporter data syncs automatically. This enables faster follow-up, better targeting, and more relevant emails without manual exports or spreadsheet transfers.           | SEVEN  | <b>WRITE STRONG SUBJECTS</b><br>Write clear, compelling subject lines under 50 characters, avoid gimmicks or spammy language, and test variations regularly. Subject lines are often the biggest driver of open rates.                                       |
| TWO   | <b>SET ONE GOAL</b><br>Focus each email on a clear objective, like fundraising, volunteering, or event turnout. Avoid mixing multiple asks or competing messages in a single send. Clear focus improves comprehension and response rates.                | EIGHT  | <b>USE DATA TO IMPROVE</b><br>Track opens, clicks, and conversions for every email. Regularly test subject lines, content, calls to action, and send times to understand what drives engagement. Use these insights to refine your strategy.                 |
| THREE | <b>DRIVE ACTION</b><br>Include one clear, prominent call to action in every email. Use action-oriented language and ensure the link or button redirects to a landing page. Supporters should immediately understand what to do next.                     | NINE   | <b>PROTECT DELIVERABILITY</b><br>Make sure your emails reach inboxes, not junk folders. Maintain a clean, engaged list and avoid spam triggers. When sending from a new domain or address, start with smaller sends and gradually increase volume over time. |
| FOUR  | <b>PERSONALISE MESSAGES</b><br>Use recipient names in greetings and send from a real person rather than a generic address. Where possible, personalise content based on location, interests, or past actions to build authentic connections with voters. | TEN    | <b>KEEP IT CONCISE</b><br>Keep emails short, scannable, and easy to read on any device. Use two to three brief paragraphs, front-load key information, and avoid clutter or excessive links. Strong structure improves comprehension and response.           |
| FIVE  | <b>DESIGN FOR MOBILE</b><br>Design emails to be mobile-first, as most supporters read them on their phones. Use short paragraphs, clear hierarchy, and large, tap-friendly buttons. Test emails on mobile devices to ensure links and layouts work.      | ELEVEN | <b>FOLLOW 80/20 RULE</b><br>Aim for 80 percent of email content to focus on your values, plans, and positive vision. Limit attack emails to 20 percent. Supporters are more likely to engage when emails feel motivating rather than negative.               |
| SIX   | <b>SEGMENT YOUR LIST</b><br>Divide your email list by supporter type, location, and engagement level. Tailor messages so each segmented list receives different content. Segmentation increases relevance and consistently drives higher engagement.     | TWELVE | <b>AUTOMATE KEY EMAILS</b><br>Use automated email sequences to deliver timely messages without manual sends. Automate onboarding, content updates, and GOTV outreach so supporters receive the right message at the right time.                              |

# ORGANIC STRATEGIES

## HOW TO MAXIMISE SOCIAL MEDIA POSTS

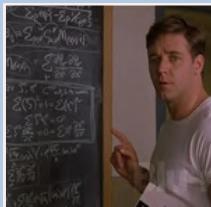
Organic social media is a low-cost way to communicate regularly with voters and supporters. Campaigns can share local updates, highlight work on the ground, and engage directly with the community. A consistent organic presence strengthens recognition, supports paid activity, and keeps your campaign visible throughout the election cycle.

|       |   |   |       |  |   |
|-------|---|---|-------|--|---|
| ONE   | <b>STAY ON MESSAGE</b><br>Dedicate 80% of content to 3 to 5 key issues voters care about most. Repetition builds association between you and specific solutions on issues that matter locally.                        |   | SIX   | <b>MONITOR POSTS</b><br>Track post performance and optimal posting times. Monitor mentions, hashtags, and local conversations to respond quickly and spot emerging issues.                               |   |
| TWO   | <b>POST CONSISTENTLY</b><br>Maintain a regular posting schedule to build trust with your audience. Consistent activity signals reliability to platform algorithms and helps your content reach more people over time. |  | SEVEN | <b>BE AUTHENTIC</b><br>Share candid moments, behind-the-scenes work, and everyday life. Show personality through local favorites, team moments, or humor. Authentic content builds connection and trust. |  |
| THREE | <b>ADAPT BY PLATFORM</b><br>Do not copy and paste the same content everywhere. Adjust length, tone, and format to match each platform's audience, features, and norms.  |  | EIGHT | <b>PIN KEY CONTENT</b><br>Create timeless posts about your values, policy priorities, and what you stand for. Pin key content so new and returning supporters can quickly get up to speed.               |  |
| FOUR  | <b>RESPOND &amp; ENGAGE</b><br>Respond to comments, messages, and mentions to show you are listening and accessible. Active engagement improves visibility and strengthens voter relationships.                       |  | NINE  | <b>DESIGN FOR SHARING</b><br>Design content for supporters to share such as quote graphics, local achievements, policy explainers. Make sharing easy and clear directives like "Share if you agree."     |  |
| FIVE  | <b>SHARE VOTERS' POSTS</b><br>Repost supporter photos and posts with permission. User-generated content builds social proof and often feels more authentic than campaign-created material.                            |  | TEN   | <b>DON'T CHASE VIRALITY</b><br>Viral moments can boost reach, but they rarely build lasting local support. Focus on consistent, values-driven content that connects with voters in your community.       |  |

# FACEBOOK STRATEGIES

## HOW TO USE FACEBOOK FOR CAMPAIGNS

Facebook is the primary social media platform for local campaigns and should be your top priority. With the largest user base in the UK, it's essential for reaching voters aged 45 and over, as well as community groups who are most likely to vote in elections. The platform's targeting capabilities, diverse content formats, and high engagement rates among older demographics make it the most effective channel for building name recognition, sharing detailed policy positions, and mobilising supporters. If you only have capacity for one platform, make it Facebook.



### SHARE VARIED, DETAILED CONTENT

Alternate between text updates, photos, videos, and links to keep your feed engaging. Facebook rewards longer, more detailed posts that explain policies, provide context, or tell stories. Use the platform for substance that may not fit elsewhere.



### BUILD COMMUNITY WITH GROUPS

Create or actively participate in local Facebook Groups to engage voters in ongoing conversations. Groups encourage discussion, peer interaction, and deeper relationships than page posts alone. They are especially effective for organising supporters and listening to concerns.



### DESIGN CONTENT FOR SHARING

Create graphics and posts specifically designed for supporters to reshare easily. Clear messaging, strong visuals, and simple language make amplification more likely. Make it easy for supporters to spread your message within their own networks.



### USE FACEBOOK LIVE

Use live video for Q&As, events, and timely campaign moments. Facebook prioritises live content in feeds and notifications. Live video creates urgency, encourages interaction, and often drives higher engagement than pre-recorded posts.

# INSTAGRAM STRATEGIES

## HOW TO USE INSTAGRAM FOR CAMPAIGNS

Instagram is the best platform to reach voters aged 18-45, a demographic that's increasingly difficult to connect with through traditional channels. The visual-first platform is essential for showcasing campaign moments and building an authentic, relatable presence. With features like stories, reels, and carousel posts, Instagram offers diverse ways to connect with younger voters who value authenticity and visual storytelling. While engagement rates can be lower than Facebook, Instagram is critical for building long-term support among younger demographics.



### BALANCE FEED, STORIES, REELS

Each Instagram format serves a different purpose. Feed posts work well for polished announcements and evergreen content, stories for informal behind-the-scenes updates, and reels for short videos that help reach new audiences beyond your existing followers.



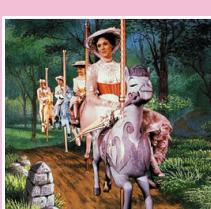
### VISUAL-FIRST DESIGN

Instagram is a visual platform, so content must stand out as people scroll. Use high-quality photos and consistently branded graphics, including colours and fonts, to stop the scroll. Strong visual consistency builds recognition and drives engagement.



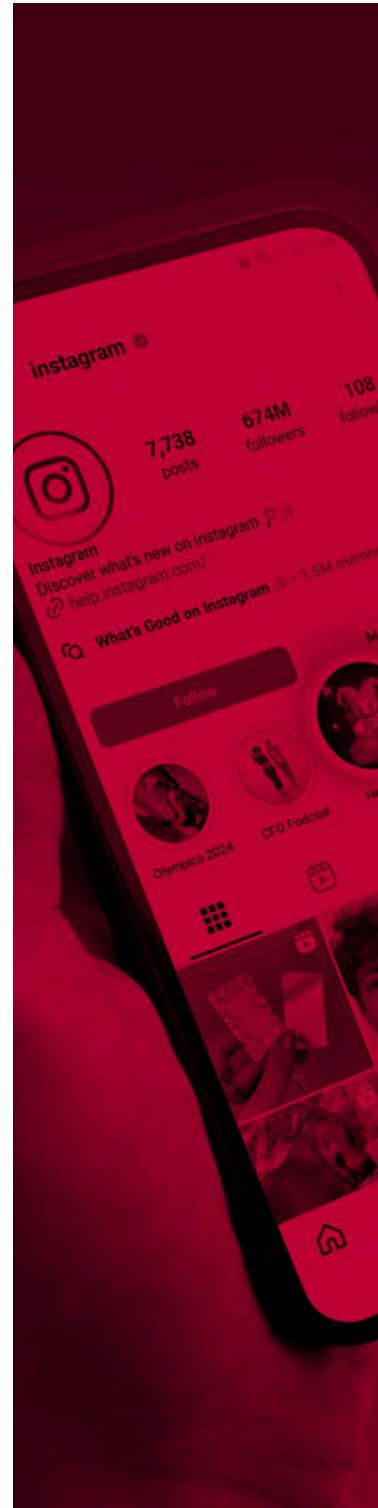
### AUTHENTICITY OVER PRODUCTION

Instagram audiences respond best to content that feels human and unforced. Phone-shot photos and videos, natural lighting, and candidates speaking directly to camera often outperform highly produced campaign content that feels staged or overly polished.



### USE CAROUSEL POSTS

Carousel posts encourage longer engagement and are one of the most effective formats on Instagram. Use them to explain policies step-by-step, show progress on local issues, highlight achievements, or tell short visual stories without relying on long captions.



# TIKTOK STRATEGIES

## HOW TO USE TIKTOK FOR CAMPAIGNS

TikTok is an optional, advanced platform that should only be pursued if you have capacity for consistent, authentic video creation. The platform reaches primarily under-35 voters and offers viral potential, but success requires understanding trends and creating engaging short-form content regularly. Results are unpredictable since growth is entirely algorithm-driven, and it's difficult to know whether you're reaching actual constituents or just viral viewers outside your constituency. Only commit to TikTok if you have dedicated video capacity and confidence in creating content that genuinely resonates with younger audiences.



### KEEP VIDEOS SHORT

Aim for videos between 15 and 60 seconds to maximise completion rates. TikTok's algorithm strongly favours videos that are watched all the way through. Punchy, focused content that delivers value quickly will consistently outperform longer videos that viewers abandon mid-watch.



### HOOK IN FIRST 3 SECONDS

Open with a compelling question, bold statement, or striking visual that immediately stops the scroll. Viewers decide almost instantly whether to keep watching or move on. Clear hooks signal relevance and dramatically increase completion and engagement rates.



### STRATEGIC TREND PARTICIPATION

Use trending sounds, formats, and challenges when they naturally support your message and tone. TikTok rewards speed and relevance, but trend participation should feel intentional. Forced or off-brand trends can undermine credibility and distract from your message.



### PRIORITISE AUTHENTICITY

Yes, we say this a lot, because it consistently works. Raw, phone-shot videos tend to outperform slick, heavily produced content on TikTok. Voters respond to real moments, personality, and honesty more than videos that feel scripted or overly polished.



# TEXT-PLATFORM STRATEGIES

## HOW TO USE X/THREADS/BLUESKY FOR CAMPAIGNS

These platforms excel at engaging journalists, political peers, and your most politically motivated and active audiences - though they're less effective for reaching average voters. X has become increasingly problematic under current ownership. Threads is Meta's alternative while Bluesky offers a decentralised, community-driven approach. You don't need all three, so pick one based on where your target audience and local media are most active. These platforms work best for real-time commentary and rapid response. Interestingly, tweet screenshots remain top-performing content on Instagram, so text-based thoughts reach wider audiences when repurposed visually.



### RESPOND IN REAL-TIME

Respond immediately to breaking news, opponent statements, and local developments. Speed matters on these platforms. Being first to comment builds visibility and relevance in political conversations, positioning you as engaged and informed on current issues.



### QUOTE & RESPOND STRATEGICALLY

Quote-tweet news articles, opponent claims, or local issues to add clear perspective and context. This places your campaign in active conversations, amplifies your voice, and builds credibility with voters who are following these issues in real time.



### BUILD MEDIA RELATIONSHIPS

Follow, engage with, and share content from local reporters and political journalists. These platforms are where media relationships are built and maintained outside formal press interactions. Regular engagement increases visibility and keeps you on journalists' radar.



### CREATE THREADS FOR DETAIL

Create a thread (a series of connected posts) to explain complex policies or provide detailed responses. Threads allow nuance while keeping individual posts digestible and shareable. They perform well when breaking down complicated issues into accessible points.



# VIDEO STRATEGIES

## HOW TO USE VIDEO TO GET MORE ATTENTION

Video deserves dedicated attention because it outperforms other formats for engagement, reach, and recall across digital platforms. Short, authentic, mobile-friendly videos build trust, travel further organically, and can be repurposed across channels, helping campaigns make the most of limited resources.



|       |   |      |   |       |  |
|-------|---|------|---|-------|--|
| ONE   | <b>KEEP IT SHORT</b><br>Focus on videos 15–60 seconds long, which are more likely to be watched to completion. Most social platforms prioritise completion rate and early engagement when deciding how far to distribute video content. | FOUR | <b>USE CAPTIONS</b><br>Include captions and on-screen text so the message is clear even without sound. A lot of social media viewers watch on mute and visual reinforcement improves both comprehension and recall of your message.   | SEVEN | <b>REUSE CONTENT</b><br>Edit the same video for different formats such as Instagram Reels, TikTok, YouTube Shorts, and Facebook. Small changes in cropping, text, or length can significantly extend reach without additional filming. |
| TWO   | <b>HOOK QUICKLY</b><br>Grab attention immediately with a strong visual, question, or statement. The engagement during the first few seconds determines whether a video is shown to wider audiences or dropped by the algorithm.         | FIVE | <b>RECORD WELL</b><br>Record in well-lit spaces, ideally using natural light for best results. Clear audio and good lighting increase watch time and make content feel more trustworthy and professional overall.                     | EIGHT | <b>ASK FOR ACTION</b><br>Ask supporters to comment, like, or share when appropriate. Early interaction signals relevance to platforms and can significantly increase organic reach beyond your existing followers.                     |
| THREE | <b>BE AUTHENTIC</b><br>Voters respond to real, relatable content more than highly polished production. Videos that feel natural and unscripted tend to build trust and perform better than campaign-style content that looks staged.    | SIX  | <b>DIRECT NEXT STEPS</b><br>Include one clear call-to-action, such as visiting your website, signing up for updates, or sharing the video. Without a clear next step, even well-performing videos rarely translate into real support. | NINE  | <b>STAY ON BRAND</b><br>Use consistent branding like logos, colour schemes, or simple end cards that don't distract from your message. Subtle branding improves recognition without making content feel like an advert.                |

# PAID ADVERTISING STRATEGIES

## HOW TO USE PAID ADS TO GROW SUPPORT

Paid digital advertising is essential for cutting through algorithm changes and ensuring your message reaches target voters reliably. The political paid advertising landscape is dominated by two major players: Meta and Google (see breakdown below). In the UK 2024 election, over £9 million was spent across these platforms, with paid advertising becoming the quickest and most effective way to reach specific voter demographics. While organic social media builds community and engagement, paid ads guarantee visibility, allow precise targeting, and provide measurable results that can inform campaign strategy.

### META AD STREAMS

#### 1 FACEBOOK

#### 2 INSTAGRAM

#### TYPES OF ADS:

- Boosted Posts:** Paid promotion of organic posts. Done directly in each social media platform.
- Ad Campaigns:** Custom ad campaigns with full control over audiences, placements, budgets, and ad content. Managed through Meta's shared Ads Manager tool.

### GOOGLE AD STREAMS

Google has one ad manager to create, target, place and deploy ads.

#### 1 SEARCH ADS

Text ads in Google search results when people search keywords.

#### 2 DISPLAY ADS

Visual ads across millions of websites in Google's Display Network.

#### 3 YOUTUBE

Video ads before, during, or alongside YouTube videos

# PAID META STRATEGIES

## HOW TO RUN EFFECTIVE META CAMPAIGNS

Meta's platforms are Facebook and Instagram and the primary channels for paid political advertising in the UK. In the 2024 election, parties spent £6 million on nearly 46,000 ads through Meta, making it by far the largest platform for political ad spending. Facebook reaches older voters (45+) while Instagram captures younger demographics (18-45), making them complementary for comprehensive voter outreach. You can quickly boost existing posts directly within each platform, or create sophisticated ad campaigns through Meta's Ads Manager with full control over targeting, budget, and placement.

ONE

### TARGET BY GEOGRAPHY

Target by constituency, ward, or postcode to ensure paid content reaches actual voters. Unlike organic content, paid ads should focus exclusively on people within your district boundaries who can elect you.

SIX

### HAVE SMART PLACEMENT

Start with Meta's automatic placements to let Meta optimise, then refine using performance data. Some placements fatigue faster than others, so review results and reduce spend where costs begin to rise.

TWO

### SEGMENT BY DEMOGRAPHICS

Create different ad variations with messaging tailored to specific demographics (age groups, genders, likely to vote, etc). You can address different concerns and test which messages resonate best with which audiences.

SEVEN

### DEFEND AGAINST ATTACKS

Monitor what opponents are saying and create rapid response content as needed (no more than 20% of ad spend). Target ads to ensure your response reaches the same audiences who may have seen the attack.

THREE

### TEST & ROTATE CONTENT

Test one ad variable (time, placement, message, etc.) at a time using Meta's A/B testing tool. Update your ad content every 2 to 3 weeks. When audiences see the same content repeatedly, they stop engaging with it.

EIGHT

### START EARLY & PACE

Begin paid advertising as soon as possible to give Meta's algorithm time to learn what works and to test messaging. Spend consistently during the campaign, a steady presence outperforms sporadic saturation.

FOUR

### INSTALL FACEBOOK PIXEL

Install Facebook Pixel on your website to track which ads drive real actions like donations and signups. Pixel automatically builds retargeting audiences and helps optimise Meta's algorithm for your ads.

NINE

### BUDGET STRATEGICALLY

Start ads with a smaller budget to see what works, then increase spending on top-performing ads. Use Meta's Campaign Budget Optimisation to allocate your spend to stronger ads rather than spreading it evenly.

FIVE

### USE CALLS TO ACTION

Prioritise ads that ask people to take action: sign up, answer a poll, or share their views. Interactive formats perform strongly on Meta. Convert this engagement into insights you can act on elsewhere.

TEN

### MEASURE RESULTS

Set clear goals for each campaign (donations, signups, subscribers) and track conversions to measure ROI. Meta's conversion tracking shows which ads drive real actions, so you can optimise spend based on results.

# PAID GOOGLE STRATEGIES

## HOW TO REACH VOTERS WITH GOOGLE ADS

Google Ads is the second major platform for UK political advertising and has more limited targeting options than Meta. The platform offers three distinct ad types: Search ads capture voters actively researching candidates and issues, making them particularly effective as voters begin looking up candidate information. Display ads build broader awareness across websites that are part of Google's advertising network at lower costs but generate less direct engagement. YouTube ads reach large audiences with video content but require higher production quality and bigger budgets. Most campaigns use Google as a supplement to social media advertising rather than a primary channel, with Search ads typically providing the strongest return when voters are actively seeking information about candidates and races.

Click Through Rate & Impression  
... impressions

ONE

### PRIORITISE SEARCH ADS

Allocate most of your Google budget to Search ads targeting voters actively researching candidates and issues. High-intent searches convert better than Display or YouTube views.

FIVE

### RUN DISPLAY ADS FOR REACH

Run Display ads for name recognition and broader issue awareness at lower cost than Search ads. Display ads generate less engagement but stretch budget further for baseline awareness.

TWO

### BID ON STRATEGIC KEY WORDS

Bid on keywords for your name, constituency, and key issues to control search results. Use exact match for your name, broad match for issues, and monitor search data to discover what voters are actually searching.

SIX

### USE YOUTUBE FOR STORYTELLING

YouTube advertising requires higher sustained spend and professional video production. When budget allows, it excels at storytelling that builds candidate familiarity and credibility over time.

THREE

### BUY DEFENSIVE KEY WORDS

Purchase Search ad keywords for issues that your opponents might exploit. When opponents direct people to search specific terms about you, own those results with your counter-narrative.

SEVEN

### LINK TO LANDING PAGES

Every ad should drive to a landing page with messaging that aligns to the ad content. E.g. a donation button links to a donation page. Ensure fast mobile loading, and make calls-to-action prominent.

FOUR

### SET GEOGRAPHIC BOUNDARIES

Set tight location boundaries using postcode targeting to ensure ads only reach constituency voters. Exclude neighboring areas to avoid wasting budget on people who can't vote for you.

EIGHT

### TEST AND OPTIMISE

Start measuring the cost-per-click (CPC) for Search ads to control costs while piloting. Once you have conversion data, switch to cost-per-acquisition (CPA) to optimise for actual results like signups or donations.

# DESIGN & BRAND STRATEGIES

## HOW TO BUILD A BRAND

Graphic design for campaigns is not just about aesthetics, it's about building a brand voters know and understand. Having design assets and systems in place help campaigns with speed, consistency, and recognition when sending out communications. With clear brand guidelines and high-end assets (photos, video, etc.), everything from social media graphics and videos to leaflets, calling cards, websites, and emails look connected and professional. Having these structures and assets in place early makes it easier to move quickly without starting from scratch every time you want to send something out to voters.

### USE A BRAND KIT & LOGO

Every campaign should establish a brand kit early, including a logo or wordmark, agreed colours, fonts, and basic guidelines. This doesn't need to be complex, but consistency across all your materials builds recognition with voters and makes your campaign look professional. It's one of the most impactful things you can do from day one.



### CAPTURE PHOTO & VIDEO ASSETS

Professionally taken photos and video of the candidate, team, and local area are a long-term campaign asset. Capturing a range of locations, activities, and b-roll early on makes it easier and faster to produce high-quality content across social media, websites, email, and video without scrambling for visuals later.



### CUSTOMISE GRAPHICS TEMPLATES

Campaigns work best when common materials are templated rather than redesigned repeatedly. Having ready-made templates for endorsements, events, policy announcements, media quotes, newsletters, and GOTV communications allows campaigns to move quickly while staying consistent.



### DESIGN FOR THE PLATFORM

Different platforms have different requirements. Instagram prioritises visuals with minimal text, while Facebook allows more context. Print materials need larger fonts and simpler layouts. A good graphic on social media might be unreadable on a leaflet. Images communicate faster than text, so lead with visuals and keep copy concise.



### PRO TIP:

We recommend using Canva for campaign design work. It's affordable and accessible, even without design experience. You should set up your brand kit in Canva with your logos, colours, fonts, photos, and even premade graphics templates for endorsements, events, etc. That way when anyone on your campaign wants to design an asset, everything is pre-loaded and ready to go. It makes getting things out the door much quicker and ensures consistency if multiple people are creating content. If you need help setting this up, we can walk you through it.



# WHATSAPP/SMS STRATEGIES

## HOW TO DIRECT MESSAGE VOTERS

WhatsApp and SMS are direct, personal communication channels with significantly higher open rates than email. Direct messages have open rates of up to 98 percent and are typically read within minutes. During the 2024 UK General Election, WhatsApp played a major role in Labour's digital organising, with campaigns using groups and broadcast lists to coordinate volunteers, distribute content, and mobilise supporters. These channels work best for time-sensitive, high-value communications such as GOTV reminders, event updates, volunteer coordination, and direct voter engagement. Both WhatsApp and SMS require explicit opt-in consent and must comply with GDPR and PECR regulations.



### USE WHATSAPP AS A CONTACT CHANNEL

Use a dedicated WhatsApp number as an official contact route, similar to a campaign email address. Connect it to your website via a click-to-message link or chat widget so voters can easily get in touch. Manage account access across the team and set clear response expectations.



### HAVE BROADCAST LISTS FOR UPDATES

Build opt-in WhatsApp broadcast lists for ward updates, local events, and key announcements. Broadcast lists allow you to message multiple people individually without creating group chats, which maintains individuals' privacy. (You can also use SMS if that's where your voters are).



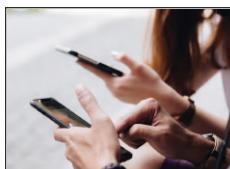
### ONLY USE SMS FOR TIME-SENSITIVE GOTV

Use SMS for voter registration reminders, polling location information, election day GOTV messages, and urgent campaign updates. If you send too many messages, it can be off putting and have a negative impact. Always keep messages short, clear, and focused on a single action.



### COORDINATE VOLUNTEERS VIA GROUPS

Create WhatsApp groups for volunteer coordination, task allocation, and real-time updates during canvassing sessions and events. Groups are most effective when used for active campaigns rather than general announcements (use broadcast lists for general announcements).



### PERSONALISE AND TIME MESSAGES

Personalise messages using supporter names, wards, or local references to make communications feel relevant and specific. Tailored messages consistently drive higher engagement than generic blasts. Avoid over-messaging by limiting sends to no more than two messages per event.

# SOCIAL PROOF STRATEGIES

## HOW TO BUILD TRUST THROUGH OTHERS

Third-party validation builds trust more effectively than self-promotion. Voters respond to endorsements and testimonials from people they know or respect, such as neighbours, local business owners, community leaders, or volunteers. Showcasing supporter content demonstrates grassroots momentum and credibility. When supporters share your content, your reach extends beyond your own channels. Simple, low-cost tools like shareable graphics, short videos, or social media posts can amplify your message without a significant budget.



ONE

### COLLECT & SHOW TESTIMONIALS

Gather short written or video testimonials from supporters, businesses local organisations, or community figures. Feature them on your website and social media.

THREE

### FEATURE ENDORSEMENTS

Secure endorsements from trusted local figures such as community leaders, union reps, and business owners. Display these prominently on your website and digital channels.

FIVE

### HAVE SHARING SYSTEMS

Establish regular distribution channels so supporters know where to find shareable content. Use WhatsApp groups, weekly content emails, or cloud folders for updated materials.

TWO

### CREATE SHAREABLE CONTENT

Design simple graphics or posts for supporters to share on their own accounts. Provide pre-written captions to make sharing easy and keep messaging on brand.

FOUR

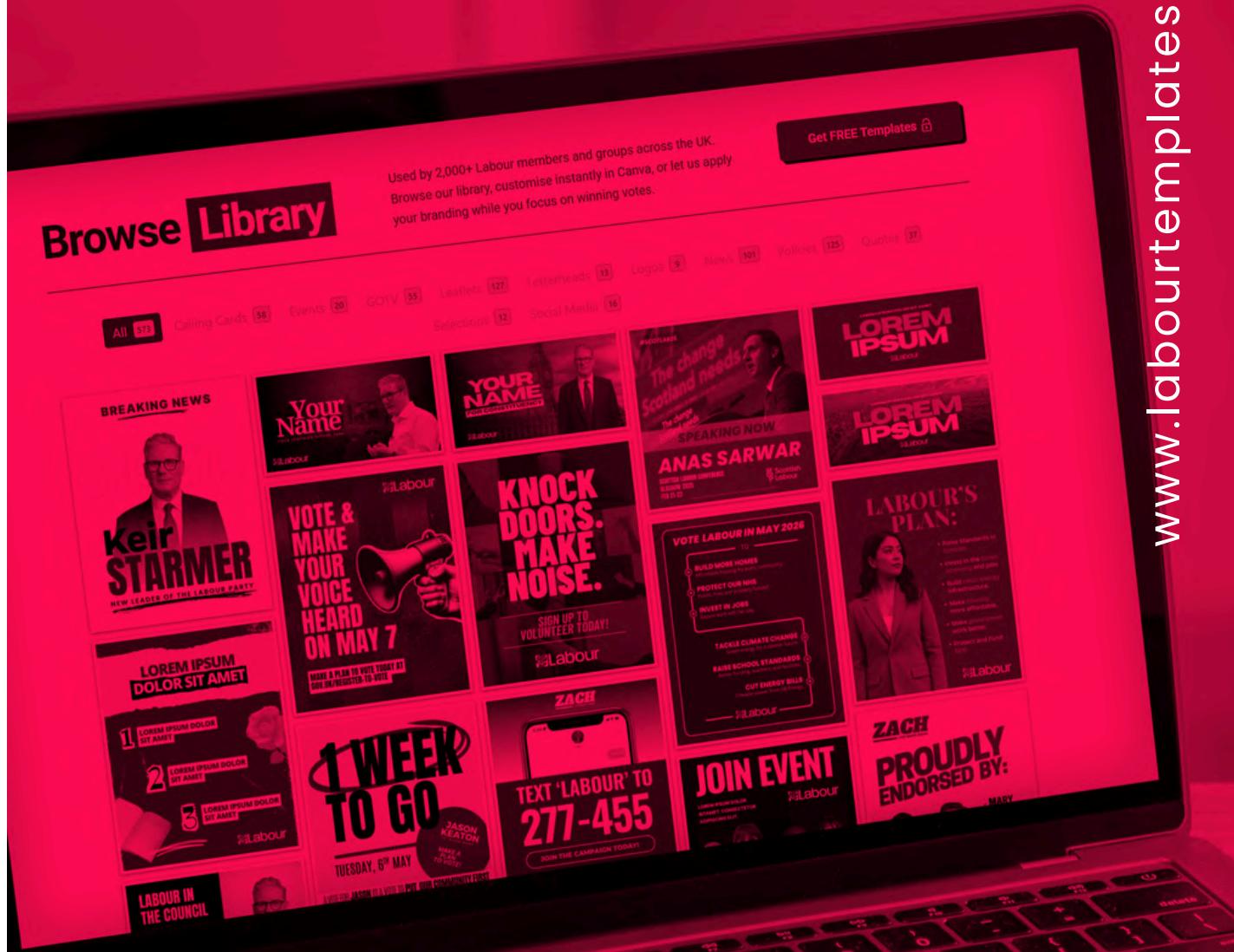
### ENCOURAGE USER-GENERATED CONTENT

Encourage supporters to post photos from events, share stories, or create their own content. Re-share (with permission) to show genuine grassroots support.

SIX

### BUILD A DIGITAL SOCIAL ARMY

Build a core group of supporters who engage with and share your content first. This creates initial credibility before wider posting. Pair with small paid boosts.



# WORK WITH US

## LABOUR TEMPLATES: DIGITAL CAMPAIGN GUIDE

# OUR PRODUCTS & SERVICES

## GET WHAT YOU NEED FOR YOUR CAMPAIGN



### CAMAPIGN WEBSITE

We build and launch your professional campaign website, handling everything from domain registration to server setup. Our Labour-optimised template includes pages and features designed specifically for voter engagement, donations, email sign-ups, and volunteer recruitment. Choose from multiple pages and layouts to match your campaign, with options for ongoing management or self-management after launch.

### LABOUR MAIL

Integrated email marketing and voter list management built directly into your website backend. Manage your supporter database, send unlimited professional newsletters, and track engagement all from one login. Includes ready-made templates and segmentation tools designed for Labour campaigns, eliminating the need for separate platforms. Available with our Website Toolkit and Managed Website packages.

### GRAPHICS LIBRARY

Access 500+ election-ready Labour graphic templates you can customise in Canva. Includes designs for social media, print materials, endorsements, events, policies, and GOTV. No design experience required. Canva's intuitive platform combined with our campaign-tested templates means professional graphics are accessible to everyone, not just campaigns with big budgets or dedicated designers.

### LOGO & BRANDING

We create your complete visual identity from the ground up or refresh existing branding. Deliverables include logo design, brand kit, colour palettes, typography guidelines, and visual assets for use across all campaign materials. This foundational work ensures consistency across your website, print, and digital presence, and transforms your templated website into something that feels uniquely yours.

### ADS MANAGEMENT

We design, deploy, and manage your paid advertising campaigns across Meta and Google in close consultation with you. This includes audience targeting, ad creative, budget optimisation, and ongoing monitoring. We handle the technical setup and provide strategic recommendations so you can focus on your campaign while ensuring your ad spend reaches the right voters in the right locations at the right time.

### STRATEGY & ANALYTICS

Strategic analysis and consultation tailored to your ward or constituency. We provide data-driven insights on demographics, turnout patterns, voter targeting, and messaging priorities to inform campaign decisions. Ideal for campaigns planning significant ad spend or needing help identifying target voters. Includes initial strategic recommendations with optional ongoing check-ins to adapt as your campaign evolves.

### DESIGN ASSETS

Custom design services for campaign materials beyond our template library. We create bespoke leaflets, calling cards, posters, social media graphics, video end cards, and banners when you need something specific to your local area or message. We can also customise existing templates from our graphics library to save time while maintaining professional quality tailored to your needs.



## LABOUR TEMPLATES: DIGITAL CAMPAIGN GUIDE

# READY TO GET STARTED?

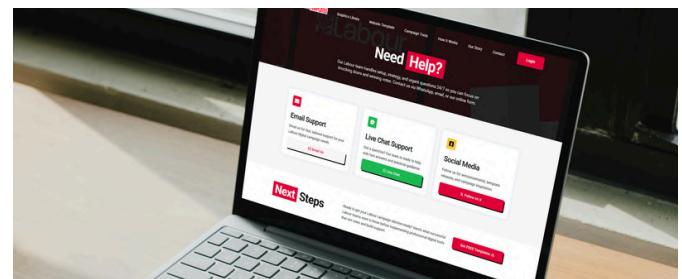
## WE'RE HERE TO HELP YOU WIN

Labour Templates is the UK's #1 digital campaign service for Labour members and groups, offering website, social media, email, print, and video templates. Everything is built specifically for Labour campaigns and designed to save you time while maximising your impact.

Since 2008, Labour politicians and groups have trusted us to deliver winning tools, templates and services. Our work has delivered election victories and measurable growth across email lists and social media.

When you use Labour Templates, you get more than just templates, you get access to a dedicated team offering 24/7 support, personalised guidance, and one-to-one training. We've built our reputation on delivering a personal, responsive service that meets the needs of Labour campaigns of every size.

Our mission is to lower the barriers to accessing high-quality campaign tools, so Labour members and groups at every level can run professional, effective campaigns. Elections and policies matter, and we're committed to helping elect Labour representatives who share our vision for a fairer, more equitable society.



### Want to Get Started?

Get started in under 5 minutes. Simply complete the sign-up form ([here](#)), and a member of our team will be in touch on next steps.

### Have Questions?

Message us anytime on WhatsApp ([07918 359892](tel:07918359892)) or email [info@labourtemplates.com](mailto:info@labourtemplates.com) — our team is ready to chat.

If you'd like us to develop your website, manage your social media, or support your election campaign, get in touch. We'd love to work with you.

Visit: [labourtemplates.com](http://labourtemplates.com)

WhatsApp: [07918 359892](tel:07918359892)

Email: [info@labourtemplates.com](mailto:info@labourtemplates.com)



— JON PEARCE MP | HIGH PEAK

**"I can't recommend Labour Templates enough. They offer a full service of digital support and the quality is second to none. I would be lost without them."**



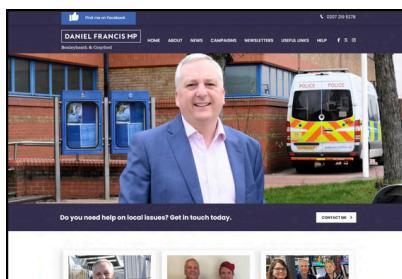
## LABOUR TEMPLATES: DIGITAL CAMPAIGN GUIDE

# POWERING UK CAMPAIGNS

## MEET SOME OF OUR CLIENTS



DR BECCY COOPER MP



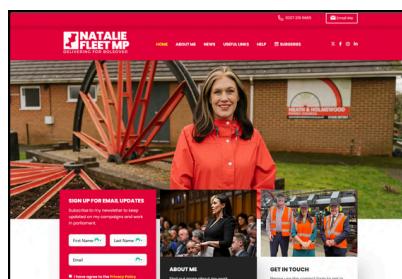
DANIEL FRANCIS MP



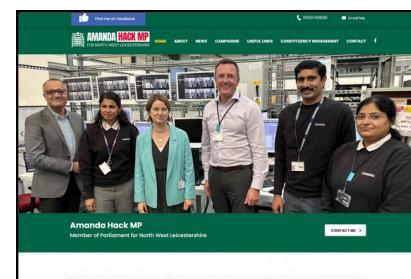
TONY VAUGHAN MP



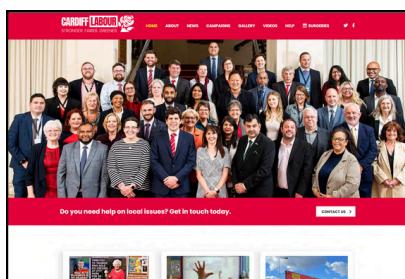
JON PEARCE MP



NATALIE FLEET MP



AMANDA HACK MP



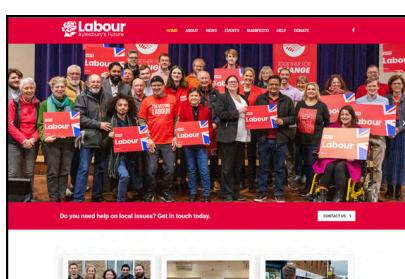
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JANUARY 2026

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**WE THANK YOU FOR YOUR ONGOING  
SUPPORT OF OUR SERVICE**

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Thank you for taking the time to read this document. If you have any questions or would like to discuss Labour digital strategies, please don't hesitate to contact us.

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TEMPLATES**