

Campaigning for Political Office on Social Media

In Massachusetts, like most states, voters elect people to multiple positions in state government, including: Governor, Lieutenant Governor, Secretary of the Commonwealth (or Secretary of State), Attorney General, Treasurer, Auditor, Governor's Council Member, State Senator, and State Representative. They do not elect judges who are appointed. You can learn more at [Who Are My Elected Officials?](#) In some states, people can also elect State Supreme Court Justices.



Political campaign posters at the Hine Junior High School, 8th St. near intersection with D St., SE, Washington, D.C | Public Domain

Social media has become a powerful tool for candidates running for political offices. One recent study demonstrated that new political candidates (those running for office for the first time) can receive substantial boosts in financial donations and public recognition using Twitter as a campaign marketing tool ([Petrova, Sen, & Yildirim, 2020](#)). The advantages of social media for political candidates are clear: Twitter, Facebook, and other social media sites are: 1) free to use and 2) can reach large numbers of potential voters - both essential for successful election campaigns.

Imagine that you have decided to run for a political office in your state's government. Since considerable amounts of time and money are involved in traveling the state and meeting voters face-to-face, you have decided to do most of your campaigning online. How will you do this?



Watch on YouTube <https://edtechbooks.org/yByLd>

In this activity, you will develop a digital or paper and pencil prototype of an online political campaign for a state political office.

Activity: Design an Online Political Campaign for a State Political Office

- Select a position in your state government that you want to be elected to.
- Explore [how current members of congress use social media](#).
- Then, **design a campaign website and at least 2 social media spaces** (e.g., Facebook, TikTok, Instagram, YouTube) where potential voters could interact with you. You can create a digital version (e.g., design a website on Google Sites) or use pencil and paper or a digital drawing/mindmapping tool to develop a prototype.
- Next, devise a strategy for increasing voter participation with your online campaign spaces (e.g., virtual events, virtual office hours, social media challenges).
- Share your online political campaign with peers and family members for feedback.

Additional Resources

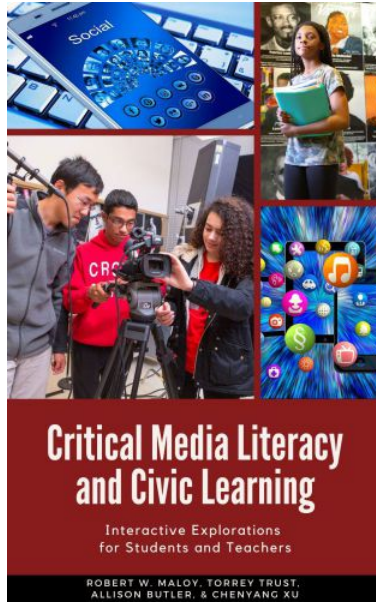
- [How To Run For Office](#) (NPR)
- [Running for Office? Try These Political Campaign Slogan Ideas \[2021\]](#)
- [Running for Office the First Time? Here's How to Run a Local Political Campaign](#)

Connecting to the eBook

[*Building Democracy for All: Leadership Structure of the Massachusetts Government*](#)

Connecting to the Standards

- [Massachusetts Civics & Government Standards](#)
 - *Explain the leadership structure of the government of the Commonwealth of Massachusetts and the function of each branch.* (Massachusetts Curriculum Framework for History and Social Studies) **[8.T6.8]**
- [ISTE Standards](#)
 - Digital Citizen
 - 2c: Students demonstrate an understanding of and respect for the rights and obligations of using and sharing intellectual property.
 - Knowledge Constructor
 - 3a: Students plan and employ effective research strategies to locate information and other resources for their intellectual or creative pursuits.
 - 3d: Students build knowledge by actively exploring real-world issues and problems, developing ideas and theories and pursuing answers and solutions.
 - Creative Communicator
 - 6a: Students choose the appropriate platforms and tools for meeting the desired objectives of their creation or communication.
 - 6b: Students create original works or responsibly repurpose or remix digital resources into new creations.
 - 6d: Students publish or present content that customizes the message and medium for the intended audiences.
- [DLCS Standards](#)
 - Ethics and Laws (CAS.b)
 - Digital Tools (DTC.a)
 - Collaboration and Communication (DTC.b)
 - Research (DTC.c)
- [English Language Arts > History/Social Studies Common Core Standards](#)
 - CCSS.ELA-LITERACY.RH.6-8.7
 - CCSS.ELA-LITERACY.RH.11-12.7



Maloy, R. W., Trust, T., , & Xu, C. (2021). *Critical Media Literacy and Civic Learning*. EdTech Books. <https://edtechbooks.org/mediaandciviclearning>