

Get your social media to snap this general election



Keep an Eye on Generative AI

As the UK government struggles to find a way to oversee AI without the framework and support of the EU, companies are already working on polishing out additional kinks and increasing use cases. As such, we can expect to see huge advancements in the use of this tech in propaganda or misinformation campaigns in the lead-up to the General Election. If recent AI-created images and videos are any indication, whether or not it is “real” will matter much less than what it says to a certain segment of voters in confirming or undermining their personal worldview.

Be Wary of Constructed Moral Panics

Moral panics, especially surrounding political topics amid such polarised times, tend to spring up much more often with media outlets stoking the fires. As social media becomes even more fragmented, with users finding themselves in algorithmic feed bubbles, organisations need to be wary of big news items informed by social media and instead maintain a critical eye on these narratives. We would recommend advising your internal teams or managers to not immediately jump to issuing a statement or holding internal discussions about how best to address it at a managerial level; we recommend taking a step back to better understand its origins and who is benefitting from its framing before taking any action to address it.

Dig Into Trends Before Taking Part

One of the positive and most dangerous things about the internet and social media as a whole is that trends are always sprouting and growing without much background on where they came from. During election years, many of these trends could be information campaigns from very polarising sources. As such, taking part in any of them might be interpreted in a particular way. It's crucial to be completely sure about the details and sources of a trend or meme before using it. It's important to note that if last year's news cycle was any indication, politicians are likely to point to trending content and subsequent media coverage to justify their own personal viewpoints on moderation, government oversight, and identity politics.



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Social Media Moderation Controls

Over the last couple of years, moderation and brand safety controls across the major social media platforms have been removed or diminished. As the General Election gets closer, we don't expect many of these platforms to revert to stricter oversight, so the responsibility to moderate will be on charity community managers to sort through interactions and take manual action using in-platform tools to maintain feed integrity.

Social Listening as a Necessity

If you work for an organisation focused on a cause which will be impacted by the General Election, it will be vital to monitor the conversations happening in online spaces, whether your organisation is active there or not. This social listening will help you and your team to better understand what discussions are taking place, how different aspects of election campaigning are influencing public opinion, and allow you to get in front of any negative narratives that may emerge and take hold in the media.

Crisis Communications Groundwork

Even with the knowledge that misinformation and disinformation campaigns will be rife through the election year, there is always a risk that your organisation could unknowingly comment on or play a role in one of these. This is why it's so vital to ensure internal crisis communication plans are up to date, employee social media policies have been re-shared, and training and guidance is in place for engaging with diverse audiences from different political viewpoints.

**If you have any questions or would like to discuss your social media plans, drop us a line:
hello@catnipcomms.com.**

