

June 14th 2022

# Political Marketing

**Important Note: Grab a drink, a snack & have a good time (or act like you do)**



**Social Media  
Management &  
Content Creation**

**Speech Writing**

**PR**

# **MY WORK**

**Lobbying &  
Networking**

**Political Campaigns**

**Work with  
Stakeholders &  
Journalists**

# Examples:

twitter.com

Twitter durchsuchen

Anmelden Registrieren

**kyranakis**  
@kyranakis

Βουλευτής στα Νότια της Β' Αθηνών με τη @NeaDemokratia, Συνιδρυτής @BrainGainGR

Αθήνα, Ελλάδα kyranakis.gr  
Seit November 2008 bei Twitter

3.895 Folge ich 36.469 Follower

Tweets Tweets und Antworten Medien Gefällt mir

kyranakis hat retweetet

**Άδωνις Γεωργιάδης** @Adonis... · 21. Jan. ...  
Μόνο εύγε αξίζουν στον Δήμαρχο Παπάγου/Χολαργού, κ. Αποστολόπουλο, για την πρωτοβουλία του να χρεώσει στους καταληψίες μαθητές τις ζημιές και τις κλοπές που προξένησαν στο σχολείο τους! Μακάρι να γίνει παράδειγμα προς μίμηση

476 340 2.599

kyranakis hat retweetet

**ΕΛΛΑΔΑ 24** @ellada24 · 20. Jan. ...  
Σκίτσο του @CPapanikos για το Ελλάδα 24

kyranakis

467 Beiträge 32,6 Tsd. Abonnenten 2.717 Abonniert

**Konstantinos Kyranakis**  
Member of Parliament, Greece

[youtu.be/UFNwdWQJQTW](https://youtu.be/UFNwdWQJQTW)  
Übersetzung anzeigen

Abonniert von kyrakapi, kyriakos\_ und 5 weiteren Personen

Abonniert Nachricht E-Mail

Radio Βουλή Israel Αδέσποτα Γίνε Εθελον...

Η άποψή μου για την υπόθεσ<sup>η</sup> βιασμού στη Θεσσαλονίκη

Το ποσοστό στους καταληψίες άχι στους φορολογούμενους.

Όταν ακούε τη πέξη «δωρεάν» από πολιτικούς

kyranakis

grid view

Η άποψή μου για την υπόθεσ<sup>η</sup> βιασμού στη Θεσσαλονίκη

Όταν ακούε τη πέξη «δωρεάν» από πολιτικούς

Είστε υπέρ του φράχτη στον Έβρο;

Με τους εθελοντές του The Stray Child

Κυρανάκης για επίσημο: Το πρόσημο στους παρόβατες άχι στις επιχειρήσεις

# Examples:

**\_brockmeier** (verified)

707 Beiträge | 7.504 Abonnenten | 1.055 Abonniert

**Alexander Brockmeier**  
Jüngster Abgeordneter | Rechtsanwalt | 29 | Landtag NRW  
@fdpltf\_nrw | Rheine & Düsseldorf  
linktr.ee/Brockmeier  
Platz des Landtags 1, Düsseldorf, Germany

Abonniert von **franziskabrandmann**, **christian\_mangen\_md** und 104 weiteren Personen

Abonniert v | Nachricht | Kontakt | v

Kanzleialtag | SoWi | Wahlalter a... | Uni@Home | Abi-Infos

The screenshot shows the profile page of Alexander Brockmeier on Instagram. It includes a profile picture, a grid of 15 posts, and a bio with contact information and location. Below the bio are buttons for 'Abonniert v', 'Nachricht', and 'Kontakt v'. There are also five circular icons for different content categories: 'Kanzleialtag', 'SoWi', 'Wahlalter a...', 'Uni@Home', and 'Abi-Infos'. The bottom navigation bar shows icons for grid, video, reels, stories, and profile.

**\_brockmeier** (verified)

The screenshot shows a grid of 15 photos from the Instagram profile of Alexander Brockmeier. The photos are arranged in a 3x5 grid. The top row shows three photos of him in a dark jacket, sitting outdoors. The second row shows three photos of him in a dark jacket, standing outdoors, sitting at a desk, and sitting at a desk. The third row shows three photos of him in a dark jacket, sitting outdoors, wearing a patterned sweater, and wearing a dark jacket. The bottom navigation bar shows icons for grid, video, reels, stories, and profile.

# Examples:

womeninpolitics\_

150 Beiträge 4.277 Abonnenten 362 Abonniert

**Women In Politics**  
Politische Organisation  
Dedicated to making politics a tangible career path

- Change the Nation
- Promote Equality
- Inspire Passion

[linktr.ee/womeninpolitics](http://linktr.ee/womeninpolitics)  
Übersetzung anzeigen

Abonniert von savannahmlane und sashaesloan

Abonniert Nachricht E-Mail

podcast! co-execs! takeovers! magazine! IWD!

womeninpolitics\_

jef\_europe

431 Beiträge 4.089 Abonnenten 481 Abonniert

**JEF Europe**  
Jugendorganisation  
A supranational, pluralist youth NGO working for the creation of a European federation

Learn more about our #CoFoE proposals!  
[www.linktr.ee/jefeurope/](http://www.linktr.ee/jefeurope/)  
Übersetzung anzeigen

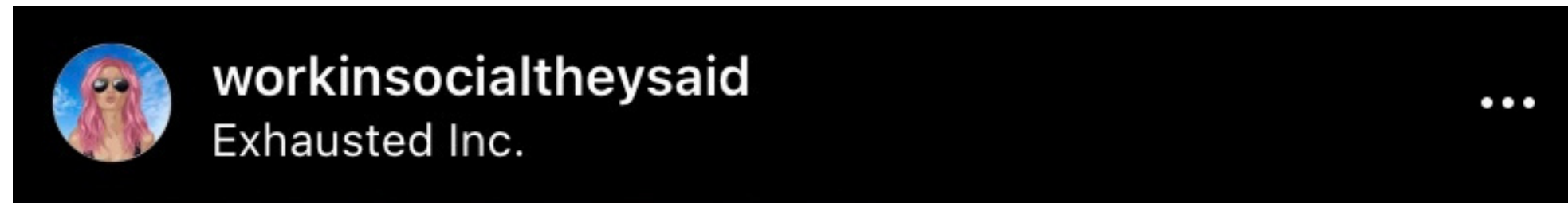
Abonniert von seanellul, advisorycouncil und 13 weiteren Personen

Abonniert Nachricht E-Mail

JEF & IG #EuCo2021 E@Home... #Federalist... Join JEF

jef\_europe

# Mostly it's this:



**managing a  
major brand's  
social strategy**



**my personal  
instagram**

# How do I start?

AKA: How do I become cooler than you?



# It's (relatively) easy!

- 01 Understand what it is!
- 02 Question yourself: What do you want to do?
- 03 Reach out to people & become active!
- 04 Be brave and improve your skillset!







# What types of campaigns are there?

## Local

Mayoral Elections, board elections, district changes, awareness-projects etc.

## National

National elections, presidential elections, topics that move a country etc.

Political Parties, Think Tanks, Youth Organizations, NGOs, Student Initiatives

## State

State Elections, state law reforms, specific state topics (etc.)


## Multinational

International topics (Climate Change, Sex Ed); EU-Politics, NGO-Campaigns etc.





# What Jobs are there?

- Campaign Manager
  - Fundraising Manager
  - Political Consultant
  - Policy Analyst
  - Communications Officer
  - Graphic Designer
  - Social Media Manager
  - Content Writer
  - Speech Writer
  - Videography/Photography
  - Media Designer
  - and many many more....
- 

# How do I get involved?

- Apply strategically (before & after elections)

- Be quick with your resume

- Chose campaigns you're passionate about

- Start small (local level, student initiative?)

- Volunteering is your best friend!

- Actively build your network!

- Cold message people & reach out

- Join a Party / Organization

- build a strong brand around you

- Find a platform to show off your skillset

# How do I reach out?

## **Don't be afraid to go offline!**

Go to the booths & get involved! People will love you!

## **The Internet - Duh!**

Don't be afraid to message people on Linked In, Instagram etc.  
A great e-mail will be your best friend!

## **Use your uni resources!**

Your Profs & Lecturers know people, so do the job departments at university. They always want to help.



# How do I reach out?

## Instagram

Hi (Name)! (Your name) from (Name of University) here! I am an aspiring political campaigner and am studying (Name of your studies). Reaching out to learn more about your role at (insert company) and would highly appreciate if you could tell me about your path to get there! Thank you!

## E-Mail

Dear (Their name),

My name is (XYZ) and I am a (year/semester of studies) student from (name of university), passionate about XYZ. I am writing to you to inquire about the possibility of an internship opening in your department of (XYZ).

- name what you do, your extra curriculars, relevant courses and experience
- attach your resume

# How do I reach out?

## Linked In

Good Morning (Their name),

I am (your name), a (insert your semester) student from (insert university), studying XYZ.

I'm reaching out to you because I am working towards a career in (field XYZ) and feel inspired by your pathway and work. I have gained my first experience in XYZ by doing XYZ. I have admired your XYZ (compliment, but dont lay it on too thickly).

Do you have any time and availability over the next month to have a 30 minute conversation/call with me, where I can learn more about your role at XYZ?

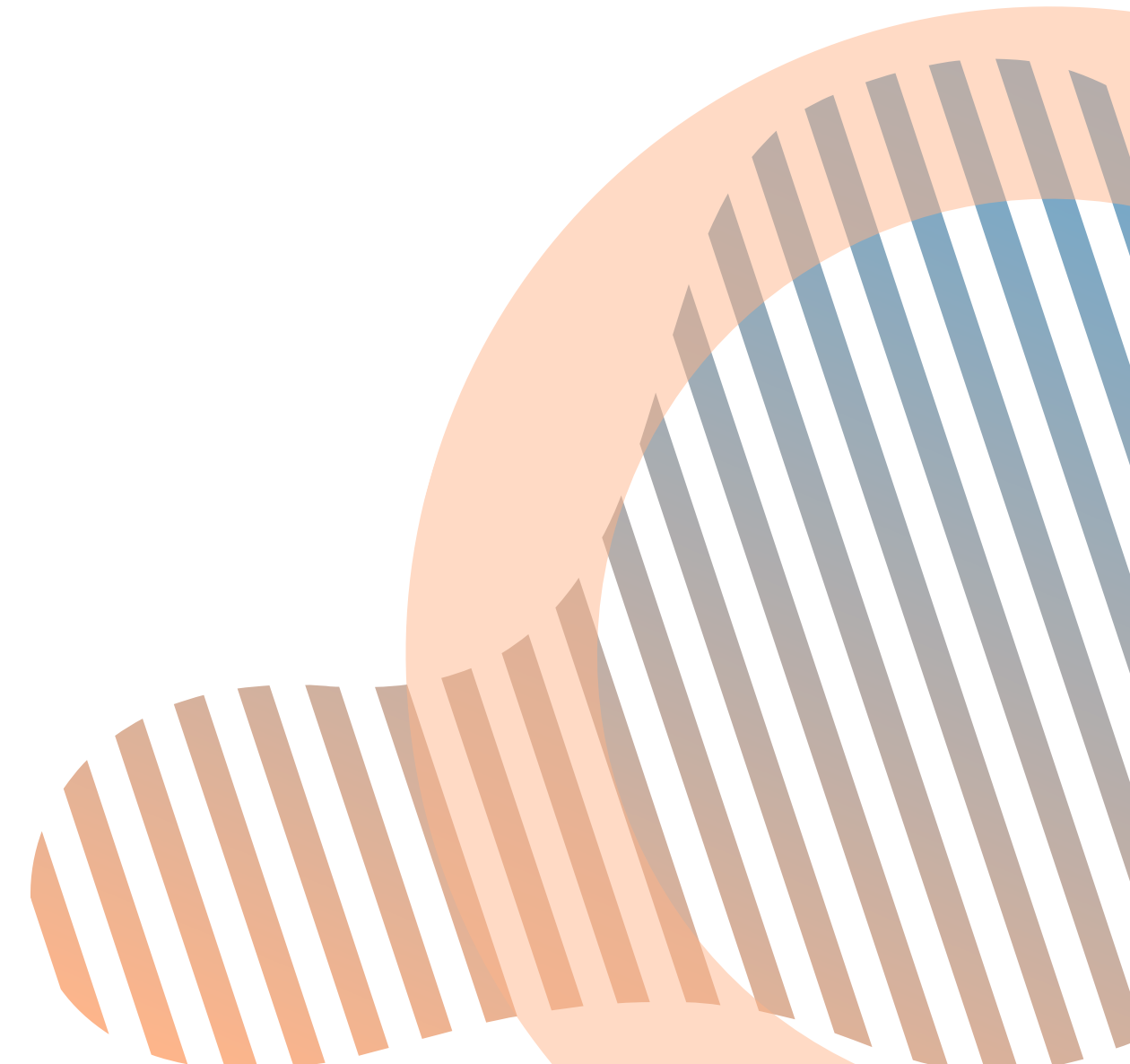
Thank you so much for your consideration!





# My biggest learnings:

- Most internship recruiting starts 1-2 seasons in advance, be earlier than you think you need to be
- For every 10 unpaid opportunities, you will get a paid one
- What you do outside of school/university will set you apart
- Apply even if you feel like you don't fully qualify!



# The End!

(Finally)

We dont gatekeep, we support:

 DIMIPAPA

 DIMITRA PAPADOPOULOU

[DIMIPAPA.CREATIVE@GMAIL.COM](mailto:DIMIPAPA.CREATIVE@GMAIL.COM)