



# Social Media as a Tool

Craig Dwyer - Director of Social Media, Yes Equality

The campaign for civil marriage equality

# The Role of Social Media

► Two key objectives:

1. Engaging, educating and informing undecided voters
2. Mobilising, motivating and empowering yes supporters

# Tone, tone, tone!

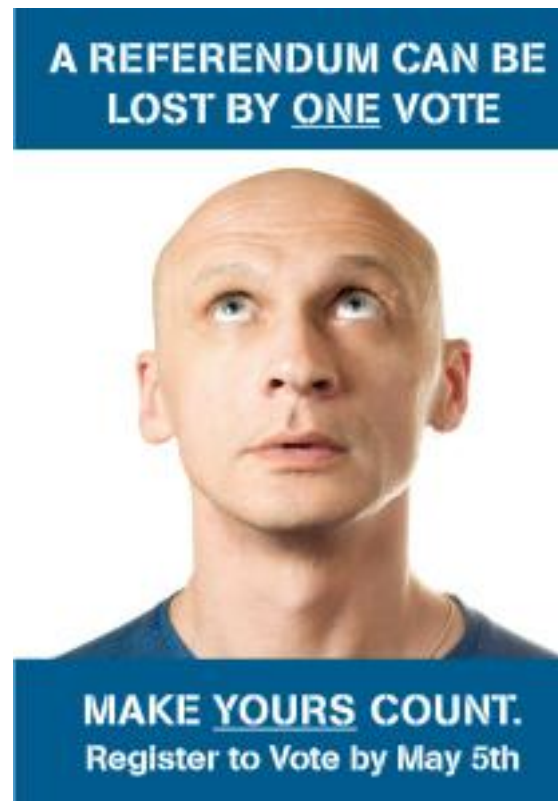
- Establishing and maintaining a positive tone on social media was an integral part and key success of the Yes Equality campaign.



## Tools employed:

- ▶ Engage the target audience on the issue
- ▶ Inform them of the key arguments
- ▶ Bring them on a journey

# Tools employed:



## Tools employed:

- ▶ Be consistent, relevant and engaging
- ▶ Turn the negative into a positive



## Stats:

- ▶ Since March 1<sup>st</sup> #MarRef was used **893,188** times across Twitter, in blogs and in general news and media
- ▶ Est. **1 Billion** global impressions from **467,323** Twitter mentions by **384,002** users in the week leading up to voting day.
- ▶ Yes Equality - Organic reach on Facebook of **3 Million** the week of the Referendum.

# Ireland Says Yes!

