

This is a brief layout of a few things one needs to consider when using the internet as a campaigning tool

1. Google yourself!

Ever wonder what the public might see about you? By googling yourself and cleaning up unwanted pictures, personal information or unflattering blog posts you will be one step ahead of your voters. Trust me, you will be googled.

2. Your website

Having your own website will help direct people who are more internet savvy to your vision and provide a platform to keep in touch with your voters. Make sure everything is as up to date as possible.

Tip: Try to make your website name contain your name as the domain name (i.e. www.cindyknots.org). This way your website will appear more often in website searches. Many search engines operate on relevant data and authoritative domain sites. The more links that link to your site and the closer it is to your name, the more likely your campaign site will show up highest on the search engine lists.

Another helpful tip if you have a computer expert at your disposal:

You can create a log-in site for your volunteers so they can see changes to schedules in real time. Always follow up with a call of course. This way they can double check the schedule on their time.

Note: The groups that will be checking your site the most will be the other candidates. Their website is the best place to find information on where they stand in issues and what gaps they may not have addressed.

3. Fundraising through your website

A common misconception is that you can make your fortunes through a donation button on your website. Though this is an avenue that can make you a little money for your campaign you still need the human element (you) gaining the support of others before they will donate to your effort. You may make a couple of bucks off your website, but place most of your efforts with real people. Important Note: Only people from the Northwest Territories can donate to your campaign.

4. Facebook, Twitter and the social media

Remember in step one we talked about googling yourself? More recently Facebook, Twitter and other social media sites have been appearing as the first link for most web searches because these sites are considered strong and authoritative search engines. If you want to “push” a certain website you will have to add a little “link love” by linking your social media accounts to you campaign page and vice versa.

5. Remember your audience

If your riding doesn't have high speed internet, is not full of internet users your constituents don't really use the computer, you may want to focus more of your energy on other campaign methods.