

COMMUNICATIONS AND SOCIAL MEDIA OFFICER – EMMA HAMPTON

Over the past year, as Norwich Labour's 'assistant secretary (the non-EC role elected to oversee Norwich Labour communications and social media, and which will be replaced by the above role on EC) I have:

- Posted regular content to Norwich Labour social media platforms (Facebook, Twitter, Instagram). Over 700 Facebook posts published in this period.
- Ran a full schedule of manifesto, campaigning and 'get out the vote' content in the run up to, and on, local and European election polling days.
- Shared key campaign events and requests for volunteers on social media; passed on numerous positive responses to the relevant campaign organisers.
- Achieved a 20% increase in Facebook page likes by regularly inviting those who've engage with the page to 'like' it also.
- Gone through the necessary set-up and verification stages so Facebook ads can be run on the Norwich Labour Facebook page using Labour's 'Promote' targeted advertising system.

If (re-)elected to the role, I would seek to make further progress by:

- Using Promote to advertise Norwich Labour content (if/when it becomes necessary to complement the promoted content that runs from Clive, Karen and local Labour groups).
- Looking to produce more localised graphic and, potentially, video content in line with Labour brand guidelines.
- Working with the current admin and other relevant role-holders to ensure our new website is accessible and up to date. Ensuring it has basic information about council candidates at election time. Facilitating use of the website for any branches who want to host online petitions about local issues.
- More proactively sharing good practice and resources with branches who have social media; offering help to any branch not on social media but who would like to be.
- Keeping in touch with the local Labour groups/representatives with regards to what content relevant to Norwich Labour they're releasing; working with regional office (as required in party guidelines) to generate our own press content as/when necessary.
- Working closely with our great candidates Clive Lewis and Karen Davis to secure a victory in both Norwich seats for Labour.

Norwich Labour/relevant experience

Nelson Branch: youth officer (2015-16), ward organiser (2016-17), City Councillor (2018-19); **Norwich Labour EC:** youth officer (2016-7), political education officer (2017-18), minutes secretary (2018-19); **Misc:** Clive Lewis General Election team 2017 (responsibilities inc. social media, website, editing/publishing video content, drafting basic local press releases regarding visits, member and public email comms); Norwich South lead conference delegate (2017); The World Transformed Labour Party Conference comms team (2018); Norwich Labour assistant secretary (2018-19).