

WEBINAR BRIEF

ISSUE 2020/003

**TRAINING WORKSHOP FOR POLITICAL
PARTIES ON THE USAGE OF THE VIRTUAL
PUBLIC SPACE FOR THE 2020 ELECTIONS**

Background

Ghana's eighth presidential and parliamentary elections are scheduled to take place in December 2020. Under the current COVID-19 conditions, campaigning through large political rallies cannot take place.

Political parties and election candidates will now rely extensively on electronic media; both traditional and social media: to carry their messages across to the voting public. Campaigning will largely shift to the virtual public space, through media such as radio, television, webinars, and social media.

However, few political parties have knowledge and skills on how to use the virtual space effectively in communicating with their members and the wider electorate. Only a number of political parties have invested in developing their knowledge on the various social media applications with which they may engage with the electorate, or in formulating strategies for engaging with the electorate through the virtual public space.

With the restrictions on public gatherings necessitated by the Covid-19 pandemic, this presents a challenge for them, in terms of communicating their manifestos and campaign messages to the public.





IDEG Training Workshop



Against this backdrop, the IDEG held a training workshop for political parties on *“The Usage of the Virtual Public Space for the 2020 Elections”*. The program took place on Thursday, 27th August 2020. The workshop equipped political parties with skills, strategies and ethics to enable them to use the virtual public space effectively and responsibly, in campaigning towards the December 2020 elections.

The program was facilitated by Tech Innovations Expert and Founder of Penplusbytes, Mr Kwami Ahiabenu. It was attended both online and in person. The following political parties were represented: The All People Congress; the Convention Peoples Party; Democratic People’s Party; Great Consolidated Popular Party; Liberal Party of Ghana; National Democratic Congress; National Democratic Party; People National Convention; and the Progressive People’s Party.



Topics covered

- ❖ Understanding political campaigns
- ❖ Devising a Political Campaign Strategy
- ❖ Online Political Campaign Strategy
- ❖ Social Media Campaign Strategy

Key Recommendations

The following recommendations emerged from the discussions that took place in the course of the workshop:

- ❖ Political Campaign Strategies should be oriented to the virtual space; it does not suffice to adapt your physical campaign strategy to the virtual space.
- ❖ Both Political parties and their members should have social media accounts and be aware of their social media accounts to avoid duplication.
- ❖ Creativity and consistency is important for drafting content and broadcasting to the public.
- ❖ It is important to identify target groups as well as the appropriate means of disseminating your message to the public.
- ❖ It is necessary to develop the ability to counteract negative reviews or responses from the public with compelling messages or content that could change their opinion and win their support.
- ❖ Social listening and research should be conducted into societies in order to identify existing problems and deliver a key message that would be well received by the public.
- ❖ Political parties are encouraged to consider conducting online rallies.









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