

Social Media Campaign Toolkit

Clara Marie Schröder, Marc Paolo Calalang, and Jerome Jogno

What if the next post you share could actually spark change in your community?

Sounds big, right? But that's the power of social media. Every tap, swipe, or share isn't just about keeping up with the trend. It can be the start of something bigger. With the right kind of content, you can move conversations, inspire others, and make your voice matter.

And here's the thing: the Philippines is a digital powerhouse. With 90.8 million social media identities, Filipinos are some of the most online people in the world. Filipinos spend 8 hours and 52 minutes a day online, with more than 3 hours on social media.¹ That's a massive amount of time scrolling, watching, and engaging, which means a massive opportunity to get your message out there.

Starting your campaign game plan online!

But here's the biggest challenge: your post isn't competing with silence. It's up against funny skits, trending memes, and viral videos. How do you grab attention, make people stop mid-scroll, and listen to what you have to say? That's what this toolkit is all about—giving you the hacks, strategies, and creative ideas to make your message not just seen but felt across all the noise online.

As you prepare for the upcoming elections, we fervently hope this step-by-step toolkit will help you create your online campaign game plan and win the election!

START NOW

¹ Sue Howe, "Social Media Statistics in the Philippines [Updated 2025]," Meltwater, June 18, 2025, <https://www.meltwater.com/en/blog/social-media-statistics-philippines>.

Before we dive into the intricacies of social media campaigning, it's essential to establish a strong foundation for our efforts. Building a compelling brand and crafting a narrative are critical steps that not only define who we are but also shape our connection with our audience.

BUILDING YOUR BRAND AND CREATING YOUR NARRATIVE

Marc Paolo Calalang



In today's modern world, there are more ways to campaign and connect with our audience. Aside from the traditional method, social media platforms like Facebook and TikTok have introduced tools allowing us to reach a wider audience. However, we need to determine first what to prepare and how to utilize these platforms to our advantage effectively.

This section will guide you in building your brand and creating a narrative tailored to your image, fostering better engagement and a deeper connection with your audience. Furthermore, we will discuss the different phases of the campaign, their purposes, and how each contributes to achieving our communication goals.

BRANDING AND NARRATIVE

A personal brand is how you present yourself to your audience, encompassing your values, skills, personality, and experiences. It plays a crucial role in shaping how others perceive you, influenced by your social media presence and personal networks.

When people think of you, they form an impression based on various factors, including your actions, character, leadership style, and the values you demonstrate in public. A strong personal brand helps create a positive image and effectively conveys how you want to be perceived.

Learning Objectives

- Determine your personal branding and narrative.
- Understand the purpose of each phase in a campaign.
- Able to draft a sample campaign.



1 BE AUTHENTIC WITH YOUR STORY.

When building your personal brand and narrative, presenting your authentic self is crucial. Think about it: in a world full of polished profiles and curated images, showing who you truly are can set you apart from other candidates.

To effectively communicate your personal brand, you need to reflect on your journey first. Consider the experiences, choices, and influences that have shaped you—both the challenges and the triumphs. Understanding these defining moments will enable you to craft a narrative that is authentic, meaningful, and uniquely yours.



Anchor your message/brand to your life.



Determine turning points, low or high, in your life. You must reflect on which professional and personal life experiences impacted you.



Identify the things that have made you who you are today. These things can include people, values, lessons learned, and significant events that helped shape who you are.

In the 2023 Barangay and Sangguniang Kabataan Elections (BSKE),

many Sangguniang Kabataan (SK) aspirants experienced a turning point during the 2022 presidential election, particularly through Leni Robredo's campaign. Witnessing and experiencing the campaign firsthand, they came to believe that real change is possible in the Philippines and that the right leaders can challenge the systemic corruption. Inspired by this vision, they embraced the challenge of becoming the next leaders in their barangays and contributing to the Good Governance movement initiated by the Robredo campaign.

2 IDENTIFY YOUR VALUES.

You want to leave a lasting impression that reflects your greatness! Who wouldn't aspire to that? It's essential to discover the values you embody that resonate with others and make them remember you for your best qualities.



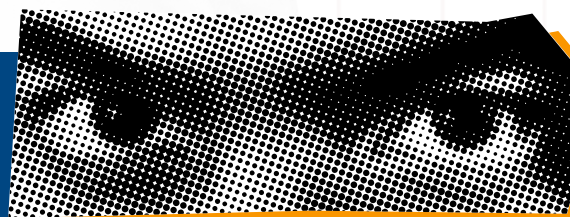
List down five (5) qualities of the following:



You want to be associated with.



You don't want to be associated with.



VALUES CHECK:

Which would you like to be associated with?

Accountability	Freedom
Adaptability	Gratitude
Belonging	Growth
Career	Honesty
Collaboration	Humility
Commitment	Inclusion
Community	Innovation
Compassion	Integrity
Competence	Optimism
Cooperation	Resilience
Creativity	Responsibility
Determination	Security
Dignity	Sincerity
Diversity	Teamwork
Empathy	Trust
Equality	Uniqueness
Equity	Wisdom

3 KNOW YOUR END GOAL.

Knowing your end goal is essential for staying focused on your journey. A clear vision enables you to create a roadmap that aligns your subsequent actions and decisions, helping you reach your ultimate goal. This clarity fosters motivation and purpose, driving you to turn your aspirations into reality. Consider these key points:

- ➡ Visualize where you want to be in the next 5 to 10 years.
- ➡ Your vision must be a clear, inspiring, and practical picture of your preferred future.
- ➡ Create a timeless and engaging brand.

4 KNOW YOUR AUDIENCE.

Effective communication starts with understanding your audience. Understanding your audience will enable you to craft a message that resonates with and captivates the people you aim to reach.

- ➡ Know your primary, secondary, tertiary, and quaternary audience.
- ➡ Rank your top four (4) audiences.
- ➡ Identify their pain points.

PRIMARY AUDIENCE

refers to the main group you want to reach.

SECONDARY AUDIENCE

refers to the other groups that are influenced by your message.

TERTIARY AUDIENCE

refers to those who may be indirectly affected by or influenced by your content.

QUATERNARY AUDIENCE

refers to broader societal groups affected by your message.

Example

Primary audience: Young professionals

Pain point: Work-life balance and career advancement

5 KNOW YOUR STRENGTHS AND WEAKNESSES.

Do you know your strengths and weaknesses? What about the opportunities and threats? Recognizing these will provide you with a comprehensive view of your strategic position. The results of which will help you make more informed decisions, enabling you to stand out in a competitive environment.



Identify and compare the SWOT for yourself and your competitors.



Utilize your strengths and improve your weaknesses.

6 DETERMINE THE KIND OF LEADER YOU ARE.

Have you identified what kind of leader you are? There are four main types of leaders according to political analyst Randy David²: Patron, Moral Leader, Manager, and Strongman.

PATRON

a leader who uses their resources, influence, or position to support others, often in exchange for loyalty or service.



MORAL

someone who influences others by upholding ethical principles, integrity, and compassion.



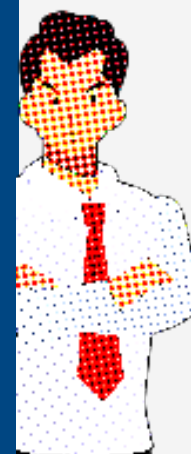
MANAGER

a leader responsible for planning, organizing, directing, and controlling resources (including people, time, and money) to achieve specific goals.



STRONGMAN

a leader who maintains power through force, control, and intimidation, rather than persuasion or democratic means.



² Randy David, "Four Models of Political Leadership," *Inquirer.Net*, December 3, 2015, <https://opinion.inquirer.net/90847/four-models-of-political-leadership>.

CAMPAIGN PHASING

This section outlines the key phases of a campaign that are essential to your strategy. The phases include awareness, interest, conversion, advocacy, and a call to action, each serving a specific purpose in the journey to engage your audience.



AWARENESS



Goal: Be visible in the eyes of your audience.

The awareness phase lays the groundwork for all subsequent phases. This phase focuses on reaching and gathering our audience to ensure that our efforts are both effective and efficient. It is also where we start building authenticity to establish a deep connection with them.

TO DOs

- Strengthen your online presence by creating **interactive activities** such as online games and raffles to engage your audience.
- Highlight your community involvement by sharing updates from your on-ground initiatives.
- Showcase your **personal side** by featuring your hobbies and interests outside of politics through mini vlogs and social media stories.

INTEREST



Goal: Pique the interest of your audience in who you are.

The interest phase builds on the foundation laid by the awareness phase. Now that they are aware of your presence, it is high time we capture the audience's curiosity and magnetize them further. Once they feel genuinely interested, they naturally follow. Additionally, by incorporating personal and relatable touches, you help them get to know you beyond your public role, fostering a deeper, more authentic connection.

TO DOs

- Share posts that give your audience a glimpse into your **personal background**: where you come from, what shaped you, and the experiences that define who you are today.
- Add fun facts about yourself to make your content more relatable and engaging

CONVERSION



Goal: Prove that you are the most qualified among the rest.

The conversion phase is where your audience perceives you as credible, enabling you to strengthen your relationship with them. You should show them why you deserve their trust and support. At this phase, you also start to demonstrate your dedication and the values that guide your leadership, helping them better understand your character and purpose, which may eventually turn them into loyal supporters.

TO DOs

- Share **your achievements, experiences**, and proven track record to demonstrate to your audience that you are the best fit.
- Highlight the milestones that shaped your career and the impact of your contributions to the communities through real stories and results.

ADVOCACY



Goal: Show them what you can bring to the table.

The advocacy phase is crucial because it informs your audience about your plans and vision. A candidate, without a clear direction, risks losing the trust, support, and interest of the audience. They will believe in you more firmly by presenting well-thought-out plans backed by your track record and commitment to results.

TO DOs

- Present your plans with **clarity and purpose**, outlining how they address the needs of your community.
- Emphasize **why you are the most credible** candidate to bring the vision to life.



CALL TO ACTION



Goal: Inspire them to take action and vote.

While every phase plays a vital role, this final phase is the ultimate test of success. Everything you have worked for leads to this moment because no matter how strong your campaign is, it all boils down to getting your audience to vote. Without action at the polls, all your efforts risk going down the drain.

TO DOs

- Reiterate the importance of voting as a **powerful tool** for creating meaningful change.
- Encourage **informed and responsible voting** for the benefit of all.
- Guide your audience on how to choose the candidate that fits the bill.

SUMMARY

This process offers a structured approach to building your digital campaign. It helps you communicate your branding and narrative effectively. This guide ensures that your message resonates with your audience. With the proper execution of your campaign, you will emerge victorious.

ACTIVITY

- Imagine your **ideal campaign**, and draft an outline for each stage based on the phases discussed.
 - Awareness
 - Interest
 - Conversion
 - Advocacy
 - Call to Action
- Include your strategy and sample content per phase.







SOCIAL MEDIA CAMPAIGNING

Clara Marie Schröder



STEP 1: DEFINE YOUR INTENTIONS AND VALUES

To start your online campaign journey, it's essential to begin with self-reflection: how well do you know yourself? Take time to understand your intentions, values, and what drives you. This foundational knowledge will empower you to authentically share your advocacy and personal stories with your intended audience. Articulating your motivations and vision will inspire trust and encourage others to work with you in achieving shared goals for your community.

-  Start with **self-awareness**—know what you stand for before asking others to believe in you.
-  Define your **purpose** and **vision** clearly: what changes do you want to create?
-  Build your **personal narrative**—tell the story behind your motivation and values.
-  Reflect on **what kind of leader** you want to be to the people you represent.
-  Be **authentic and consistent**—voters connect more with real people than with just slogans.
-  Know your **strengths and weaknesses** to communicate honestly and build trust.

Now, you try it!

Start your campaign gameplan by reflecting on your true self and your unique journey. Write down your values and experiences. Embrace authenticity and connect with others to share your story.

A strong sense of values and direction forms the foundation of any political campaign.

You don't have to face this journey on your own! Start by recognizing the resources available to you, including the time you can commit, the skills you possess, your budget, and most importantly, the support network around you. From there, gather a team that can help. Clearly define each person's roles in content creation, posting, audience engagement, and progress tracking. This way, everyone knows their responsibilities, creating a cohesive and effective team dynamic.

REMINDER

- Before launching your campaign, make sure you understand legal regulations and platform-specific rules that apply to political content. Each social media platform has its own guidelines for political profiles, advertising, and transparency.

Copyright & Usage Rights:

Only use images, videos, and music you have permission for.

Legal Requirements:

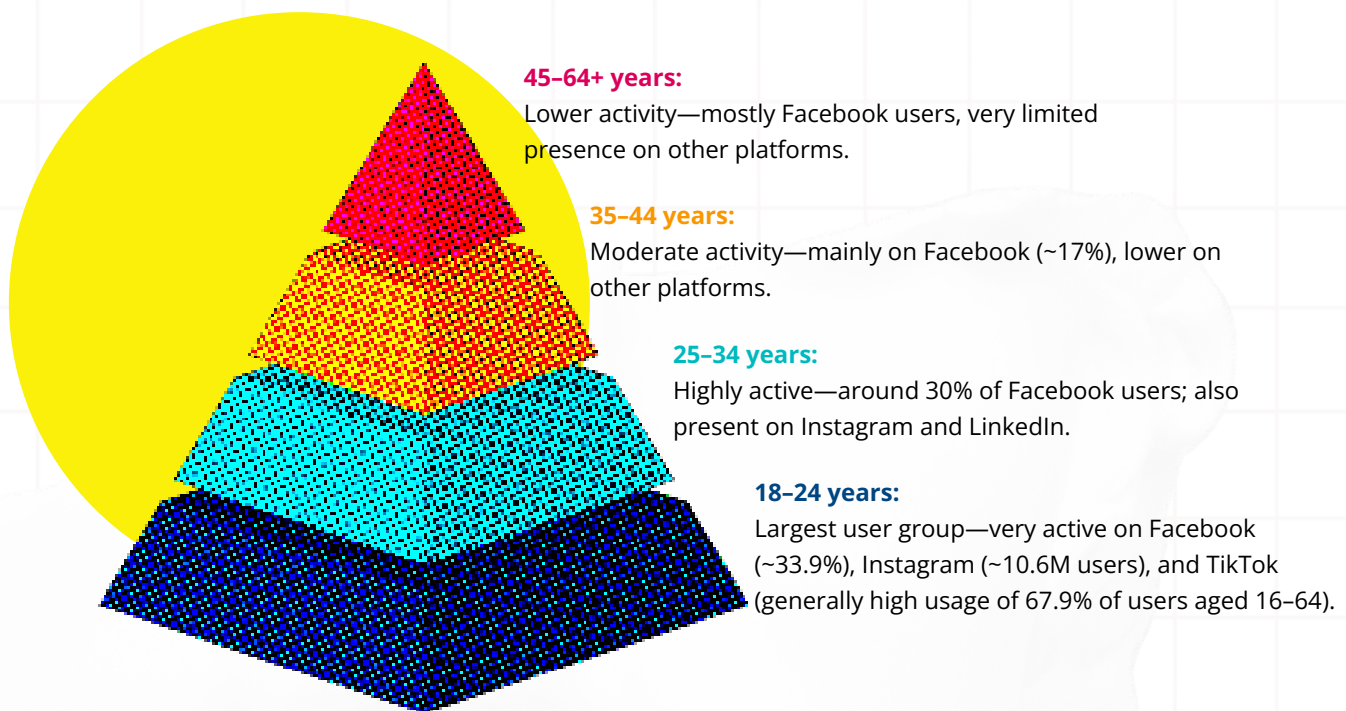
Be aware of political advertising rules, sponsorship disclosures, and disclaimer obligations.

Taking time to check these details early helps you avoid issues later and ensures your campaign runs responsibly and securely.



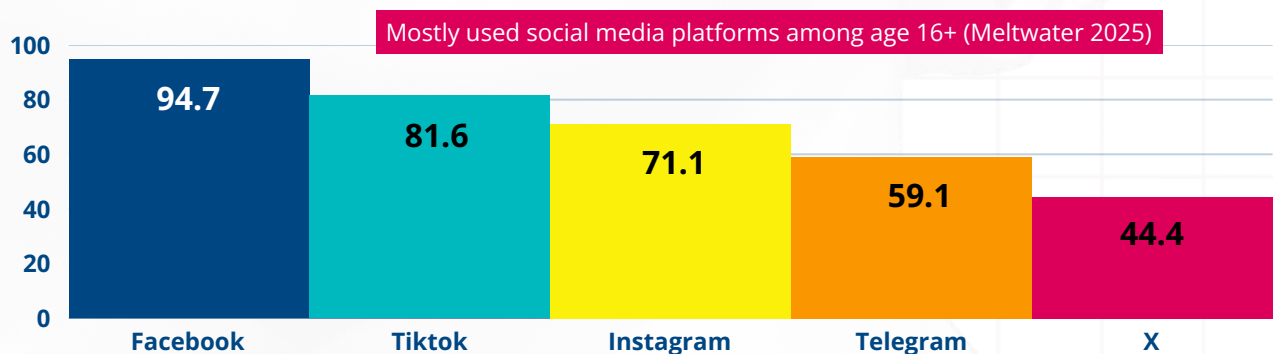
STEP 2: FIND YOUR TARGET AUDIENCE

The Philippines has a very young population—the average age is just 26.1 years! Knowing who you want to reach helps you choose the right platforms, tone, and content style to truly connect with your audience. Look at the age distribution of social media users in the Philippines:



STEP 3: CHOOSE YOUR PLATFORMS

Each platform has its own style and audience behavior. In the Philippines, most people use Facebook (94.7%), TikTok (81.6%), Instagram (71.1%), and X (44%)—but content that works on one platform may not fit another.



Adapting your message and format to each platform makes your campaign more effective and engaging. Look at platform specific preferences:

PLATFORM	PREFERRED FORMAT	BEST FOR	RECOMMENDED FORMAT SIZES
Facebook	Links, images, short videos, live streams, text posts	Broad reach, groups, events, and community building	Image posts: 1200×630 pixels (1.91:1) Stories: 1080×1920 pixels (9:16) Video: 1080×1080 px or 1280×720 pixels
Instagram	Reels, carousels, stories, static images, infographics	Visual storytelling, personal branding	Feed posts: 1080×1080 pixels (1:1) Portrait: 1080×1350 pixels (4:5) Stories/Reels: 1080×1920 pixels (9:16)
Tiktok	Vertical videos with sound, challenges, trend-based content	Short-form videos, trends, and youth outreach	Video: 1080×1920 pixels (9:16) Length: up to 3 min (optimal: 15–60 sec)
X	Short text posts, threads, GIFs, polls	Real-time updates, debates, political commentary	Image: 1200×675 pixels (16:9) Profile header: 1500×500 pixels Video: 1280×720 pixels

The algorithm as your ally

Each platform's algorithm works differently, but these general factors help boost visibility.



Engagement matters:

Likes, comments, shares, and saves increase reach.



Watch time is key:

For Reels, TikToks, and Shorts, completion rate drives visibility.



Relevance counts:

Content aligned with user interests performs better.



Consistency & recency:

Regular, fresh content keeps your posts ranked higher.



Platform behavior:

TikTok = algorithm-based discovery
Instagram = feed + stories + interest mix.

STEP 4:

IDENTIFYING APPROACH STRATEGY

You defined your intentions and values, identified your target audience, and explored what possible social media platforms you could use for your initiative. Now is the time to identify what kind of approaches would work best on your chosen platform!

Before and during your campaign, it's essential to reach and connect with your audience effectively. Strategic content planning helps you use your time wisely—because online campaigning depends less on financial resources and more on the time and effort you invest as a candidate. This step focuses on building your communication across **three levels of approach** that make your message clear, consistent, and engaging.

LEVEL 1

PERSONAL CONNECTION

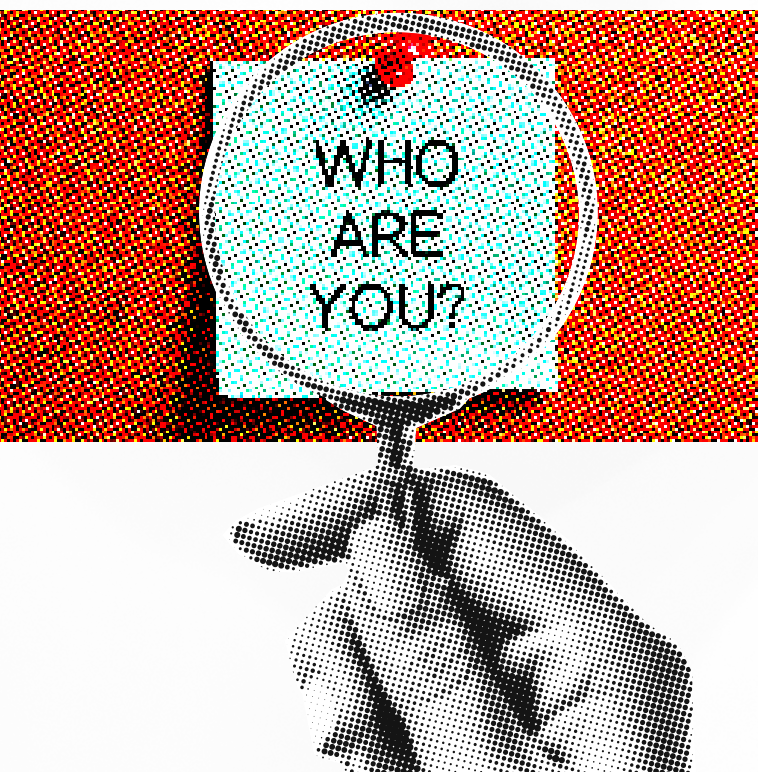
The first level focuses on building a **personal connection** with your audience to **let people see you**, not just your position.



Show your **personality** and values through your content.



Be authentic, honest, and human—especially on visual platforms like Instagram and TikTok.



What this means for your content?

- Film yourself doing **everyday activities** to show what matters to you in your daily life.
- Share **behind-the-scenes clips** that show how you care for your community.
- Speak **directly to the camera** in selfie-style videos so it feels personal and authentic.
- Always include **subtitles** in your videos to make them more accessible.
- Use **simple, clear captions** to help your audience easily understand your message.

Try it!

Dive into capturing your daily life on camera to share your passions, connect with your community, and inspire others in a personal and authentic way!

FREE TRIAL

LEVEL 2

TRENDS & POP CULTURE

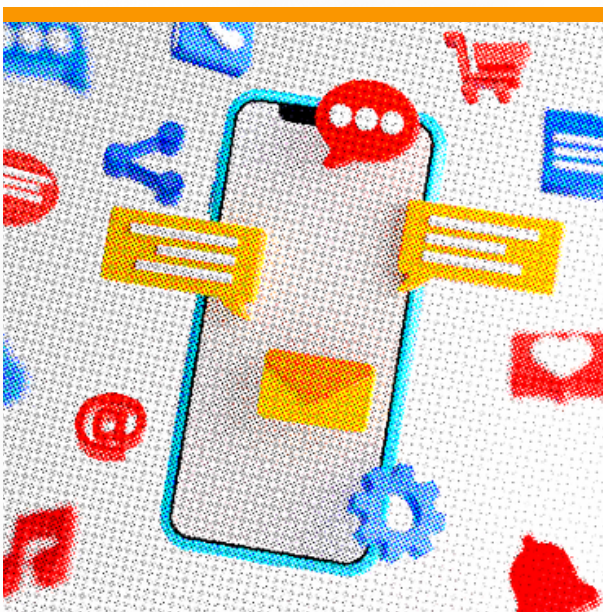
Using trends can be a powerful way to make your message more visible and relatable. When used wisely, they help you reach a new audience and show that you are part of the current conversation.

- ➡ **Trends boost discoverability** through algorithms and signal that you are present and aware of what is happening now
- ➡ Always **find your balance**—stay relevant and relatable without losing your political credibility.
- ➡ **Avoid trends** that contradict your values because **authenticity and consistency** are more important than short-term popularity.
- ➡ Link trends to your **core message**—connect popular formats or sounds with your political vision and priorities.



What this means for your content?

- Monitor **current social media trends** and select only those that align with your tone and goals.
- Use **popular sounds or meme templates** to make political content more engaging and easier to understand.
- Balance **creativity with credibility**—humor and pop culture can support your message when used intentionally.
- Observe **what resonates most** with your audience and adapt future content accordingly.



SOCIAL MEDIA TOOLS

PHOTO AND VIDEO EDITING

Canva
Capcut
Adobe Creative Suite

VIDEO EDITING

Davinci Resolve
TikTok/Instagram editing feature



LEVEL 3

INTENTIONS & VALUES

Social media is the stage for your campaign. Use it to convince your audience of your vision, values, and purpose.



Be confident about your values — do not be afraid to take a clear position, even if it is polarizing.



Remember: content does not always need to be viral; it needs to be meaningful and aligned with your mission.



Communicate consistently about what defines your campaign.



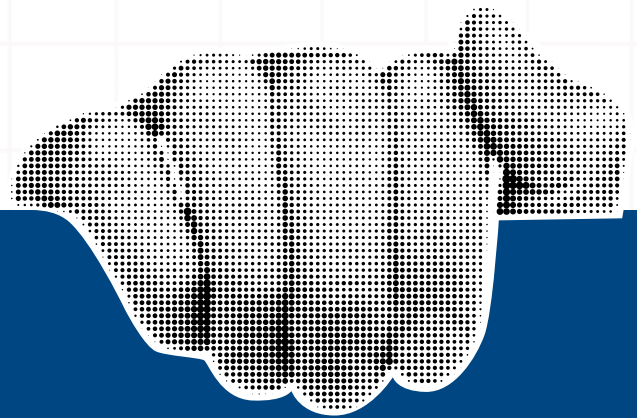
Your key **policy positions** (education, health, economy, climate, etc.)



Your **values** (transparency, accountability, inclusivity, etc.)



Your **vision** for the future.



What this means for your content?

- Create **posts** to share “What I believe in — and why.”
- Record **short reels or videos** explaining key policies directly to the camera.
- Share quote graphics from your speeches or statements with strong, memorable messages.
- Keep your tone **authentic and value-driven**—let your audience see what you stand for.
- Use **consistent visual and narrative elements** to make your message recognizable across platforms.

TIP: CREATE AN UPLOAD SCHEDULE

Having a clear upload schedule can make your campaign much more effective. Regular posting helps the algorithm recognize your activity and increases the visibility of your content. It also helps you stay organized and structured—whether you are managing your social media alone or with a team.



REMINDER

Peak activity times are in the morning, lunchtime, and evening, as people are most active during breaks or after work/school.

Planning your posts one or two weeks in advance allows you to keep an overview and ensures that you always have something ready to share, even during quieter periods. Preparing some backup content can be especially helpful when you're not as active offline. A schedule also helps you balance your content mix across personal, trend-based, and value-driven posts.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
12:30 PM Facebook video "Today I visited a school/museum/event..."	10:30 AM TikTok video with trend sound "My goals..."	12:00 PM Instagram Stories/Photos "Talk with students about..."	9:30 AM Facebook graphic post "quote from your last speech about climate crisis"	1:00 PM Facebook post with call-to-action "Things I want to change..."		11:00 AM TikTok Video "My typical Sunday"
8:00 PM Instagram Carousel Post "What I believe in..."	7:30 PM Facebook Live Q&A "Ask me anything"	7:00 PM TikTok Video "Your interview with students"	8:30 PM Instagram Reel Behind-the-scenes: "How I prepare my next event"	6:30 PM TikTok Video Trend dance with colleagues		7:00 PM Facebook post "What I will do next week"






SAMPLE SCHEDULE

TRY IT NOW





STEP 5: COMMUNITY ENGAGEMENT AND MANAGEMENT

Building an online community means more than just posting—it's **about creating real connections**. Active engagement and consistent community management help people feel seen, valued, and part of your campaign. This is how trust and long-term support grow.

COMMUNITY ENGAGEMENT

-  **Engage actively** with your audience. Don't just post, respond, and listen to what people are saying.
-  Use **easy-to-follow hashtags** to make your content more discoverable and connect to conversations.
-  Include **clear calls to action** to encourage interaction and participation.
-  **Share supporter content** to highlight your community and build mutual trust.
-  **Collaborate with creators** who align with your message and values to expand your reach authentically.

COMMUNITY MANAGEMENT

-  Keep your **comment sections healthy**—follow clear moderation guidelines to create a safe space for discussion.
-  **Address negativity transparently**—don't just delete comments; explain your actions if necessary to maintain trust.
-  Use **reporting tools** to deal with hate speech or troll behavior effectively.
-  Be **consistent and respectful** in all interactions to strengthen credibility and foster a positive online environment.

TIME STRUCTURE FOR YOUR CAMPAIGN

Before the Campaign: Planning Phase

1.1 Defining Objectives

- What are the campaign's goals? (e.g. awareness, engagement, mobilization, votes)
- Set your goals

1.2 Audience Analysis

- Who are you trying to reach?
- Platform-specific user behavior and age groups

1.3 Choosing the Right Platforms

- Which platforms make sense for your goals and target audience?
- Strengths and weaknesses of each platform
- Understanding the algorithm

1.4 Team Structure & Resources

- What resources do you have? (time, skills, budget, support)
- Building a team of people that support your social media campaign

1.5 Legal & Security Considerations

- Looking into Copyright and usage rights, legal requirements (e.g. political advertising rules, disclaimers)
- Handling hate speech and trolling

During the Campaign: Content Strategy & Production

2.1 Editorial Calendar & Timing

- Planning content around key events and dates
- Secure posting frequency and rhythm

2.2 Different Content Formats

- Text, image, video, livestreams, Reels, Stories, carousels
- Platform-specific content recommendations (see overview of platforms)
- Accessibility (alt texts, subtitles)

2.3 Storytelling

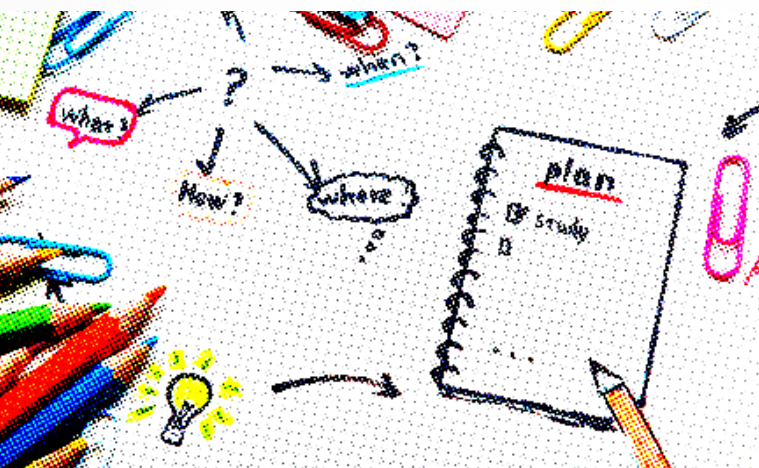
- Keeping different approaches in mind when facing your audience
- Personal
- Trend / Pop culture
- Values

2.4 Community Engagement

- Using Hashtag
- Calls to action and participation
- Sharing supporter content
- Collaborations with other content creators

2.5 Community Management

- Responding to comments, DMs, and interactions
- Moderation guidelines
- Dealing with negativity and hate



Post-Campaign: Evaluation & Learning

3.1 Review & Reporting

- What worked, what didn't?
- Lessons learned and new knowledge
- Team debriefs and feedback collection

3.2 Archiving & Reuse

- Backing up content and data
- Reusing content for future campaigns

About the Contributors



Clara Marie Schröder is a journalism student at the University of Applied Sciences Magdeburg/Stendal with substantial experience in political communication, media, and event organization. Before joining KAS Philippines as an intern, she worked as a student assistant at the Christian Democratic Union, one of Germany's major political foundations and the current ruling party, specifically in its Saxony-Anhalt Regional Office, where she supported organizational processes and advised on social media strategy.

Clara also gained editorial experience through an internship at RTL Group's GALA.de News Resort, handling research, news writing, interviews, and content optimization.



Marc Paolo Calalang is an influential leader and dedicated advocate in advertising, consultancy, and community service. As the CEO of Prime Insignia Advertising and Consultancy since 2016, he has developed impactful strategies that have enhanced brand visibility and driven growth for clients. In 2023, Paolo expanded his leadership footprint as the Chairman of the Tayo Awards Foundation, where he champions the recognition of young leaders in the Philippines, and as the Vice President of Calalang Group Incorporated.

Recognized for his contributions to society, Paolo has received numerous accolades, including the 2018 Outstanding Alumni Award from De La Salle University - Dasmarias and the 2014 Outstanding Volunteer Award from the National Economic and Development Authority. He was also nominated as one of the 25 Most Powerful and Influential Young Leaders in the World in 2012.

Paolo holds a bachelor's degree in political science from De La Salle University-Dasmarias. He is also an alumnus from the maiden batch of the Adenauer Young Leaders Program.



Jerome Jogno is Program Manager for Leadership and Strategic Communications at KAS Philippines. He manages the foundation's youth empowerment portfolio, social media accounts, and website. He holds a master's degree in Philippine Studies, specializing in Philippine Development Studies from the University of the Philippines Diliman and a bachelor's degree in consular and diplomatic affairs from De La Salle-College of Saint Benilde, where he excelled as a scholar, graduating Cum Laude.

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