

Candidate 4 evidence

SA	Evaluate the effectiveness of modern technology used by political parties during election campaigns.
	The to Scottish National Party's election victory in the 2011 Scottish Parliamentary came as a shock to many, even to none other than the party's leader Alex Salmond. As on the night of the election he was caught off guard for a moment as he said "Wow, wow, wow frank me" as the news came in that the SNP had beaten Labour in the once "Safe Seat" of Clydebank. So even to the leader of the party the landslide

Victory came as a huge surprise,
So what exactly did it do for
the SNP?

Many theories point towards
the ~~big~~ extensive use of modern
technology, mainly computers and
social media. SNP activists
as well as candidates had a huge
online presence via the social
media of Facebook and Twitter. They
were the first party to really
infiltrate this area of the
electorate's life ~~and~~ that they had
previously not been able to access.
When posting a tweet on Twitter
the information can be seen
by thousands of people instantly
and can be "retweeted" onto

~~Hand~~ Posts

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Other Peoples' timelines and a
 Snowden Effect can come into
 play. The SNP also used an
 app through their website called
 'Nation builder' which was an
 app which integrated the posts
 of the SNP on Facebook and
 Twitter into the one tab. It
 also had members' tweets
 and tweets of candidates making
 it so easy to track and
 read. ~~Another~~

Another item key to the
 success of the SNP in 2015
 was a website for members to
 access called "activate." This
 was where a member of the
 party logs on and gets given
 a pool of Jan letters

at a time to work with the voters are taken from the voter database and the members are given the voters' name and number and a form of usually no more than five questions. This is a service which worked hugely well. The SNP could get in contact with approximately 25,000 voters a week. They may not always have been able to contact ~~them~~ were as leaving. They only access to ~~that~~ a fraction of the voters activate reaches. It is also very cost effective as the programme relies on party member volunteers and the members using their own phone so there is

only server ~~maintenance~~
maintenance for the party
to carry out.

So this ~~is~~ alongside the
huge online and social media
campaign saw the SNP gain
more publicity than ever before
and it clearly worked given
the fact the Scottish parliament
voting system was designed to not
have a majority of one party
being in power and favoured the
chances of coalition. The SNP
used modern technology to huge
advantage in during the 2011
Scottish parliamentary election
campaign.