

## Candidate 5 evidence

5-a) Modern Technology such as social media has very effectively been used by the SNP in their recent political campaigns - especially in the 2011 Scottish Parliamentary election.

One form of modern technology used by the SNP in their election campaigns is the use of their website SNP.org. Following Barack Obama's success of internet campaigning, the SNP sourced Nationbuilder to create their new and enhanced modern website which was very attractive to voters. Prior to the installation of this new website the SNP were trailing Labour by 15 points in the Scottish polls. Whereas, in the actual election the SNP heavily defeated Labour by winning a majority.

Government. Therefore modern internet technology was very effective in ~~pro~~ the SNP's 2011 campaign.

Furthermore, the SNP also successfully used social media in 2011 to connect with younger voters where Labour failed to do so. For example, East Kilbride candidate Linda Labriani used Facebook to connect with voters and answer any uncertainties that they had. This helped Linda to beat a strong Labour MSP in Andy Kerr to win the East Kilbride, Strathaven and Lesmahagow constituency.

However, it was somewhat argued that social media was dangerous in campaigning as in the 2010 general election, Pasley candidate Mhari Blues MP's old tweets were tried to

wed against her by other parties.

Nevertheless, Mhairi Black went on to defeat long-standing MP Labour MP Douglas Alexander. Therefore social media, especially in the 2011 campaign was effective for the SNP.

Furthermore, in 2011, the SNP also used Facebook as a front for their campaign of 'Alex Salmond for First Minister'. This allowed thousands of votes to then go to Salmond's charisma in the SNP instead of specific ~~MPs~~ ~~and~~ MP's and therefore allowed the SNP to gain a majority in the Scottish Parliament.

In conclusion, modern technology such as social media and websites have been very effective in the SNP's

political campaigns. They have allowed the SNP to increase their reach of people and connect with floating voters. Furthermore, the SNP's impressive website with valuable information on the independence referendum and the 2015 General election allowed them to increase their membership to become the third largest party in the UK. Therefore modern technology has been effective for the SNP.