



Campaign publicity – online presence



Your group has been tasked with co-ordinating your pressure group's online presence.

What you need to consider

- You will need a website. How complex should it be? What are the rules of 'good' website design?
- Does your website work equally well on mobile phones?
- Which social media platforms are appropriate for your pressure group? What kinds of materials will you post to them? Do you want to have a dialogue with your followers?