

Digital Campaigning: Supporting Keir for Leader

Thank you so much for offering to help out on Keir Starmer's Labour leadership campaign as a Digital Activist, we're really excited to have you on board!

Keir's campaign is proudly a grassroots, people-powered movement and we simply could not do this without the generosity of people like you giving up their time to make a real difference. Keir wants volunteers such as yourselves to be the backbone of his campaign and he cannot thank you enough for getting involved and supporting him.

As you've signed up to be a Digital Activist, this document outlines how to get started and our important Code of Conduct. If you have any questions at all then please feel free to get in touch, all contact details below.

How to start a conversation: You will mainly be sharing content on your Facebook or Twitter profile, which we'll share with you daily on our WhatsApp group (please text Heather on 07828 505 758 if you're not already on there.)

But you can also start a conversation anywhere: by posting on a Facebook Group or engaging with a conversation in the comments on posts in Pages or on profiles. Make sure you use either a piece of content or a news article link so that more people are likely to see your post. Keep an eye on [Keir's Facebook Page](#) for recent content to share, and let Heather know if you want to join our Conversation Campaigner team.

Code of Conduct and getting started

1. **Keep it positive and civil at all times.** Genuinely engage with what people are saying, start with the positives about what they've said and try to see the best in their motives. If someone says something you agree with but are supporting another candidate say "This is an important point...I'm supporting Keir but I agree with this." **Be comradely, considerate and inclusive in all conversations.**
2. **Don't get into fights** – instead reframe the conversation in a positive way, and put forward the great work Keir has done and plans to do (plenty of lines on this later in this document). If it gets heated either say "let's agree to disagree" or suggest meeting in person (if it's a local person). **Do not attack other candidates' posts** but ask constructive questions i.e. "I like some parts of her policies but this is what I'm worried about..." **Don't engage with trolling.**
3. **Start with questions:** When posting start with open questions: "What do people think of this?"
4. **Always share content:** News articles, broadcast clips and graphics are key for getting your posts seen. If you need bespoke content, just contact heather@keirstarmer.com or on 07828 505 758.
5. **Engage actively:** Engage with other people's posts first in a positive and constructive way before posting your own. Continue to comment on others' posts as much as your own. If possible, identify the admins and be positive about their post. Emojis always help. When people agree with you or post something good, always like it or heart it.
6. **Back up good conversations:** Uplift or positively comment on content that is about treating each other well (even if it's from other candidates) "Personally I'm supporting Keir but this is a good way to approach this..."
7. **Discrimination:** If someone is racist, anti-Semitic, or offensive towards any minority, call it out, or block and report it if that feels like the appropriate response.

Listening

A key part of being a Conversation Campaigner is about listening and having constructive dialogue to keep building a positive movement going forward.

1. Look at and identify the kind of arguments, myths, memes or stories that are being made against Keir.
2. Discuss them with your team on messenger or WhatsApp thread to identify common patterns, record them to feedback to Heather, thinking about how to counter them.
3. Also look at what arguments, myths, memes or stories being most positively received, and feed these back to the campaign, discussing how you can amplify them together.

You can feed these back to Heather at heather@keirstarmer.com on [Facebook Chat/Messenger](#) or on 07828 505 758.

Key lines

Why are we backing Keir?

Keir has a vision to **unite** the party – to ensure we bring about the society we want to see. Another future is possible but only when we work together.

He wants the Labour party to stay **radical** and **relevant** – opposing austerity, increasing wages, ending insecure work, and ensuring public services stay in public hands. This is how we **win** together.

He promises foreign policy centred on **human rights**, a principled approach to security and defence – something to make the UK a force for good in the world.

He holds the powerful to account

Keir holds **powerful** to account – including the **mainstream media** when it abuses its position. He said prosecutors were right to charge Rebekah Brooks and others over the phone hacking scandal. <https://bit.ly/36RbflM>

As **Director of Public Prosecution**, he stood up to the powerful, prosecuting MPs for cheating on their expenses, and provided decade long **pro-bono support on the MLibel** case.

He was instrumental in trying to get **justice for Stephan Lawrence**.

In 2003, Keir Starmer warned **Tony Blair** about the illegality of the Iraq War. He marched with millions against it. <https://bit.ly/2TjgyGH>

He supports Corbyn's anti-austerity agenda

Keir stood by and **supported Corbyn**, and is keen to keep focus on an anti-austerity agenda. His refusal to rank Corbyn is good evidence of that. Video: <http://bit.ly/2t13efn>

He's adamant about rising above **party factionalism**, committed to bringing the Labour movement together. He does not want to trash the last four years under Jeremy: <https://bbc.in/2FGXCcT>

He stands with trade unions and workers, and fights for their benefits

Keir has proven **solidarity with workers and trade unions**, defending print workers at Wapping, and standing with them when police on horseback charged into the picket. He stood with the National

Union of Mineworkers in 1992, taking the Tories to court for failing to provide a just transition for workers. Share this Facebook video to highlight this history: <http://bit.ly/3a5IWmC>

Keir supported the dockers in Dover during the P&O dispute, helping the families of strikers, **who'd had their benefits cut off** by the Tory government. He took the last Labour government to court on its decision to **deny welfare benefits** to asylum seekers.

He will protect the NHS, and stands with all parts of the Labour movement

Keir's **defence of the NHS is deeply personal** – his mother's long and debilitating illness exposed him to the importance of it from an early age, and he speaks about it here: <http://bit.ly/2FIEU4x>

Keir is clearly ready to hit the ground running with the **local elections** – and is committed to respecting and supporting local government and our Labour **councillors**. He made this clear in his launch speech in Manchester.

He's acknowledged since the General Election that **the Brexit debate** has changed – he's focused now on securing the best possible deal to protect our economy and working standards.

He backs a distinctly **left wing economic agenda** with the aim of reducing inequality and increasing social justice. <http://bit.ly/2FMuJfc>

Keir is committed to **climate justice** and a **Green New Deal**. He stood side by side with Greenpeace when Shell tried to sink the Brent Spar oil platform into the North Sea.

Keir will fight **anti-Semitism** in the party – taking personal responsibility for it. <http://bit.ly/3855OQn>