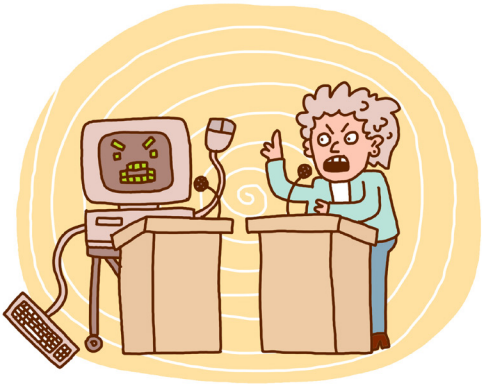


SOCIAL MEDIA CAN HELP YOU CONNECT WITH PEOPLE WHO SHARE YOUR VIEWS AND IT CAN BE USED TO ENCOURAGE EACH OTHER TO VOTE. BUT IT ALSO INFLUENCES HOW WE TALK ABOUT POLITICS, AND **NOT** IN GOOD WAYS.

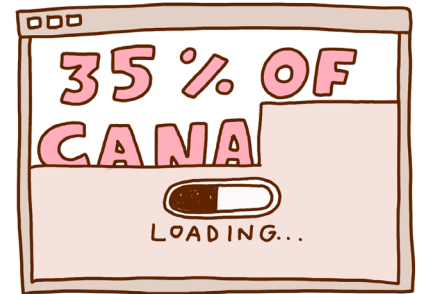
## SOCIAL MEDIA UNLEASHES BIG EMOTIONS! WHEN SURVEYED:



**48%** OF CANADIANS THINK POLITICAL CONVERSATIONS ON SOCIAL MEDIA ARE **MORE ANGRY** THAN OFFLINE CONVERSATIONS



**50%** OF CANADIANS THINK POLITICAL CONVERSATIONS ON SOCIAL MEDIA ARE **LESS CIVIL** THAN OFFLINE CONVERSATIONS



**35%** OF CANADIANS THINK POLITICAL CONVERSATIONS ON SOCIAL MEDIA ARE **LESS INFORMATIVE** THAN OFFLINE CONVERSATIONS

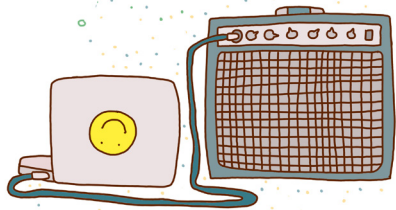
## WHY IS SOCIAL MEDIA SO DIFFERENT FROM IN PERSON?



**1.** WE'RE SOMETIMES ANONYMOUS, OR THINK WE ARE



**2.** WE'RE MISSING CUES ABOUT HOW THE PEOPLE WE'RE TALKING TO ARE FEELING



**3.** SOCIAL MEDIA PLATFORMS AMPLIFY BIG EMOTIONS EMOTIONS LIKE ANGER AND FRUSTRATION



**4.** WE SPEAK FAST, SOMETIMES WITHOUT BEING THOUGHTFUL



**5.** WE DISTINGUISH BETWEEN OUR OFFLINE AND ONLINE SELVES

## ★ THE RESULT? ★

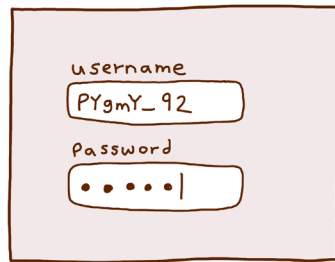
POLITICAL CONVERSATIONS CAN SOMETIMES BECOME ANGRY, LESS CIVIL, AND LESS INFORMATIVE

## PRACTICE SLOW POLITICS

PRACTICE SLOW POLITICS SO YOU THINK BEFORE YOU CLICK!



TURN OFF SOCIAL MEDIA APP NOTIFICATIONS ON YOUR PHONE



SIGN INTO YOUR ACCOUNT EACH TIME



SLOW DOWN, AND THINK BEFORE YOU POST OR RETWEET



BE THOUGHTFUL AND DELIBERATE ABOUT YOUR POST

## GET INTO THE WEEDS

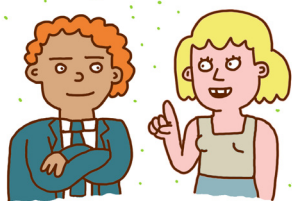
(AND MOVE FROM YOUR GUT TO YOUR BRAIN)



DROP YOUR OLD ARGUMENTS



GET INTO POLICY DETAILS



GIVE DETAILED EXPLANATIONS OF WHAT POLITICAL CHOICES YOU SUPPORT



DON'T GET PERSONAL



INVITE OTHERS TO DO THE SAME

FOR MORE INFORMATION ON HAVING CIVIL AND CONSTRUCTIVE POLITICAL CONVERSATIONS ONLINE, VISIT [SAMARACANADA.COM/FIELD-GUIDE](http://SAMARACANADA.COM/FIELD-GUIDE)