

ELF Pre Congress Seminar on Social Media, Vilnius 2018 Short Report (200 words)

ELF's Seminar on Campaigning on Social Media in Vilnius, Lithuania, brought together young liberals across Europe. The event sought to build up online communicational capacity within LYMEC's Member Organisations and to equip them with the skills and up to date knowledge needed to campaign on social media effectively in the future. Edgaras Mascinskas talked about the practicalities of modern online campaigning and online campaigning of the future, Giorgia Bozzini spoke about ELF's role in adding value to Member Organisation's campaigning, Florian Philipp Ott was able to talk about the lessons of Julis' pioneering campaign app that used gamification to engage campaigners, and Agne Belickaite spoke about what we can learn from Populist communication strategies.

Overall, the Seminar was able to present an opportunity for young liberals across of Europe to learn the latest theory and practice of social media and online campaigning, it gave a platform to discuss the strengths and weaknesses in different online practices and projects and ideas for the direction of online campaigning. Finally it gave young liberals engaged with online communications the ability to network and build lasting friendships that we hope will allow for a continued flow and exchange of ideas beyond this seminar alone.