

What Did The Digital Democrats Do Next? (Polis presentation on online campaigning)

LSE blogs.lse.ac.uk/polis/2010/10/01/what-did-the-digital-democrats-do-next-polis-presentation-on-online-campaigning/

2010-10-1



Delany

We are all heartily sick of hearing about how Obama used the Internet to get himself into the White House. Well done, historic, pioneering. Yes. Perhaps not quite a political digital revolution but impressive. But what happened next?

I would like to invite you to an exclusive chance to hear from one of America's foremost digital campaign experts on a rare appearance in London. Colin Delany will let us know exactly what happened to all that online political energy and innovation and what impact it will have on America's upcoming mid-term elections.

Colin is an award-winning blogger at Epolitics.com, author of three e-books about online campaigning and a veteran of 15 years in the digital politics space. Inevitably, he was involved in Barack Obama's 2008 electoral online campaign himself, but will be talking about the future of online campaigning.

The discussion will look at how candidates and interest groups in the U.S. are using Facebook advertising, Twitter, Google Ads, mobile phones, location-based services and older technologies like email and blogs to raise money, mobilize support and get voters to the polls in an important election year, with an emphasis on practical results and the implications for future political campaigns around the world.

I have been working with Colin on a political communications project in Spain, so I can tell you from personal experience that he is a man who knows his stuff and knows how to make it work in the real world.

[Anthony Painter](#), the British political analyst, blogger and author of a book on Obama's campaign will be responding to Colin's presentation.

The event will take place promptly from 12.30-13.30 on the 20th of October 2010, in the U8 lecture theatre, tower one, on the LSE campus. Please let the Polis interns know if you are coming as places will be limited and we expect a lot of interest in this rare appearance by Colin.

Please RSVP to either m.scapin@lse.ac.uk or s.c.ziegert@lse.ac.uk

Directions [here](#)

- Copyright © 2014 London School of Economics and Political Science