Brief context

2 general elections in 6 months

EQUO attended the last elections into a coalition called Unidos Podemos which included Podemos, Izquierda Unida and other regional parties.

Almost 70% of our social base (affiliates and supporters) supported this decision

From local and regional elections in 2015 EQUO decided to participate into citizen candidacies also called confluence or converged candidacies.

Pros

Our main political objective was achieved: EQUO has two representatives in the Spanish parliament.

We took advantage of a big campaign

For a small party such, this is an opportunity for participating in a rally with thousands of people or in tv or radio electoral debates

Media attention

Especially in the electoral districts where we had candidates with possibilities; for instance in Basque Country, even in one of the districts we led the candidacy.

Cons

Lack of visibility at national level – low profile

We were the smaller party of the coalition, and some national media didn´t even know about us. Our logo was only visible on the ballot and in materials designed by us

Coordination problems

As Unidos Podemos we didn´t have a joint communication team, in many cases we found out of campaign topics through media or social networks.

Reduced budget: Social networks are cost-effectiveness

We have a very small budget to carry out the campaign, so we focus on social networks because they are cost- effectiveness. Nevertheless, we cannot assume that the followers will vote our choice. For example in 2012 General elections, where EQUO was attended alone, we were the first party that we used social networks with success, but we failed to convert followers into voters.

By the way, in the last elections we have a reasonable success on social media campaign. The materials more shared and liked were videos.

Lessons learnt

A better electoral agreement

In terms of communication if the electoral agreement is clearer about visibility is going to be easier for communication team, so it´s important to take into account communication advice when negotiate.

Possible scenarios

So what are the possible scenarios in 2019?

The most feasible one is to repeat the coalition, so we have to take into account all we have said for a better electoral campaign.

The other one in to attend alone, which is going to be complicate because in this moment we don´t have enough social basis and we are not recognizable for the majority of the electorate.

Facing European elections, in Spain they are going to coincide with local and regional elections so the European electoral topics will be subordinate to local issues.