**THE UK ELECTION AND THE USE OF SOCIAL MEDIA**

*The new political parties \_ full version*

Traditionally, the United Kingdom has had a two-party system. This means that the two biggest political parties, the Labour Party and the Conservative Party, have dominated the political scene, and one of these two parties has usually formed the government. Today, however, the situation is changing. In the last election (2010), a third party, namely the Liberal Democrats, got so many votes that a coalition government had to be formed for the first time in many, many years. In addition, we are now seeing other smaller parties growing steadily in popularity and a fractioning of British politics.

If you would like to find out more about these parties, study the YouTube-, Twitter-, and Facebook accounts of the UK Independence Party, The Green Party and The Scottish National Party and fill in the tables below. If you are interested in learning even more, use the BBC policy guide (<http://www.bbc.com/news/election/2015/manifesto-guide>) to fill in the table on the last page as well.

**YOUTUBE**

The UK Independence Party: <https://www.youtube.com/user/ukipmedia/>

The Green Party: <https://www.youtube.com/user/greenpartyew>

The Scottish National Party: <https://www.youtube.com/user/TheSnp>

**TASK: Watch two recent videos from each channel and briefly sum up what they are about**

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| --- | --- |
| **Political party** | **Brief summary** |
| The UKIP video 1 |  |
| The UKIP video 2 |  |
| The Green Party video 1 |  |
| The Green Party video 2 |  |
| The SNP video 1 |  |
| The SNP video 2 |  |

**TWITTER**

The UK Independence Party: <https://twitter.com/UKIP> - @UKIP

The Green Party: <https://twitter.com/TheGreenParty> - @thegreenparty

The Scottish National Party: <https://twitter.com/theSNP> - @theSNP

**TASK: Write down the 5 latest tweets (skip the retweets, focus only on tweets directly from the parties) from all three parties.**

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| --- | --- | --- |
| **Latest Tweets from the UKIP** | **Latest Tweets from the Green Party** | **Latest Tweets from the SNP** |
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**FACEBOOK**

The UK Independence Party: <https://www.facebook.com/UKIP>

The Green Party: <https://www.facebook.com/thegreenparty>

The Scottish National Party: <https://www.facebook.com/theSNP>

**TASK: Write down the 5 latest Facebook updates from all three parties.**

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| --- | --- | --- |
| **Latest updates from the UKIP** | **Latest updates from the Green Party** | **Latest updates from the SNP** |
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**SUMMING UP: ANALYSIS**

What seems to be the UK Independence Party’s main focus?

What seems to be the Green Party’s main focus?

What seems to be the Scottish National Party’s main focus?

**MORE ABOUT KEY CAMPAIGN ISSUES**

Visit BBC’s policy guide to the political parties’ positions on key issues at <http://www.bbc.com/news/election/2015/manifesto-guide> and quickly sum up the three parties’ stance on the 6 important issues below.

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| --- | --- | --- | --- |
|  | **The UKIP** | **The Green Party** | **The SNP** |
| **Environment** |  |  |  |
| **Health/NHS** |  |  |  |
| **Education** |  |  |  |
| **Crime (law and order)** |  |  |  |
| **Taxation** |  |  |  |
| **Immigration** |  |  |  |