



# Sociyo Communications Pvt. Ltd.

Founded in 2018, Sociyo Communications Pvt. Ltd. specializes in political image building, public relations, and strategic consulting. We work at the intersection of research, innovation, and communication strategy — serving political parties, elected representatives, and electoral campaigns as a trusted, results-driven partner.



# Our Expertise

We build communication strategies that connect with voters at every level. By combining data-driven analysis with creative execution, Sociyo Communications designs and runs campaigns that are both effective and broadly supported. From grassroots outreach to large-scale electoral operations, we deliver precision strategy at every stage.

# What We Do

## **Electoral Campaign Management**

Precision strategy at every level of the electoral process.

## **Digital & Social Media Strategy**

Impactful presence across modern digital platforms.

## **Media Relations Management**

Building and sustaining strong media relationships.

## **Image Building**

Crafting a credible and compelling political identity.

## **Voter Analysis**

Data-backed voter intelligence and targeting strategy.

## **Public Outreach Programs**

Direct, meaningful communication with constituents.

# Technology, Capability & Impact

## Modern Technology

Through advanced data analytics, real-time feedback systems, and cutting-edge digital tools, we help leaders build a strong public presence, deepen their connect with constituents, and make better-informed political decisions.

## Ethical Practice

Sociyo Communications operates on a foundation of ethical practice, tailored strategies, and a firm commitment to delivering measurable results.



# Long-term Vision

Our work goes beyond winning elections. We prioritize long-term political branding, public trust building, and sustained community outreach — because lasting influence is built over time, not just during campaign season.

In a fast-changing political environment, Sociyo Communications Pvt. Ltd. acts as the bridge between political leadership and the public — shaping opinion, enabling meaningful dialogue, and delivering outcomes that matter.

1

**Long-term Branding**

2

**Public Trust Building**

3

**Sustained Outreach**

# ASSEMBLY ELECTIONS 2027

## Public Relations & Electoral Communication Strategy

*Prepared by Sociyo Communications Pvt. Ltd.*



## **1 Credible Image Building**

Position the candidate/MLA as a credible, decisive, and results-oriented representative in the minds of constituents.

## **2 Clear Communication of Work and Vision**

Present the work done and the vision for the constituency in a clear, authentic, and compelling way.

## **3 Positive Narrative Construction**

Build and maintain a controlled, positive narrative across digital, media, and ground-level channels.

## **4 Targeted Voter Communication**

Develop targeted messaging for different voter groups based on their specific needs and concerns.

## **5 Consistent Brand Identity**

Establish and sustain a consistent, trustworthy brand image through to Election Day.

# Narrative Strategy

## A. Candidate Positioning — Personal Branding



### "The Accessible Leader"

Close to the people, available at all times — a representative who shows up.



### "The Problem Solver"

Fast, effective resolution of local issues — a leader who listens and acts.



### "Performance-Driven"

Concrete work, measurable outcomes — accountability you can see and track.



### Local Connection

Deeply rooted in the area, its community, and its culture.

# Development & Performance Narrative

## B. Development & Performance Narrative

### Data + Visual Impact

Showcase completed work through data and before/after visuals that tell the story of real progress.

### Local Problem Resolution

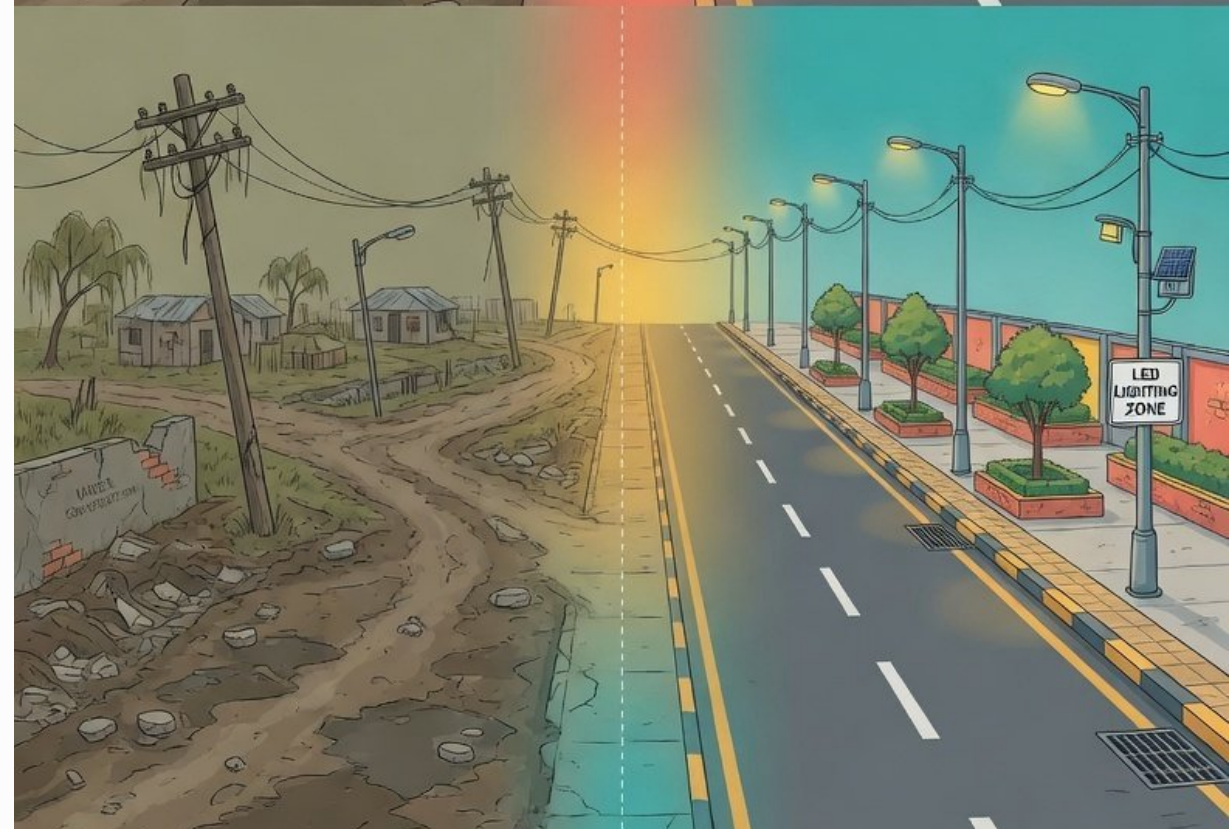
Highlight concrete solutions to local challenges — problems identified, addressed, and resolved.

### "What Changed in Your Area?" Series

An ongoing series that directly engages the public by spotlighting visible change in their neighborhoods.

BEFORE

AFTER



# Issue-Based Communication

## C. Issue-based Communication

- **Clear Stand on Local Issues**  
Defined positions on roads, water supply, employment, safety, and other priority concerns.
- **Voter Pain Point Focus**  
Communication built around the issues that matter most to voters in each segment.
- **Timely, Fact-Based Responses**  
Responding to public questions with accuracy, speed, and substance.



# Content Strategy



## Short Videos

30–60 seconds



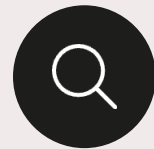
## Social Media Posts

Text + graphics



## Infographics

Simple data visuals



## Before-After Visuals

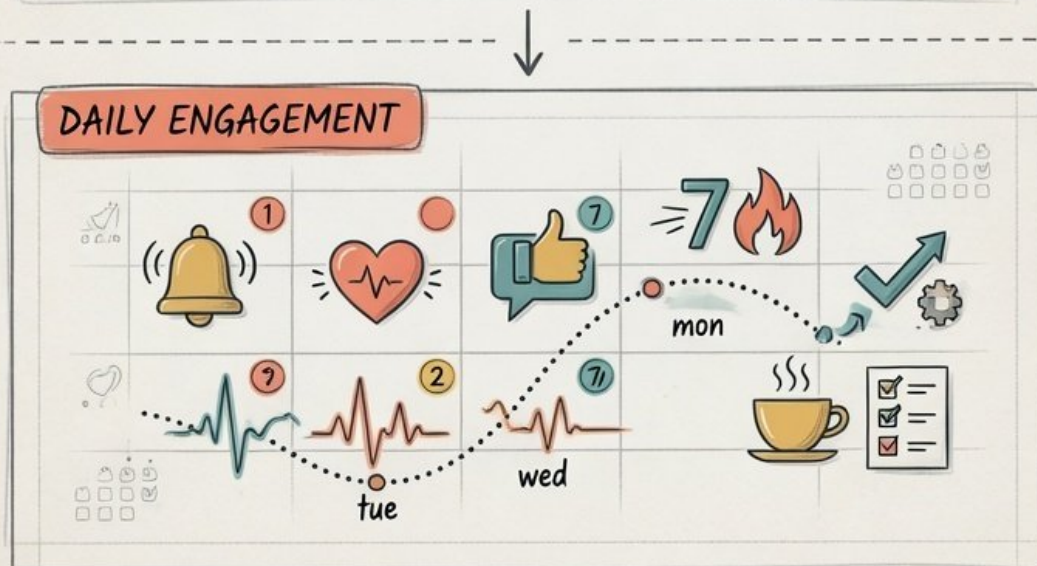
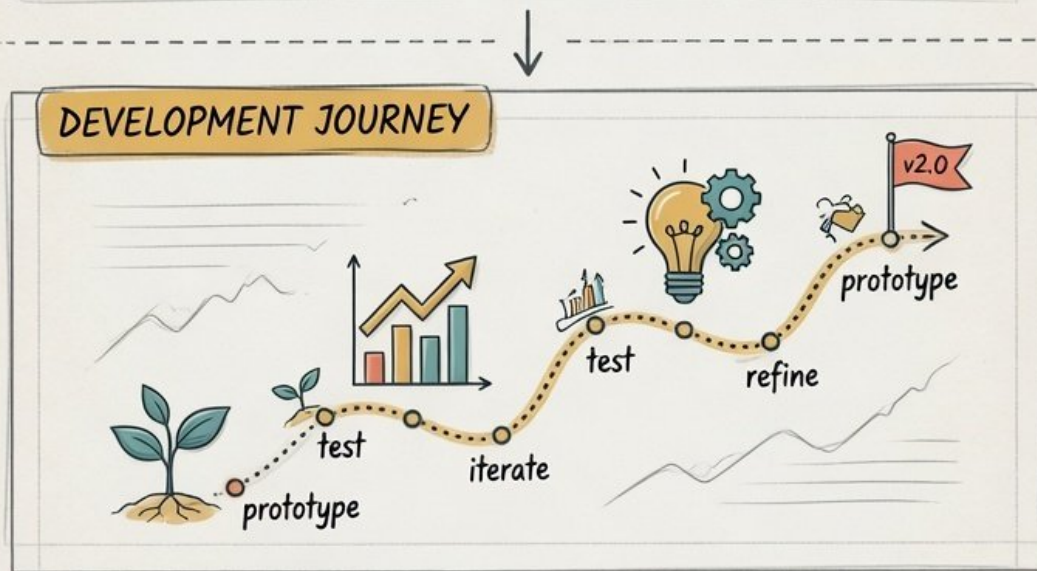
Development comparisons



## Public Address Clips

Live and recorded footage

# Special Content Series



## "Voice of the People"

1

Local feedback videos — residents share their opinions and experiences directly on camera.

## "Development Journey"

2

Project-based video documentation — an authentic record of development work and its impact.

## "A Day with Your Representative"

3

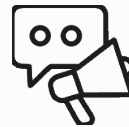
Personal connect content — a behind-the-scenes look at the representative's day and public service.

# Execution Channels (Digital Platforms)



## X (Twitter)

Real-time responses and issue-based dialogue.



## Facebook

Detailed updates and local community connect.



## Instagram

Youth engagement and visual brand building.



## YouTube

Documentation and in-depth video content.



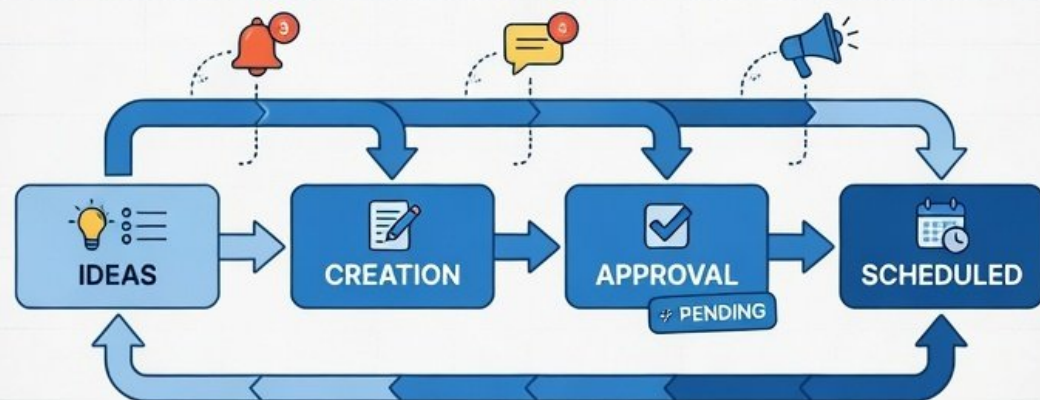
## WhatsApp

Direct content distribution down to booth level.

### CONTENT CALENDAR



### CONTENT PIPELINE



### PERFORMANCE TRACKER



# Social Media Strategy

## Regular, Consistent Posting

Publishing content at fixed times daily to maintain continuous audience engagement.

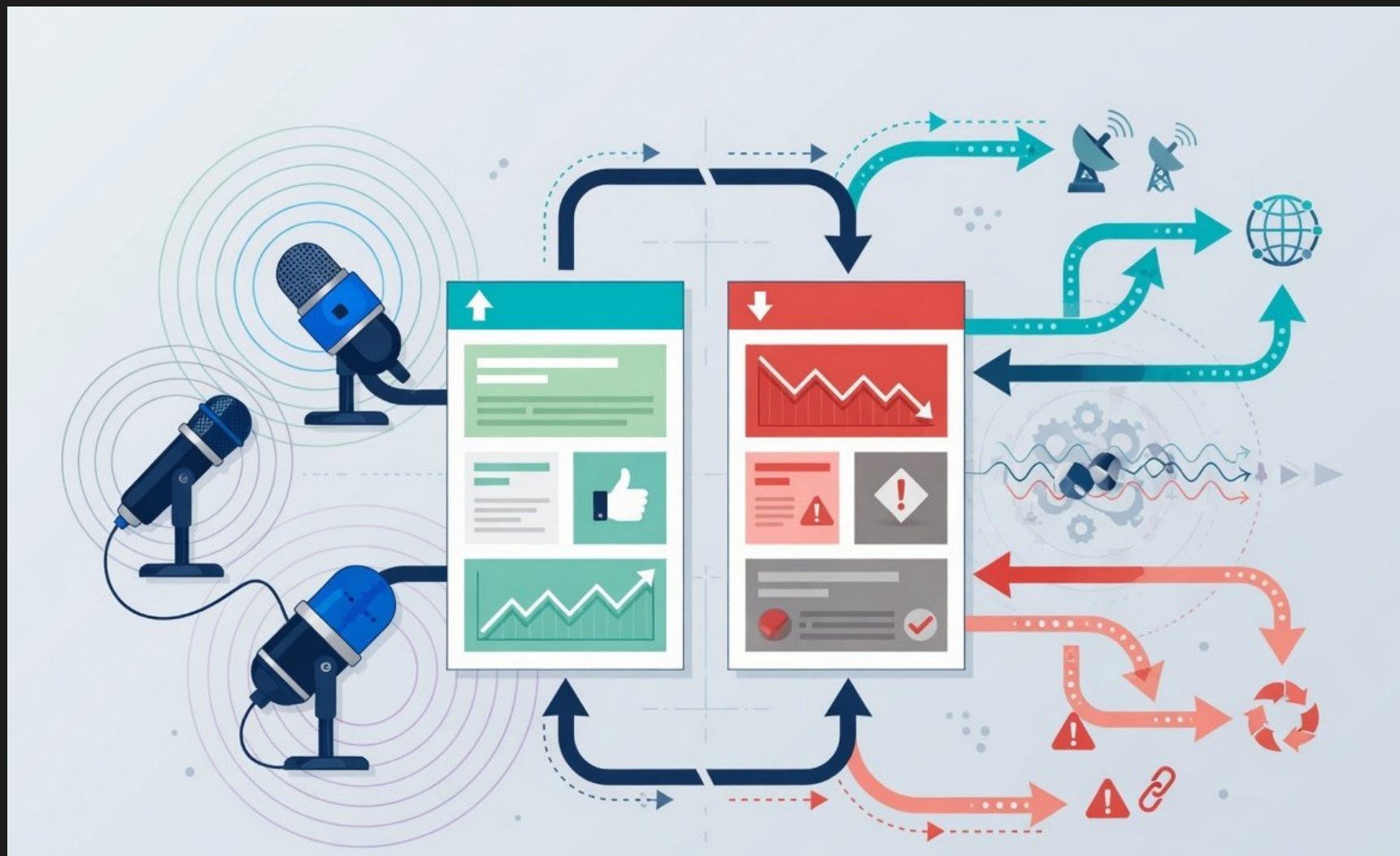
## Rapid Response to Trending Topics

Staying current and relevant by responding to trending issues with speed and accuracy.

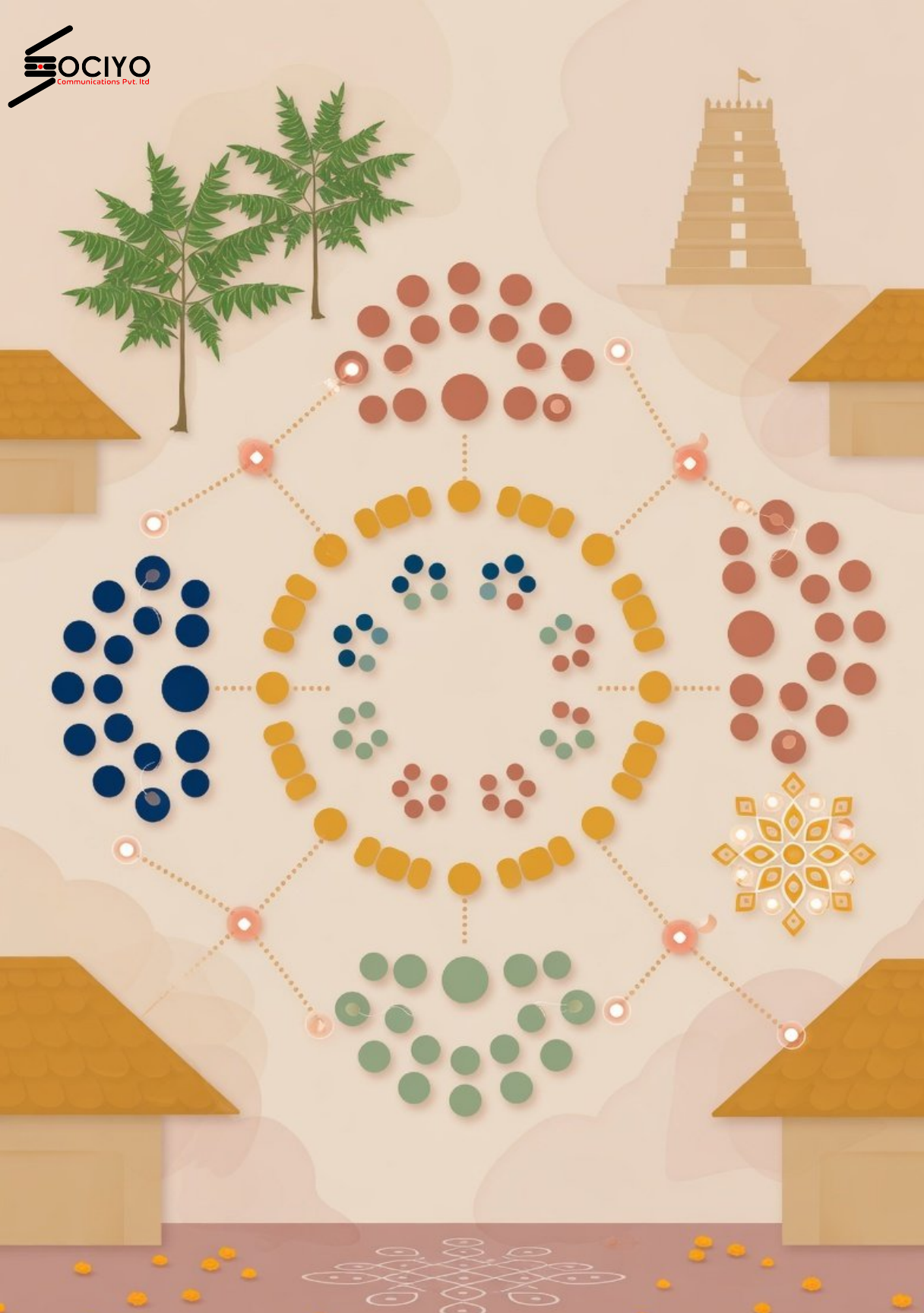
## Regional Language and Local Context

Speaking to people in their own language and drawing on local references they recognize.

# Media Management



- **Consistent Coverage**  
Ensuring regular and sustained coverage across local and regional media.
- **Press Notes, Interviews & Press Conferences**  
Ongoing press engagement through formal communications and media interactions.
- **Proactive Narrative Control**  
Amplifying positive stories and providing prompt, factual responses to negative coverage.



# Events & Public Outreach

## Community Forums, Chaupal & Neighborhood Meetings

Direct, ground-level engagement with the public across the constituency.

## Events at Every Scale

From booth-level gatherings to constituency-wide events — organized at every tier.

## Targeted Engagement

Dedicated outreach for youth, women, and traders — tailored to each community's priorities.



# Voter Targeting Framework

Segment	Primary Focus
Youth	Employment, skill development, opportunity
Women	Safety, healthcare, empowerment
Farmers	Income support, irrigation, market access
Urban Voters	Infrastructure, civic amenities
Rural Voters	Basic services and utilities

# Key Tools & Team Structure

## (A) Monitoring & Analytics

- 24x7 social media and news tracking
- Sentiment analysis — understanding public mood in real time
- Content performance tracking across all channels

## (B) Media & Narrative Management

- Amplification of positive stories and achievements
- Rapid rebuttal of misinformation and negative coverage

## (C) Crisis Management

- Immediate response to any controversy or incident
- Fact-based, balanced communication in high-pressure situations
- SOP-driven damage control system for consistent, effective handling

### Team Structure

Role	Unit
Campaign Manager / Project Head	01
Social Media Strategist	01
Social Media Executive	01
Graphic Designers	02
Content Writers	02
Photographers	02
Videographers	03
Coordinator	01
Media Liaison	01
Analytics Expert	01
Ads Manager	01
Voice Over Artist	01
Tech & Website Support	01
Live Feed Expert	01



At **SOCIYO Communications Pvt. Ltd.**, we don't just run campaigns—we build movements, shape public opinion, and influence elections. Let's work together to craft a winning political & corporate strategy!

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