Public Affairs Council

EUDAS, 3 Dec 2021

Setting up a digital advocacy strategy from scratch

András Baneth | https://www.linkedin.com/in/andras-baneth/

Kids, Grandpa and Grandma are here!

Experience I bring

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Public Affairs Council
MANAGE YOUR WORLD

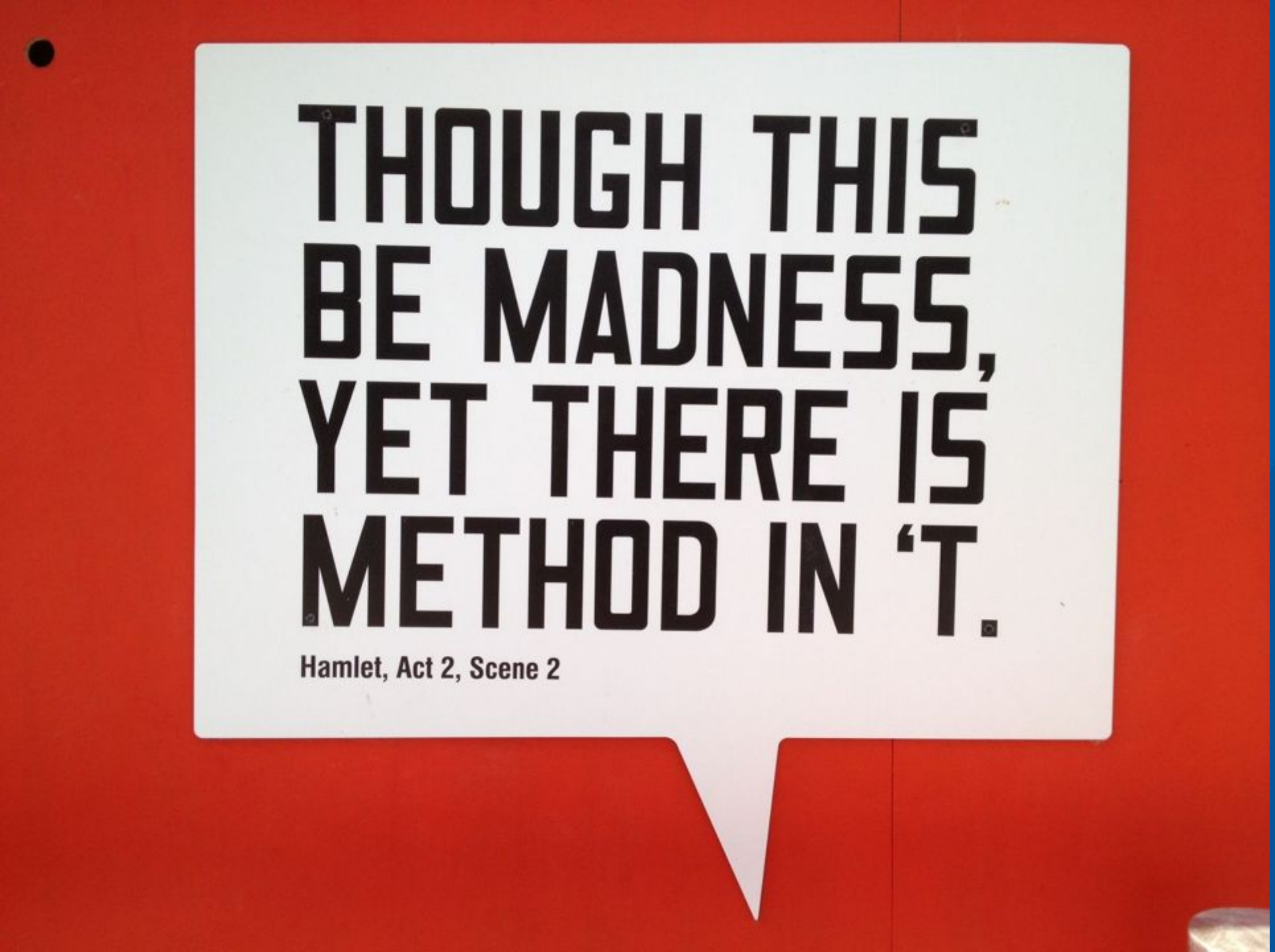
speakerhub

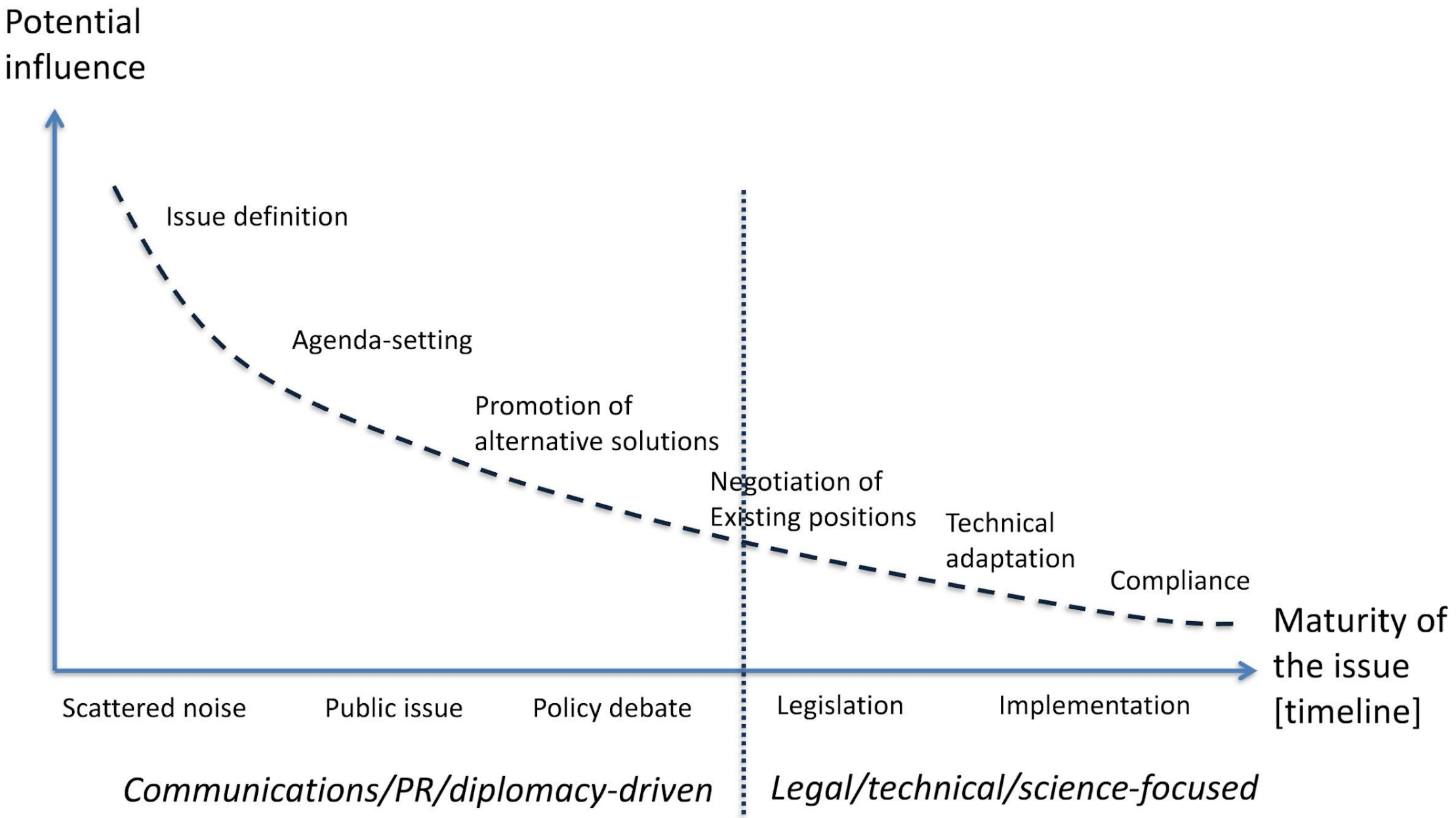
...

Public Affairs Council

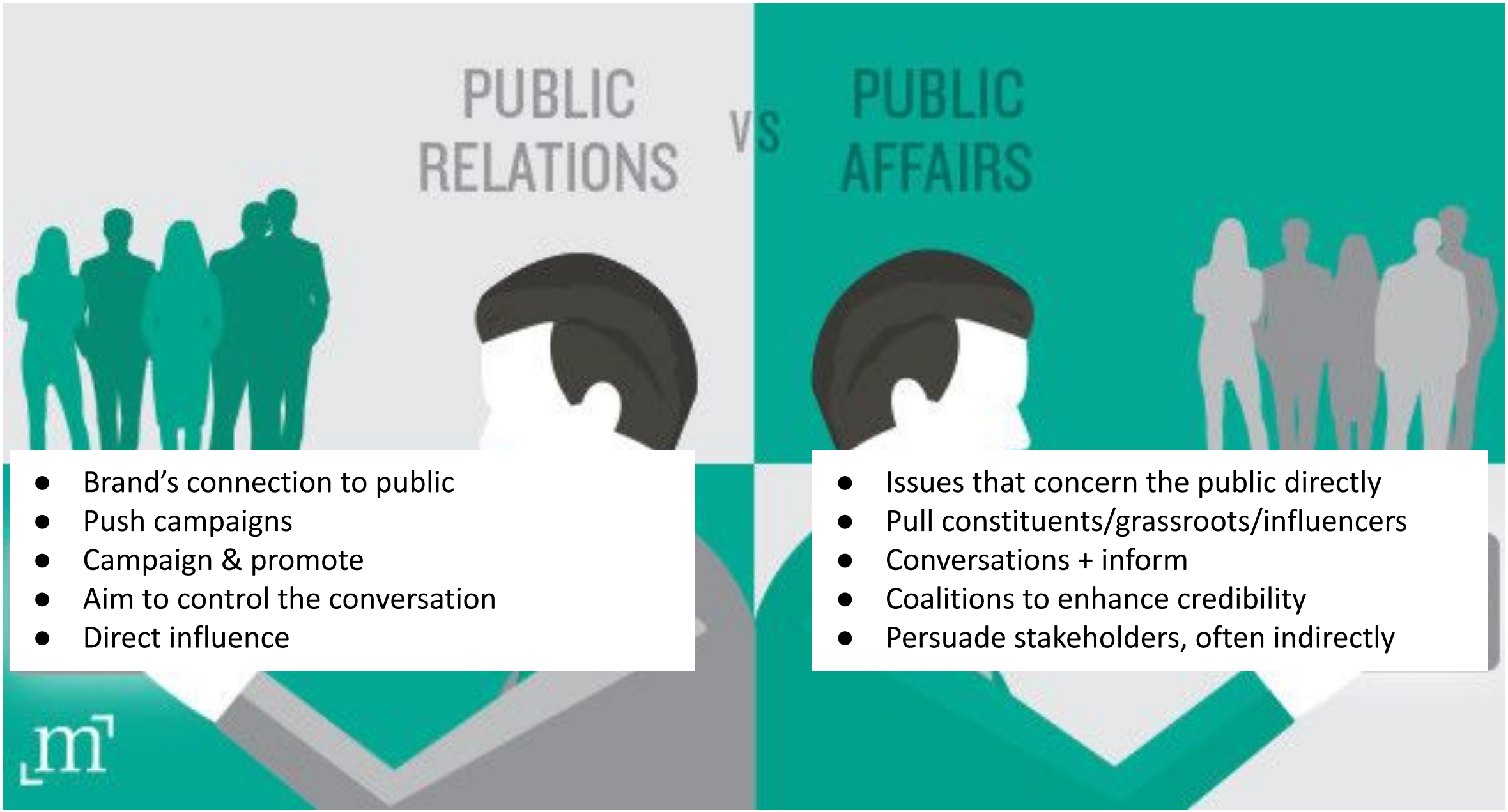
How would you define “digital advocacy”?

Type in the chat box*


THOUGH THIS
BE MADNESS,
YET THERE IS
METHOD IN 'T.
Hamlet, Act 2, Scene 2



Inspired by Novo Nordisk's public affairs chart



- Brand’s connection to public
- Push campaigns
- Campaign & promote
- Aim to control the conversation
- Direct influence

- Issues that concern the public directly
- Pull constituents/grassroots/influencers
- Conversations + inform
- Coalitions to enhance credibility
- Persuade stakeholders, often indirectly

https://www.linkedin.com/pulse/public-affairs-relations-lynn-lowe/

Your “client”

Your “client”

MICRO
MOBILITY
Transforming Urban Mobility FOR EUROPE
Home
About Us
News
Contact
Our Members
BIRD
Bolt
dott
FREENOW
Lime
TIER
voi.
WIND

6-step digital advocacy plan

1. Objectives

- 3 main advocacy goals
- 3 main SMART communication objectives (‘success’)

2. Audience & Intelligence

- Stakeholder, position, audience mapping
- Identify policy influencers, journalists, multipliers
- Public sentiment analysis

3. Define channels

- Social media (which?)
- Direct email outreach
- Campaign landing page
- Traditional media

What could be the 3 main comms objectives for MME?

Type in the chat box*

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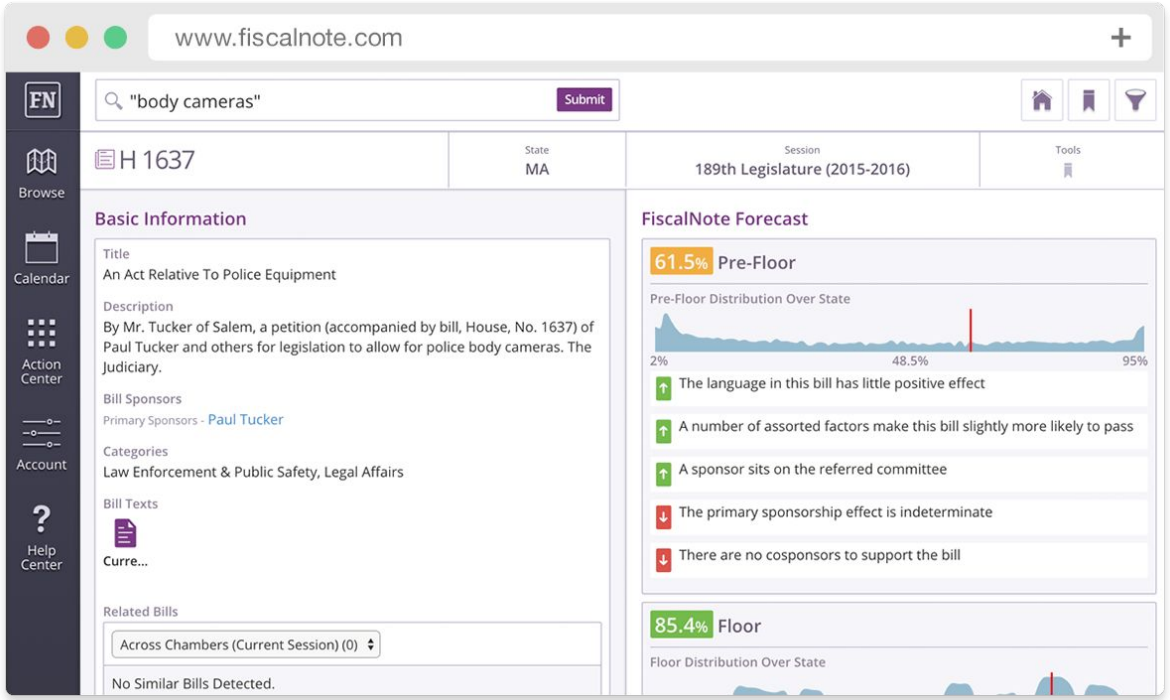
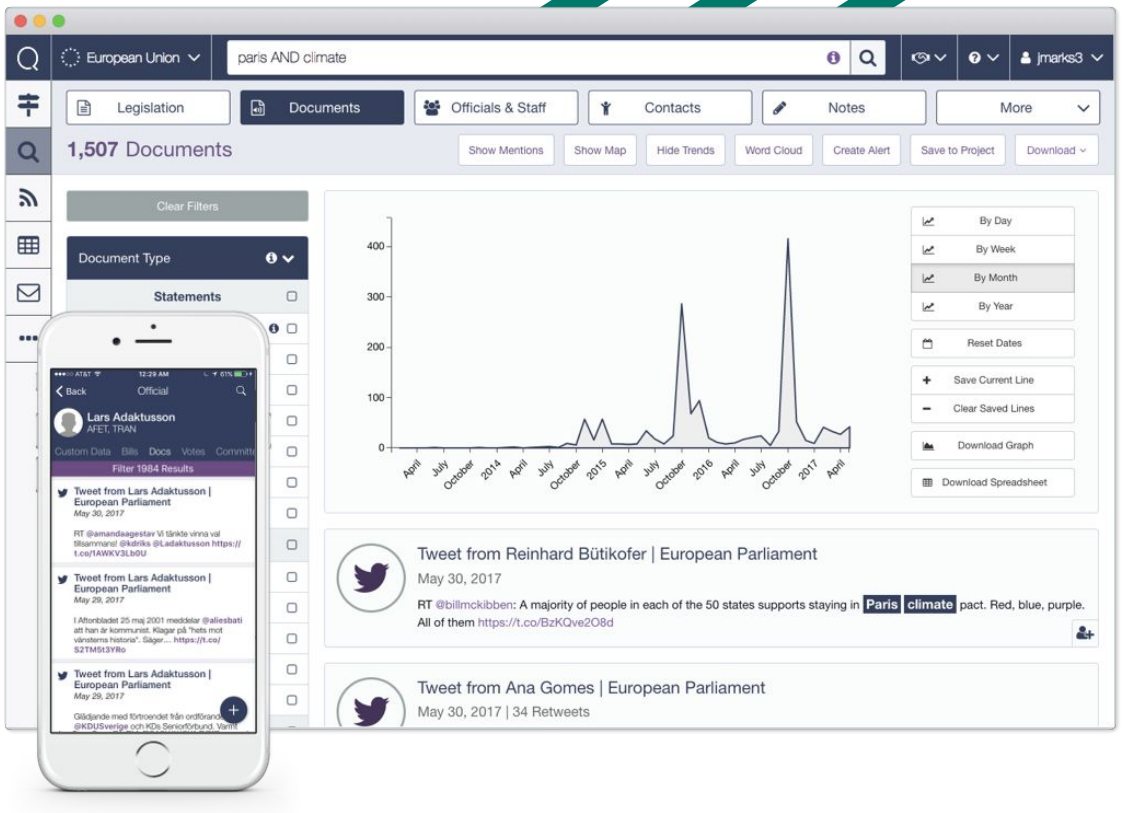




https://pac.org/eur/government-relations-tracking-analytics-tools-for-eu-public-affairs/

Public Affairs Council

EXPERTISE EVENTS MEMBERSHIP RESEARCH JOBS NEWS ABOUT

The Best Government Relations Tracking and Analytics Tools for European Public Affairs

Last updated 27 January 2021

As the public and government affairs function has become more professional and data-driven, a number of companies and tools have appeared on the European scene.

Their mission: to help lobbyists, regulatory managers and corporate affairs professionals track, monitor, analyze, log events and trends, and/or connect and engage with policymakers at EU institutions, government officials at local or national level, and stakeholders at large.

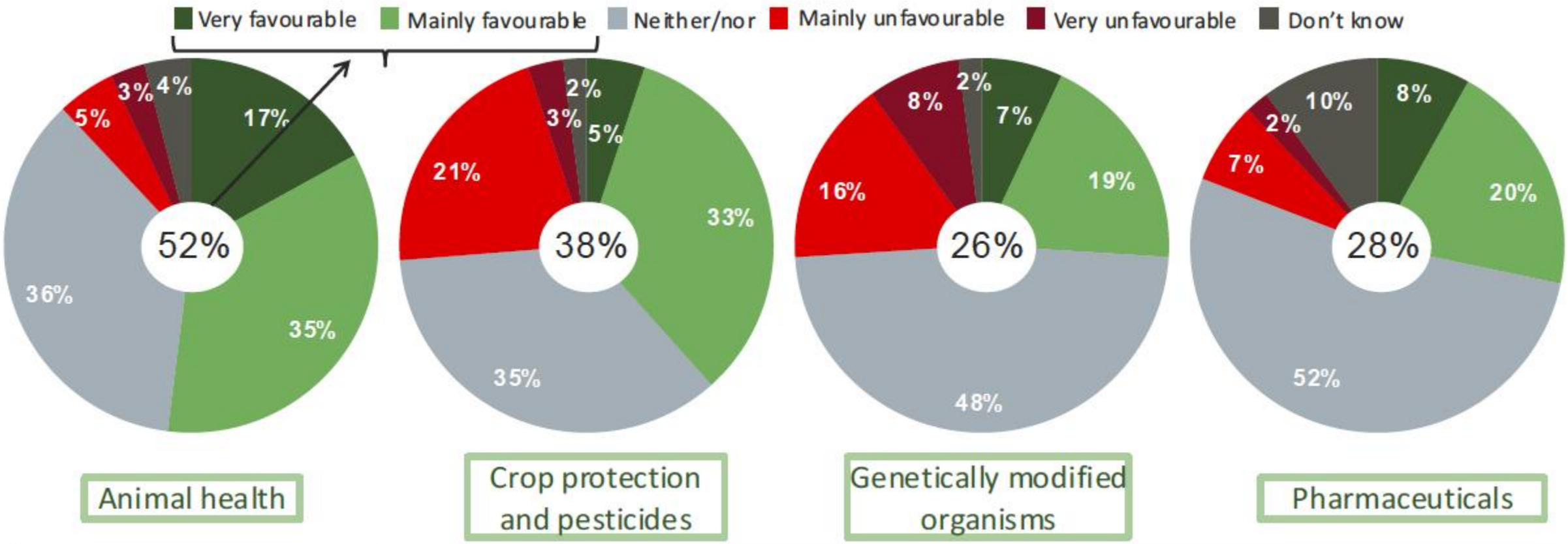
Below is a non-comprehensive list of tools/companies offering digital public affairs tools of some kind. If you run a service that should be on this list, let us know and we'll update it.

Important: Tools are listed alphabetically. The blurbs were given to us or taken from the respective companies' websites, without any comment or evaluation from us. We only include social media tracking tools that have links to government or corporate affairs, or Europe.

Content:

Borealis
DeHavilland EU Monitoring
Dods Monitoring
Elif Lab
EU Insider
EU Monitor

https://pac.org/eur/government-relations-tracking-analytics-tools-for-eu-public-affairs/



Ipsos MORI
Reputation Centre

Base: All who have heard of animal health (57), crop protection & pesticides (60), GMOs (60) and pharmaceuticals (57), 2015

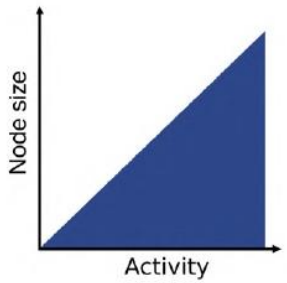
Strongest cosponsoring relations amongst EP AGRI committee members

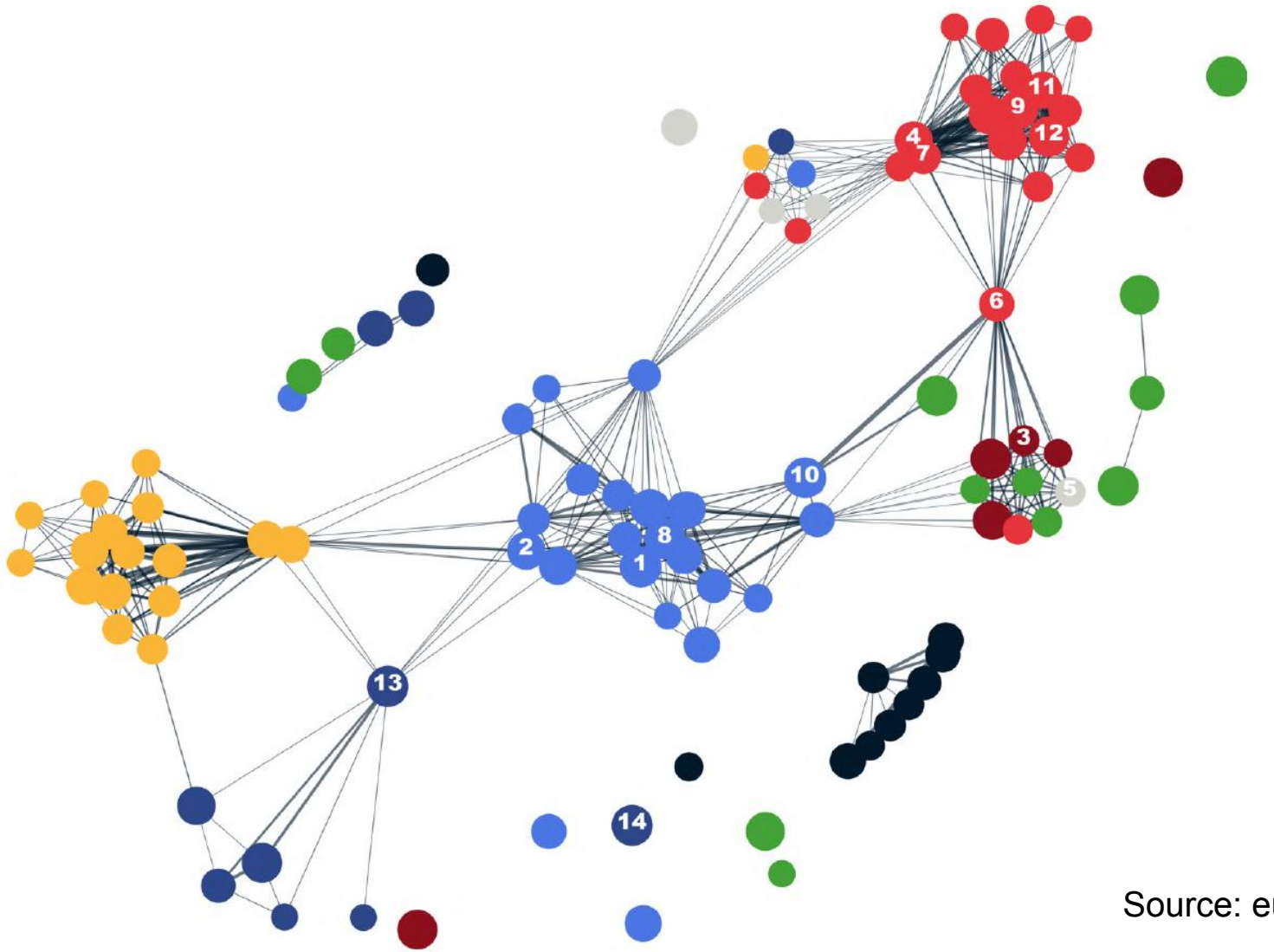
Overview

LEGEND

- EEP
- GREENS/EFA
- S&D
- GUE/NGL
- RE
- ID
- ECR
- NI

1 Anne Sander
2 Petri Sarvamaa
3 Marisa Matias
4 Paolo De Castro
5 Eleonora Evi
6 Maria Noichl
7 Pina Picierno
8 Daniel Buda
9 Carmen Avram
10 Michal Wiezik
11 Juozas Olekas
12 Ivo Hristov
13 Mazaly Aguilar
14 Emmanouil Fragkos





Source: eulytix.eu

6-step digital advocacy plan

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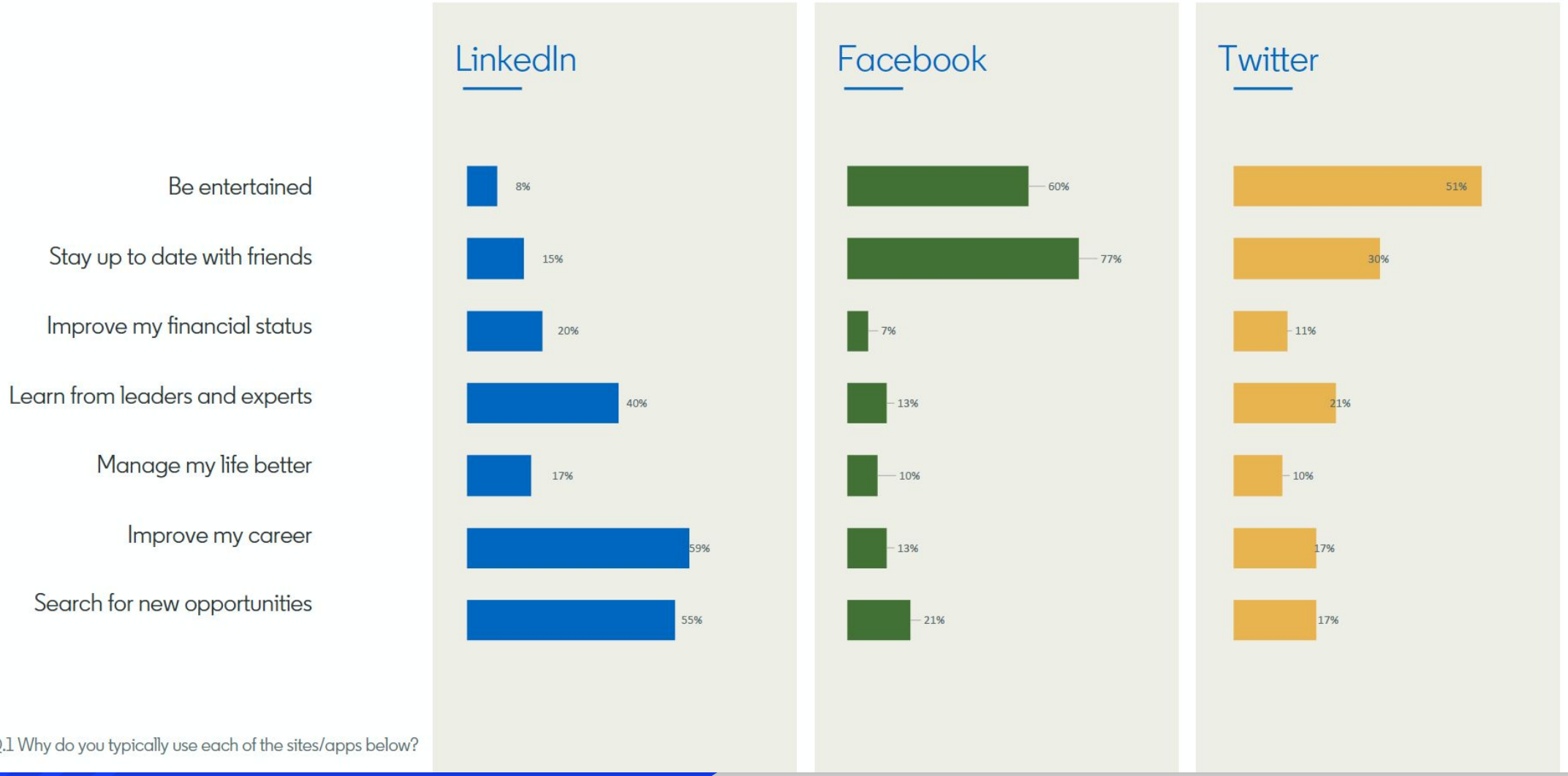
    - Identify policy influencers, journalists, multipliers
    - Public sentiment analysis
3. **Define channels**
    - Social media (which?)
    - Direct email outreach
    - Campaign landing page
    - Traditional media

Consumers approach platforms with **distinct intents**

People come to LinkedIn to achieve their ambitions, not just to be entertained



Q.1 Why do you typically use each of the sites/apps below?

interpret

RURAL BROADBAND: Ask Congress to expand rural access to broadband service

Share This Article

Rural broadband is a critical pathway to global markets for agriculture and other industries. Farmers and ranchers depend on broadband just as they do highways, railways and waterways.

While most Americans take broadband for granted, **26.4 percent** of **rural** Americans **lack broadband access** compared to only **1 percent** of **urban** Americans, according to the Federal Communications Commission. However, an asterisk must be used alongside these figures because the current data and maps used to assess broadband coverage are flawed and fail to accurately determine broadband access.

Agriculture requires mobile broadband coverage, which **allows farmers to be more efficient, economical and environmentally responsible**. Broadband connectivity allows farmers and ranchers to make **data-driven business decisions** and improves sustainability by allowing farmers to apply less water, protect soil health, plant seeds to achieve optimal yield and reduce environmental impact.

Ask your members of Congress to support:

- **H.R. 3369**, the Broadband for Rural America Act. This legislation will provide additional investments in USDA rural broadband programs while prioritizing rural areas most underserved.
- **S. 1695** and **H.R. 3193**, the **Eliminating Barriers to Rural Internet Development Grant Eligibility (EBRIDGE) Act**. This legislation removes hurdles for broadband projects, including difficult last-mile efforts that often delay rural

Learn more here about the issue here: Rural Broadband

Your messages are important.

Complete your information in the boxes below to send the correct message to your members of Congress and Senators.

Please consider adding a **PERSONAL MESSAGE** such as mentioning your hometown or telling your members of Congress about how improved rural broadband would help your farm and community. Then click "SEND EMAIL" to send your comments.

Send an email to your officials with one click!

Title *

Full Name *

Address *

Zip * city and state not required

Phone *

Email *

Send Email →

Send me emails about this campaign

Send me text messages about this campaign

6-step digital advocacy plan

4. Content creation & curation

- Thought leadership content (own & curated)
- Visual formats (infographics, videos, memes, articles, webinars)
- Find (or create) a community of like-minded individuals
- Creative & cutting-edge (AR, VR, PR)

5. Implementation

- Who, when, process
- In-house and/or outsource
- Own assets (website, channels), earned/organic & paid

6. Track, analyze, evaluat

- Communications output metrics
- Advocacy impact metrics

HOW TO FEED THE
CONTENT
BEAST
(without getting eaten alive)
curata

Can social media make politics great again?

Published on May 7, 2018

Dan Sobovitz | ✓ Following
Speechwriter, Digital story-teller, communication strategist & trainer, #Tech4Good Evangelist, #pixelart geek
10 articles

1,539 138 121

The relationship between social media and politics has been on a roller-coaster for the past

YouTube BE

Search

The Indoor Generation by VELUX

8,478,776 views • May 14, 2018

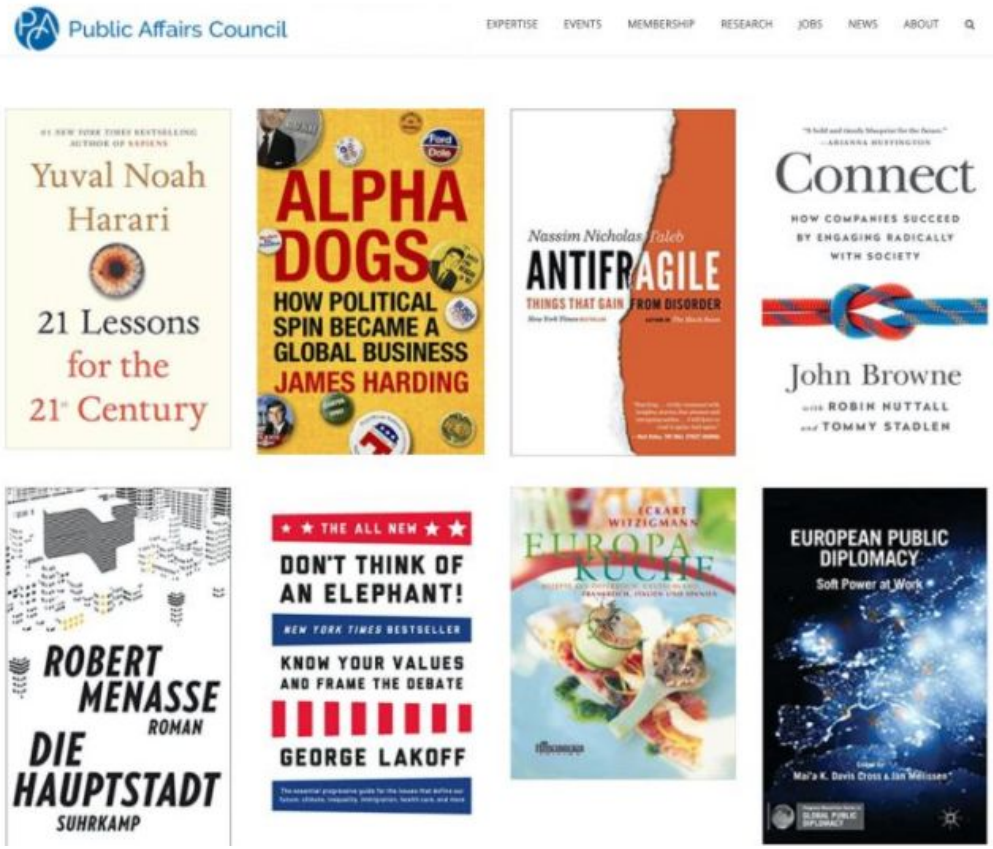
8.4K 432 SHARE SAVE

The VELUX Group
11.2K subscribers

SUBSCRIBE

Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [found...
2w •

Inspired by Laura Shields's call for book suggestions, we've created a full list and visuals for EU public affairs professionals on what to read during #lockdownn Enjoy: https://lnkd.in/eA9mCsg Public Affairs Council #selfimprovement



165 · 11 Comments

Reactions

Like Comment Share Most Relevant

9,508 views of your post in the feed

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Quick poll: does your organization outsource some/all of your digital advocacy work?

A. All is done in-house
B. Some work is outsourced
C. All the work is outsourced
D. We don’t yet do any digital advocacy

upwork Find Talent Find Work Why Upwork Enterprise Search Log In Sign Up

Development & IT Design & Creative Sales & Marketing Writing & Translation Admin & Customer Support More

Join the world's work marketplace

Find great talent. Build your business.
Take your career to the next level.

Find Talent Find Work

Trusted by

Microsoft airbnb BISSELL GoDaddy

Back Better World.

Von der Leyen's plan involves €135 billion worth of investments under an existing sustainable development fund, as well as up to €18 billion in grants under other EU external assistance programs. She will also announce €145 billion of "planned investment volumes" by other European development finance institutions.

Taking a dig at Beijing, the EU's draft plan says: "Without proper transparency, good governance and high

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KPIS BY CATEGORY

Marketing	Email	SEO	Pay-per-click	Social Media	Website
Cost per acquisition	Open rate	Sales	Cost per click	Amplification rate	Website traffic
Market share	Conversion rate	Leads	Click-through rate	Applause rate	Unique visitors
Brand equity	Opt-out rate	Conversion rate	Ad position	Followers and fans (i.e., Facebook, Twitter, Pinterest)	New vs. returning visitors
Cost per lead	Conversion rate	Visits	Conversions	Conversion rate	Time on site
Conversion rate	Subscribers	Time on site	Conversion rate	Landing page conversion rate	Average time on page
Click-through rate	Churn rate	Time on page	Cost per conversion	Return on engagement (ROE)	Bounce rate
Page views	Click-through rate	Landing pages	Cost per sale (CPS)	Post reach	Exit rate
Bounce rate	Delivery rate	Keyword rankings	Return on ad spend (ROAS)	Klout score	Page views
Share of voice (SOV)		Page views	Wasted spend		Page views per visit
Online share of voice (OSOV)		Bounce rate	Impressions		Traffic sources
		Indexed pages	Quality score		Geographic trends
		Increase in non-branded search traffic	Total spend		Mobile visitors
		Increase in branded search traffic			Desktop visitors
		Referring websites (backlinks)			Visits per channel
		Domain authority Page authority			

CONTENT MARKETING INSTITUTE
A UBM COMPANY

What KPIs would you use to measure MME's impact?

Type in the chat box*

Coffee break

Public Affairs Council

EUDAS, 3 Dec 2021

Developing narratives for platforms

András Baneth | https://www.linkedin.com/in/andras-baneth/

What's a *narrative*?

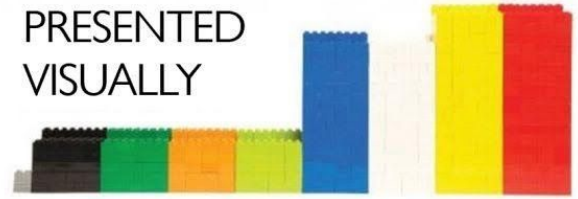
Type in the chat box*

DATA

SORTED

ARRANGED

PRESENTED
VISUALLY



EXPLAINED
WITH A STORY

Consider plastics: how it became a global issue

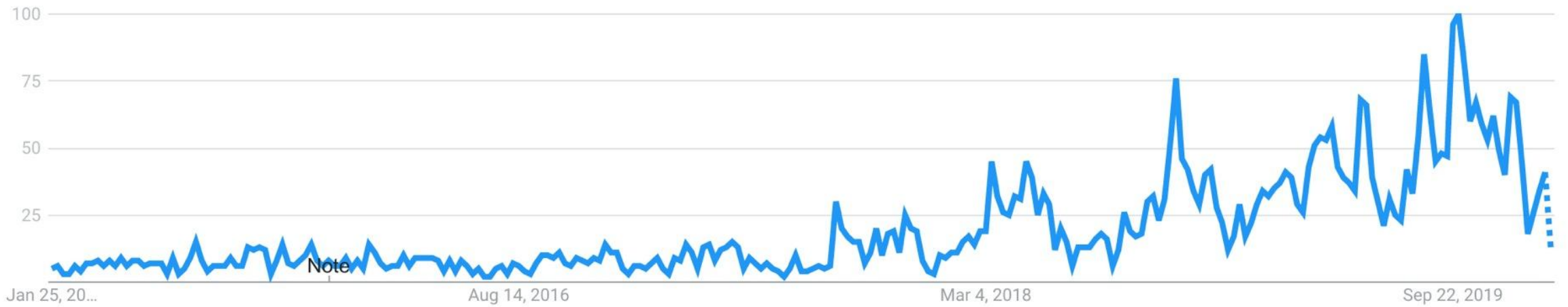
Google Trends | Explore

microplastics
Search term

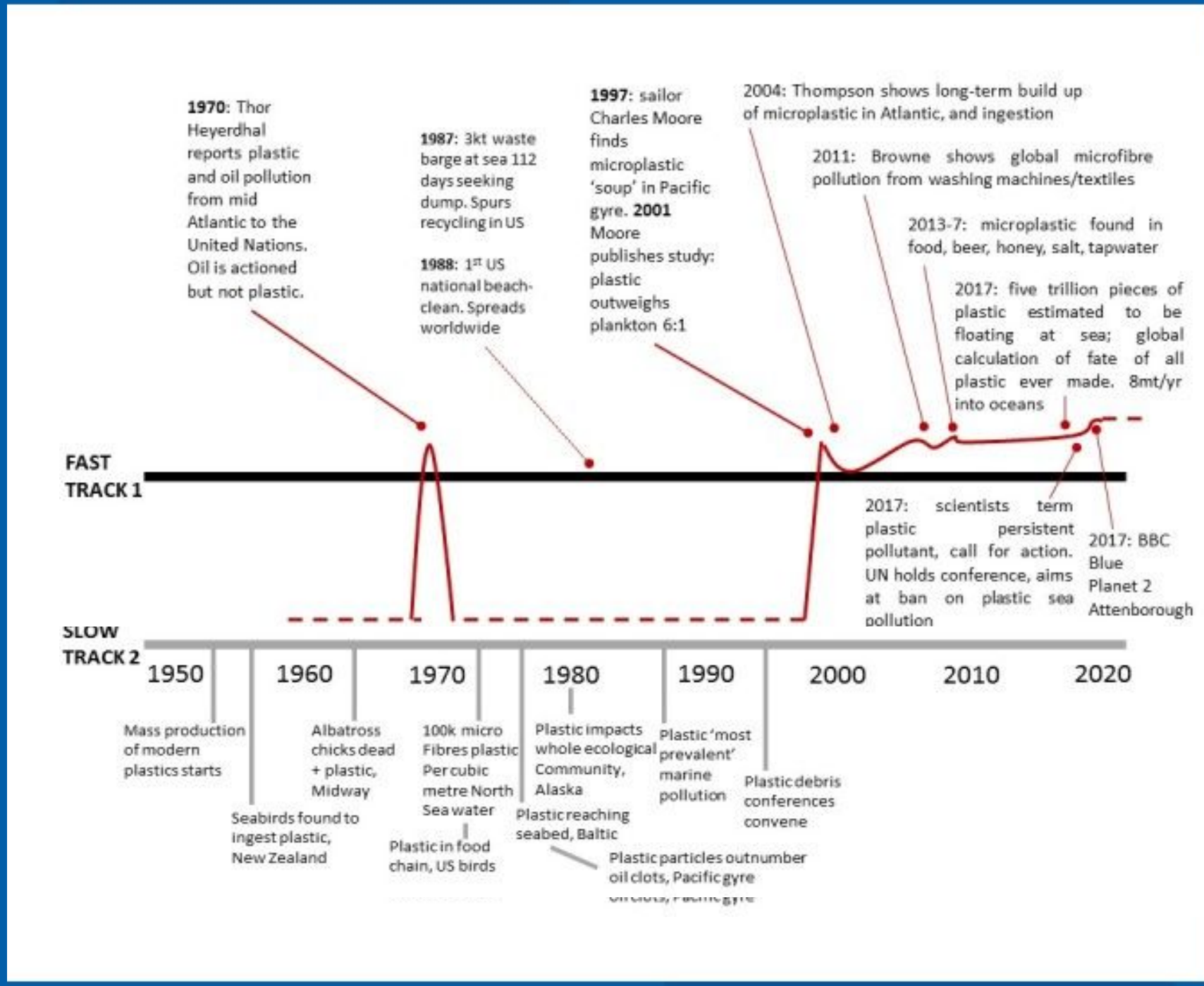
+ Compare

United States | Past 5 years | All categories | Web Search

Interest over time



How plastics got on the agenda



How to create memorable content

6 ingredients

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1. Simple

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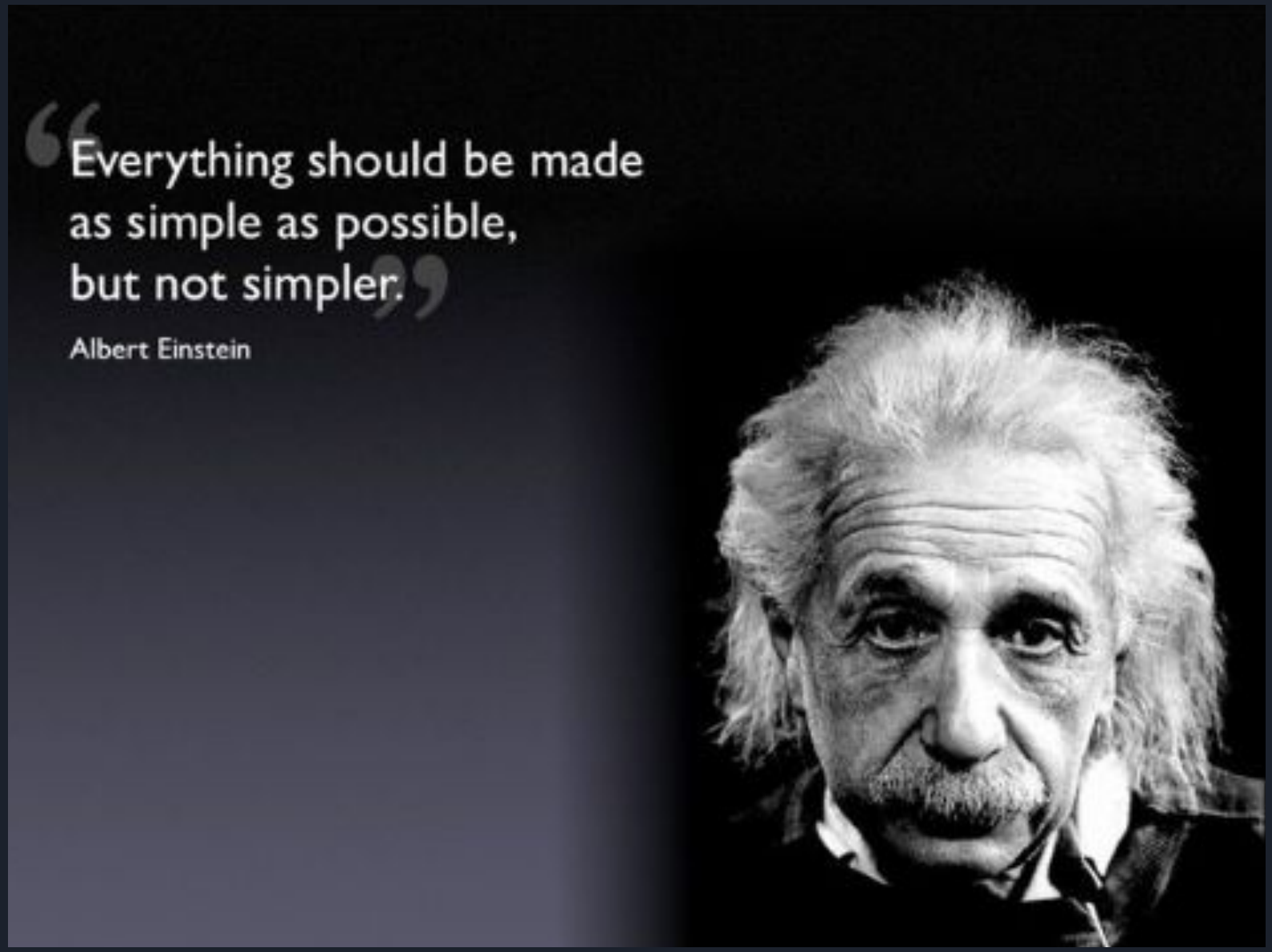

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more with less

@cropprotection

What exactly are #biopesticides and

@cropprotection

ð @pcanfin for the

@cropprotection

The #COVID19 pandemic presents the

We are an innovative, forward-thinking organisation that make cutting-edge telecommunication solutions and industry leading equipment.

Get to the point.

STAEDTLER

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Use what they already know

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2. Unexpected

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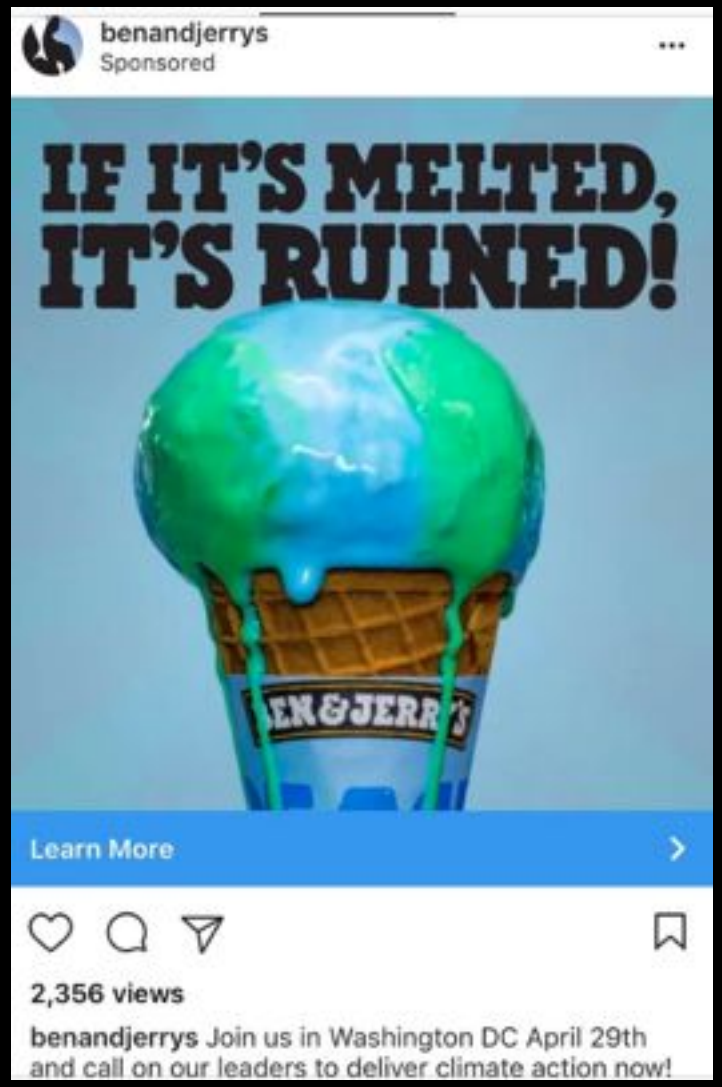
benandjerrys
Sponsored
IF IT'S MELTED, IT'S RUINED!
Learn More
2,356 views
benandjerrys Join us in Washington DC April 29th and call on our leaders to deliver climate action now!

3. Concrete

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Tibor Navracsics
@TNavracsicsEU

After too many missed opportunities, we must act and ensure robust solutions are put in place. This will be a long process

12:11pm · 3 Jun 2015 · Twitter Web Client

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4. Credible

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What makes an organization, a study, a message, or a person ‘credible’ ?

Type in the chat box*

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Credibility is like a coefficient in a formula.

If it’s zero, the communication will fail.

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5. Emotional

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Which emotional reaction works...?

- Humor & fun
- Love
- Outrage
- [anger]
- [disgust]
- [fear]
- [sadness]

Based on Jonah Berger: Contagious

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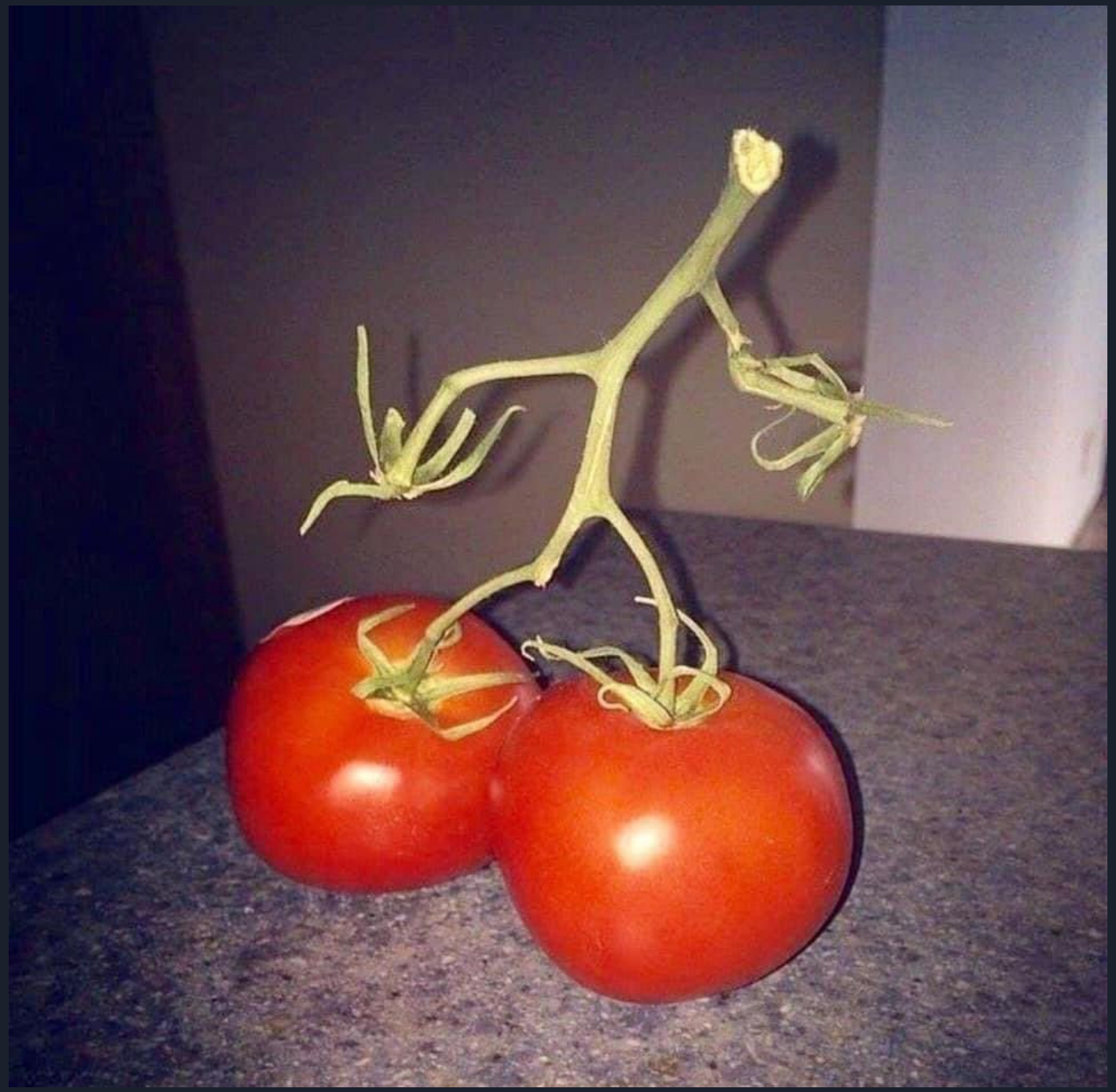

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New research says research is valuable; researchers glad

Associated Press

UW-Madison Chancellor Donna Shalala and researchers are pleased with a new report that reaffirms the value of research that may not pay off until years after taxpayers have paid for it.

Shalala said the report by the National Science Board Commission on the Future of the National Science Foundation reinforced the foundation's commitment to so-called basic research in science and the social sciences.

"You cannot have technology unless you have basic research," said

short-term research should be done to solve specific, immediate problems such as AIDS or the economy.

The report said improving the industrial strength of the United States must be a priority, but maintained that changing the National Science Foundation would not accomplish such goals.

"Failures in the marketplace have not been the result of slow transfer of academic science to industry," the report said. "In fact, American firms have been the first to commercialize virtually all innovative products but have lost market share to competitors with

neering. The foundation doles out about $2.5 billion for research projects.

The report pleased administrators and professors at UW-Madison, where an estimated 80 percent of the research could be considered basic or long-term.

John Wiley, dean of the graduate school, said the attempt to distinguish between basic research and applied research was "wrong-headed and counterproductive."

"If people 100 years ago had worked only on how to make better horseshoes, who would have done the work leading to cars?" Wiley

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Ryanair ✓
@Ryanair

Trump declaring victory this early is like disembarking before the plane has landed

we don't recommend

#Election2020

> **Bloomberg** ✓ @business · 12h
>
> Donald Trump falsely declares victory against Joe Biden and says he would ask the U.S. Supreme Court to intervene, even as several battleground states continue to count votes
> bloom.bg/2HUoaMB

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6. Stories

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What are the components of a ‘story’ ?

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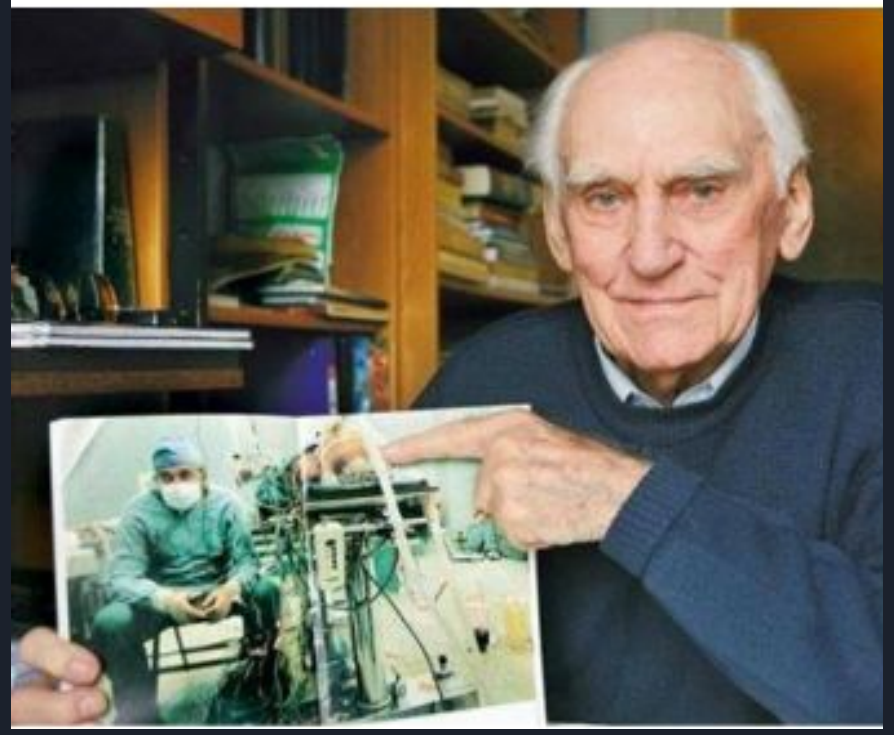

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Simple
Unexpected
Concrete
Credible
Emotional
Stories

*repeat consistently

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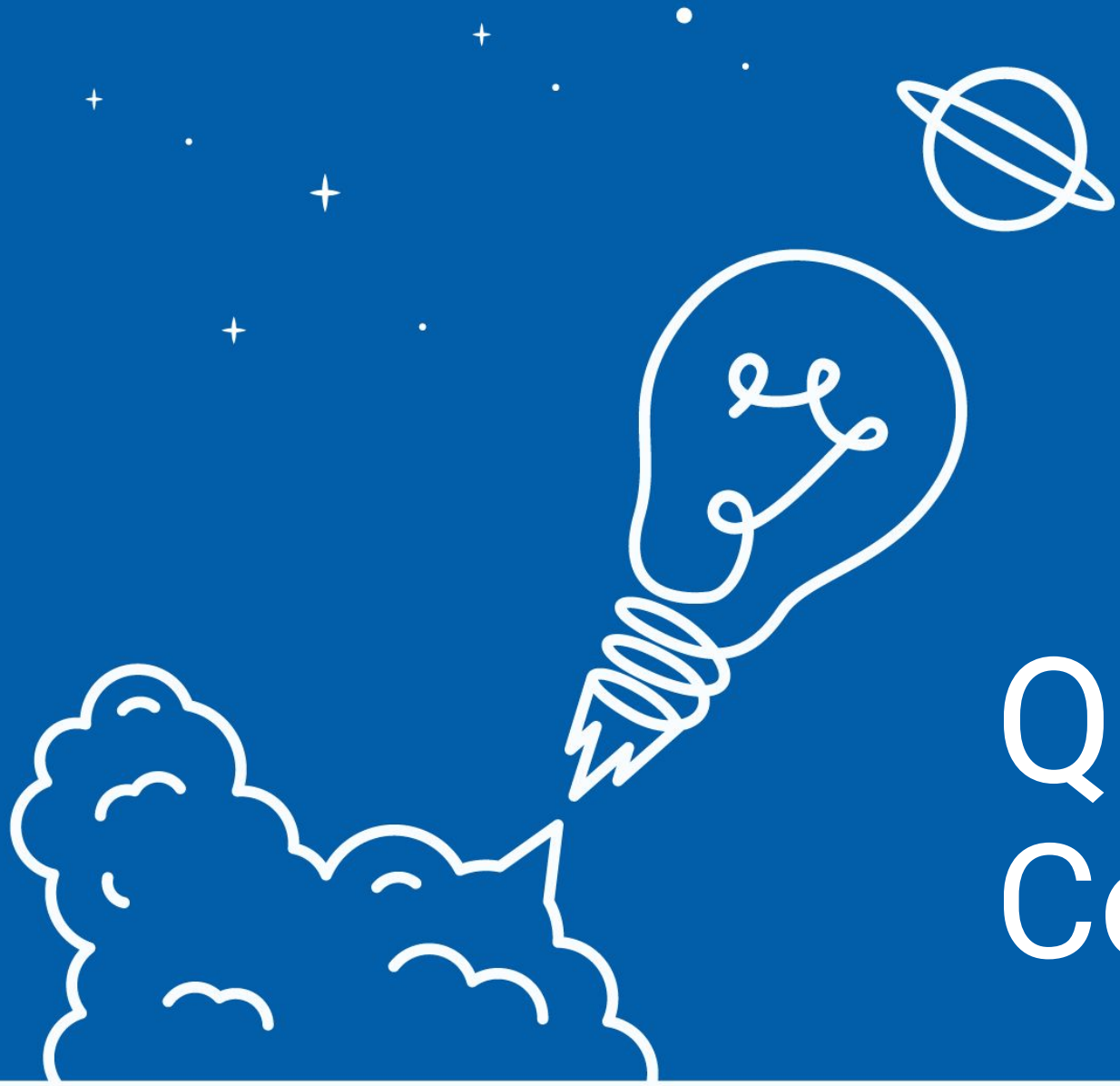

Questions & Comments?

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