

12/2/2021



Public Affairs
Council

Transatlantic Digital Advocacy

Nick's Agenda

Digital Advocacy

1. How advocacy works on social media in the US
2. Virtual policymaker engagement
3. Future Trends

Using Social Media for Advocacy

Top Five Reasons to Use Social Media

1. **Engage with Grassroots Advocates:** Give/get source material.
2. **Thought Leadership:** How we give back, how we're excellent, and why it matters.
3. **Engage with Key Contacts:** Correcting the record and influencing the debate.
4. **Get the Latest:** News often hits social before the home page.
5. **Social Listening:** See and hear how your issues are discussed in the digital town square.

Engage With Advocates



U.S. Chamber ✓
@USChamber

Retweet to join us in telling Congress to support a 40-hour work week! --> bit.ly/1wVFJIC
#40isfulltime



TELL CONGRESS

 **FULL TIME = 40 HOURS**

TAKE ACTION >



American Dental Association
Published by Connect [?] · June 20 at 4:59pm ·

Thank you to our supporters who, over the last two weeks, sent over 2,700 messages to Capitol Hill! #MedicalDeviceTax



Medical Device Tax Repeal Passes in the House!

U.S. House approves device tax repeal
The U.S. House of Representatives on a bipartisan 280-140 vote June 18 approved a repeal of the excise tax on medical devices.

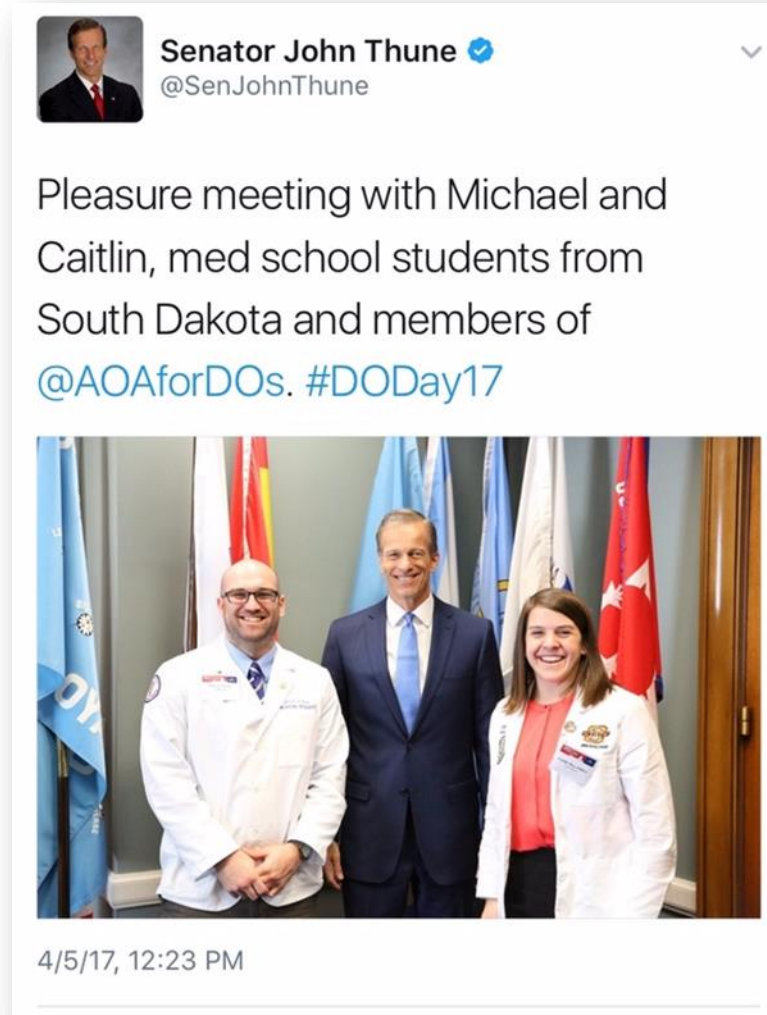
13,984 people reached [Boost Post](#)

Unlike · Comment · Share

👍 You and 172 others like this. [Most Relevant](#)

🔗 34 shares

Engage With Advocates



Thought Leadership



Evergreen



"Today Peg"

Thought Leadership



Repurposing Earned Media



Offering Solutions

Engaging With The Media/Key Contacts

Skittles are candy; refugees are people. It's an inappropriate analogy. We respectfully refrain from further comment, as that could be misinterpreted as marketing



Mars, Incorporated ✓
@MarsGlobal

Follow

1:13 AM - 20 Sep 2016

↩️ ↺️ 5,238 ❤️ 7,815



General Motors ✓
@GM

Follow

The offer we presented to the UAW prioritizes employees, communities and builds a stronger future for all. It includes improved wages and health care benefits, over \$7B in U.S. investments and 5,400 jobs. Let's come together and secure our shared future:
s.gm.com/ezmv5

GM's Offer to the UAW:

Over \$7 Billion in Investments and more than 5400 Jobs:

- Solutions for unallocated assembly plants in Michigan and Ohio
- Investments in eight facilities in four states
- Introduction of all-new electric trucks
- Opportunity to become the first union-represented battery cell manufacturing site in the U.S.
- Additional new vehicle and propulsion programs

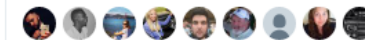
Best-in-Class Wages and Benefits:

- Wage or lump sum increases in all four years
- Improved Profit Sharing Formula
- Ratification payment of \$8,000
- Retain nationally-leading health care benefits
- New coverage for autism therapy care, chiropractic care and allergy testing

GENERAL MOTORS

10:42 AM - 15 Sep 2019

64 Retweets 155 Likes



💬 264 ↺️ 64 ❤️ 155

Engaging With The Media/Key Contacts



Kristin Byrne
@Kristin_Byrne

Follow

.@SocialSecurity Hello! I am a consumer reporter in Milwaukee for @tmj4 I am looking to connect with a spokesperson in my area for a story I am working on -- Can someone help? Thanks! Kristin.byrne@tmj4.com

8:11 AM - 25 Sep 2019



Byron Tau ✓
@ByronTau



Following

Wanted: Twitter user fluent in election law speak awake at this hour. My tired eyes are seeing double.

RETWEETS

2

LIKES

8



10:10 PM - 15 Mar 2016

Washington, DC



Reply to @ByronTau



Robert Kelner @robkelner · 10h
@ByronTau I'm awake.... We never sleep.



1





Byron Tau @ByronTau · 10h
@robkelner I'll email you!



Get The Latest




Social Listening




**Eugene Gu, MD** 
@eugenegu Follow

If e-cigarettes are only supposed to be for smoking cessation in adults and not as a clever way to get a whole new generation of kids addicted to nicotine, then Juul Labs and other vaping companies should support legislation to make e-cigarettes available by prescription only.

2:19 PM - 11 Sep 2019

284 Retweets 1,422 Likes



 155  284  1.4K

**rudy mustang**
@rudy_mustang Follow

first walmart bans guns, then it bans vapes. what's next? they're gonna ban those blue cookie monster pajama pants??

CNN  @CNN

BREAKING: Walmart, America's largest retailer, says it will stop selling e-cigarettes as the number of deaths tied to vaping grows [cnn.it/30vuxJb](https://www.cnn.it/30vuxJb)

11:39 AM - 20 Sep 2019

36 Retweets 417 Likes



 5  36  417

Virtual Policymaker Engagement

[Arthritis Blog Home](#) » [Advocacy Blog Home](#) » What is the Virtual Advocacy Summit and How Can

 Like 165



Tuesday, March 1 | [Arthritis Foundation](#)

What is the Virtual Advocacy Summit and How Can I Participate?

Your voice matters! And this month, you'll have the opportunity to tell Congress exactly what you think — even though you might not be able to join us on Capitol Hill.

Virtual Legislating

Senator Vin Gopal Retweeted

 **New Jersey Coalition Against Sexual Assault** @NJ_CASA · Jul 7

Tomorrow night, we're joining Sen. @VinGopal and others for a conversation on civil and human rights in light of #COVID19. RSVP here:



Civil Rights & Human Rights in the COVID-19 Pandemic
This Wednesday, join me and experts from the ACLU, the NJ Coalition Against Sexual Assault, Planned Parenthood & more for a discussion of ...
[facebook.com](#)

 **Senator Tom Kean** @tomkean · Jul 11

Great to participate in a webinar sponsored by the @njchamber and @NJBIA.

CARES Act dollars should be allocated to provide relief to small businesses and non-profits, not to fill budget gaps.



Virtual Advocacy Days



Virtual Advocacy Training



HEALTH CENTER
Advocacy Network

RSVP

March Policy & Advocacy Update Webinar

Tuesday, March 21, 2017 at 03:30 PM

Join NACHC advocacy and federal affairs staff for a policy & advocacy update webinar to give you the latest on the post-election environment in Washington, DC, policy priorities for the Hea (show all)

WHY DO YOU

#VALUECHCS?

LET LEGISLATORS KNOW WHAT YOUR HEALTH CENTER MEANS TO YOU!

PARTICIPATE IN THE
#VALUECHCS SOCIAL MEDIA CAMPAIGN
MARCH 27- APRIL 7



SNAP A PHOTO



POST IT
ON TWITTER OR
FACEBOOK



USE THE
HASHTAG
#VALUECHCS

Tweets with extraordinary social media
influence will be featured by the
Health Center Advocacy Network!

www.hcadvocacy.org

Future Trends

1. Social media will continue to be a tool leveraged by organizations
2. Offline meetings and engagements with legislators should have an online component or move to virtual
3. Organizations will have hybrid, VR, or fully virtual events in the future
4. Digital natives will oversee major institutions and will engage their constituents digitally
5. When done properly digital tools can help foster deeper relationships, map influencers and explain complex issues

Contact Information

Nick DeSarno

Director, Digital & Policy

Communications

www.pac.org

ndesarno@pac.org – 908.461.1629





Public Affairs Council

MANAGE YOUR WORLD