



Maximizing your advocacy impact with **social media**

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Social media doesn't work if you're just throwing s**t at your audience in the hope that some of it will stick.

There are **other ways to use social media** for digital advocacy.

You can listen.

You can learn.

You can reach people.

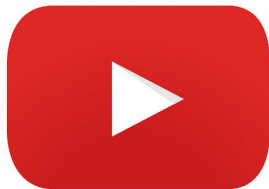
You can engage.

You can move* people.

* before trying to move people and opinions with social media, start by listening, learning and engaging.

What are the **5 things you need** to
maximise your advocacy impact with
social media?

The right channels.



The right content.

Push / Pull.

A community.



*how to build a movement in a digital ocean

The right metrics.



The Corporate Edition

Measuring the digital impact of inhouse EU Public Affairs teams

TOTAL SCORE

11,0 / 11,0

OCTOBER 2021

Social media

Has a verified (blue tick) profile/page on Twitter, Facebook or Instagram

MAX.

0,5

Twitter

MAX.

Divide Follower/Following ratio by 10

1,0

Add 0.1 for every 2k followers

0,5

Add 0.1 for every tweet with 10+ interactions in the last 7 days

0,5

Add 0.1 for every Top 50 EU influencer following Twitter profile

0,5

LinkedIn

MAX.

Add 0.1 for every 100 connections/followers of the Head of Office personal Profile

0,5

Add 0.1 for every 200 Page/Community followers

0,5

Add 0.1 for every Profile or Page/Community post with 20+ interactions in the last 30 days

0,5

Facebook

MAX.

Add 0.1 for every 200 followers of Page/Community

0,5

Add 0.1 for every post with 20+ interactions in the last 30 days

0,5

Instagram

MAX.

Add 0.1 for every post with 20+ interactions in the last 30 days

0,5

The Right Street prediction point

MAX.

1,0

Website

MAX.

EU webpage appears on 1st page of Google search (in Brussels) for company name

0,5

EU webpage has newsletter signup or other email capture form

0,5

EU office is mentioned on the company's Wikipedia page

0,5

Digital Content

MAX.

Published branded content on website or social media in last 30 days

0,5

Published original video content on YouTube in last 30 days

0,5

Published live video content in the last 30 days

0,5

Hosted a live virtual event in the last 30 days

0,5

Advertising spotted on social media, Youtube or Google

0,5



The NGO Edition

i The NGO Edition of #thedscale calculates the Digital Impact Scores of 20 non-governmental organisations in Brussels that spend the most on lobbying (source: LobbyFacts.eu).

✓ A perfect score is 11

@ Contact us for the full breakdown of scores: hello@therightstreet.digital

March 2021

 ACR+	2,7	 Caritas Europa	7,8	 CEER	6,3	 ENQA	6,7
 EUROPEAN DISABILITY FORUM	6,7	 European Festivals Association (EFA)	5,5	 ENNHRI	5,6	 EUROPEAN CYCLISTS' FEDERATION	8,7
 ecos	3,8	 Eurochild	7,3	 Eurocities	9,1	 European Environmental Bureau (EEB)	9,2
 European Youth Forum (EYF)	8,9	 eureka <small>innovation beyond borders</small>	7,2	 Erasmus Student Network (ESN)	8,4	 JRS	6,4
 King Baudouin Foundation	6,6	 PICUM	6,5	 Seas At Risk (SAR)	5,0	 WWF	5,7



Reference links:

https://www.reddit.com/r/IAmA/comments/qbydck/we_are_photonics_scientists_here_to_answer_your/

<https://vimeo.com/595776790>

<https://stella-photonics.com/>

<https://twitter.com/TerryReintke/status/1391082160568905730>

<https://www.linkedin.com/company/epic---european-photonics-industry-consortium/>

<https://twitter.com/theleafystreet>

<https://therightstreet.digital/thedscale/>

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