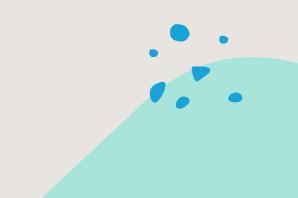
How to create engaging content for Public Affairs campaigns 🗇

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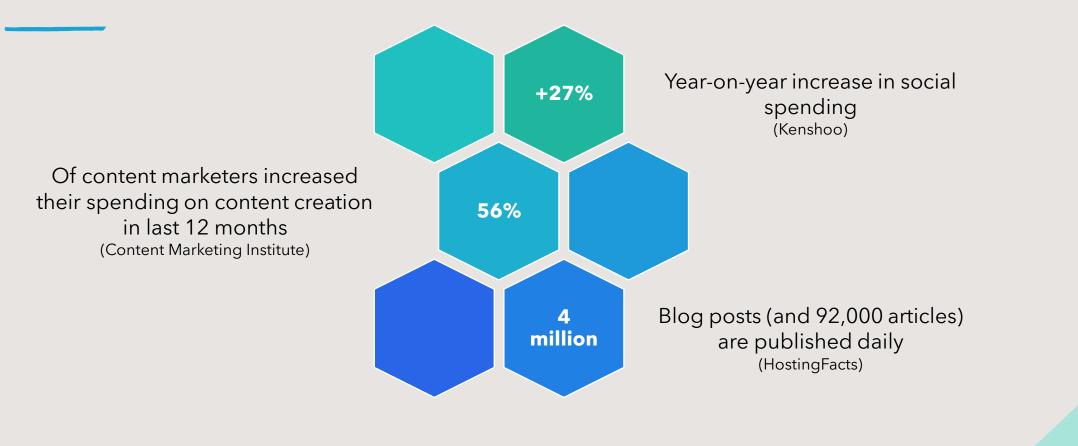
Public Affairs Council, 30 March 2022



Hi, nice to meet you

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News media and online content is a really crowded space



What is 'engaging' content?

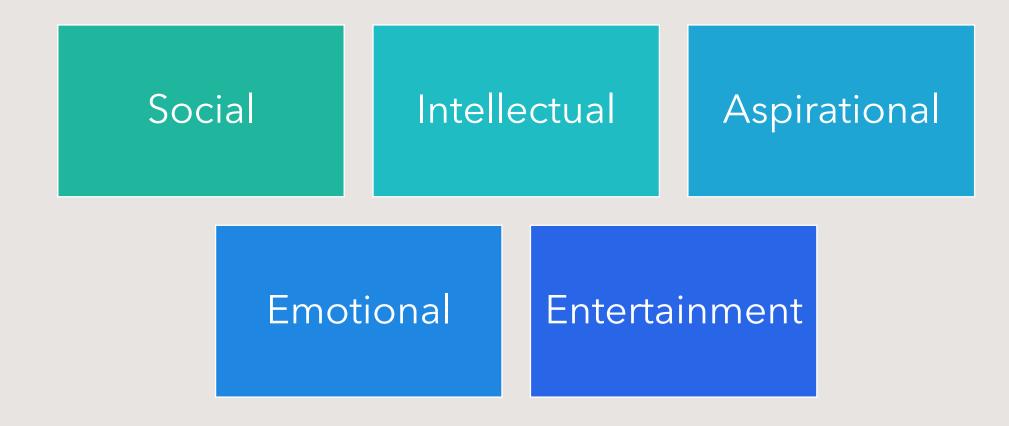


Content that is valuable enough to **attract and hold your attention** - provides a clear 'Return On Time Spent' consuming the content



Engaging content offers something new: a new perspective, an unexpected laugh, bits of knowledge, something helpful, inspiring, or entertaining

Value can take many forms



What kind of content do you enjoy? Tell me in the chat...



Good content needs to hit these 3 qualities



Finding the right content strategy

Finding the right content strategy



The best long-term strategy is to provide value



Gimmicks and shortcuts may work in the short-term, but they won't sustain you. Instead of leaping on the latest trend, focus on creating value through **strong relationships** and **quality content**

Finding the right content strategy



Focus on your audience

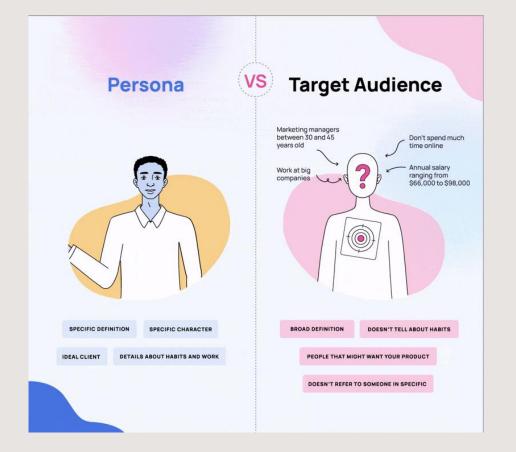


Experiment and measure

Audience profiles

| | Who are they? | What's your goal? | |
|-------------|--|---|--|
| Viewers | Most of your following | Get them comfortable with your organisation and messages (light content) | |
| Engagers | Your most valuable community members | Maintain their interest and give them the tools to advocate on your behalf | |
| Influencers | Thought-leaders within your community | Identify a small handful of these people to cooperate with, creating long-lasting relationships from which both parties generate value | |

Focus on your audience



Measuring engagement





Focus on measuring trends over time

What makes a good KPI?

ALIGNED ACCESSIBLE ACTIONABLE ACCOUNTABLE



Measuring engagement



Which metrics are important to you will depend on what goals you have set, your preferred engagement channels and communication tactics



Audience growth metrics



Audience engagement metrics

Practical tips

MAV

Tips

| Think system, not silos | Give the people what they want | Create meaningful connections | Start small |
|----------------------------|-----------------------------------|-------------------------------------|--|
| Partner up | Representation matters | Take the long view | Ask for feedback, insights and ideas through various routes |

Thank you!

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