

June 2022

Digital advocacy & comms strategy

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

**Kids, Grandpa
and Grandma
are here!**





SIPRESS

*"My desire to be well-informed is currently
at odds with my desire to remain sane."*

Experience I bring



...



How would you define
“digital advocacy”?

We love you @Ryanair marketing ★★★★★

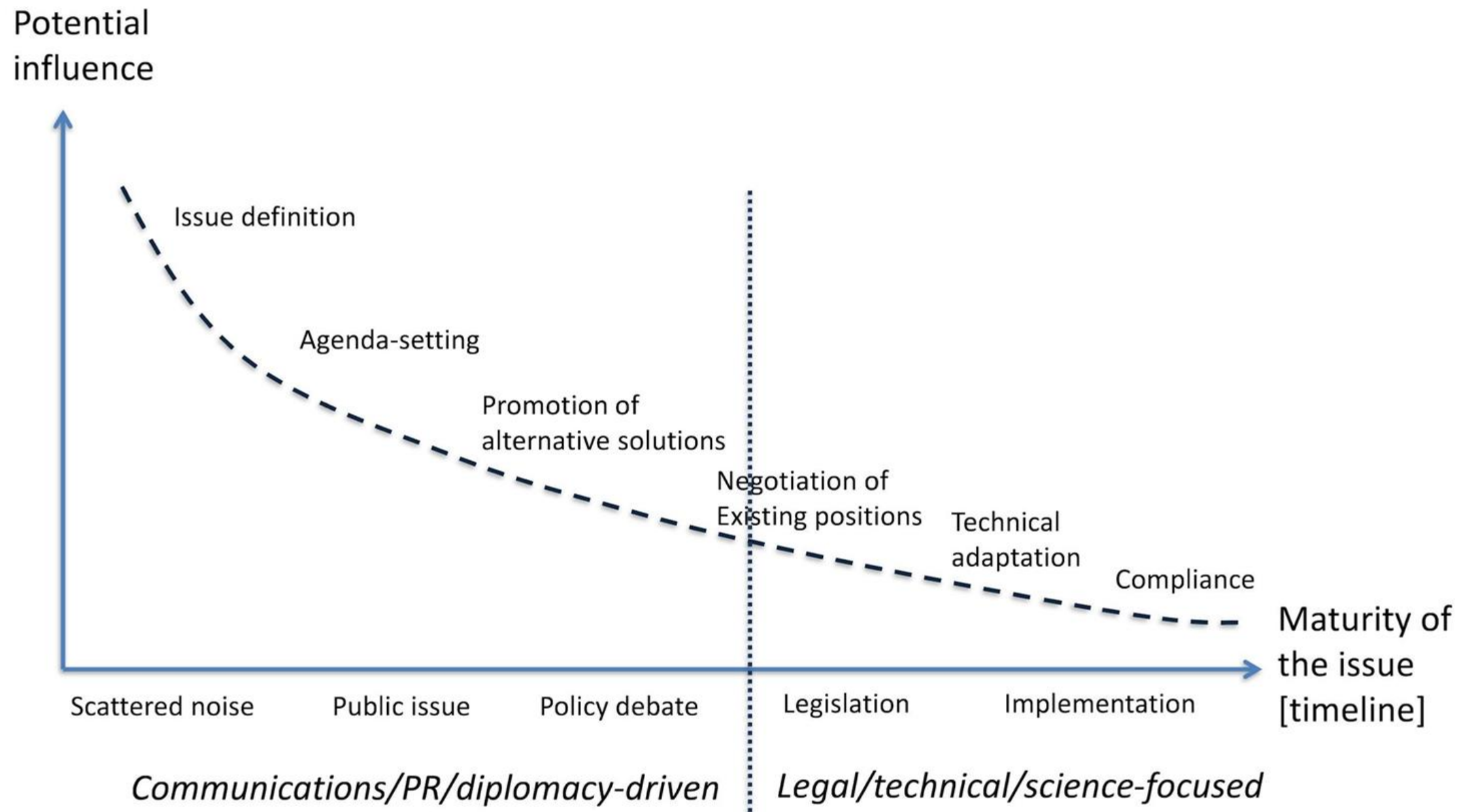
We are asking all Ryanair passengers to sign and e-mail Minister Márton Nagy today and call on him to reverse this idiotic and damaging tax on Hungarians.

Yours sincerely,
The Ryanair Team

E-mail Minister

**THOUGH THIS
BE MADNESS,
YET THERE IS
METHOD IN 'T.**

Hamlet, Act 2, Scene 2



PUBLIC RELATIONS

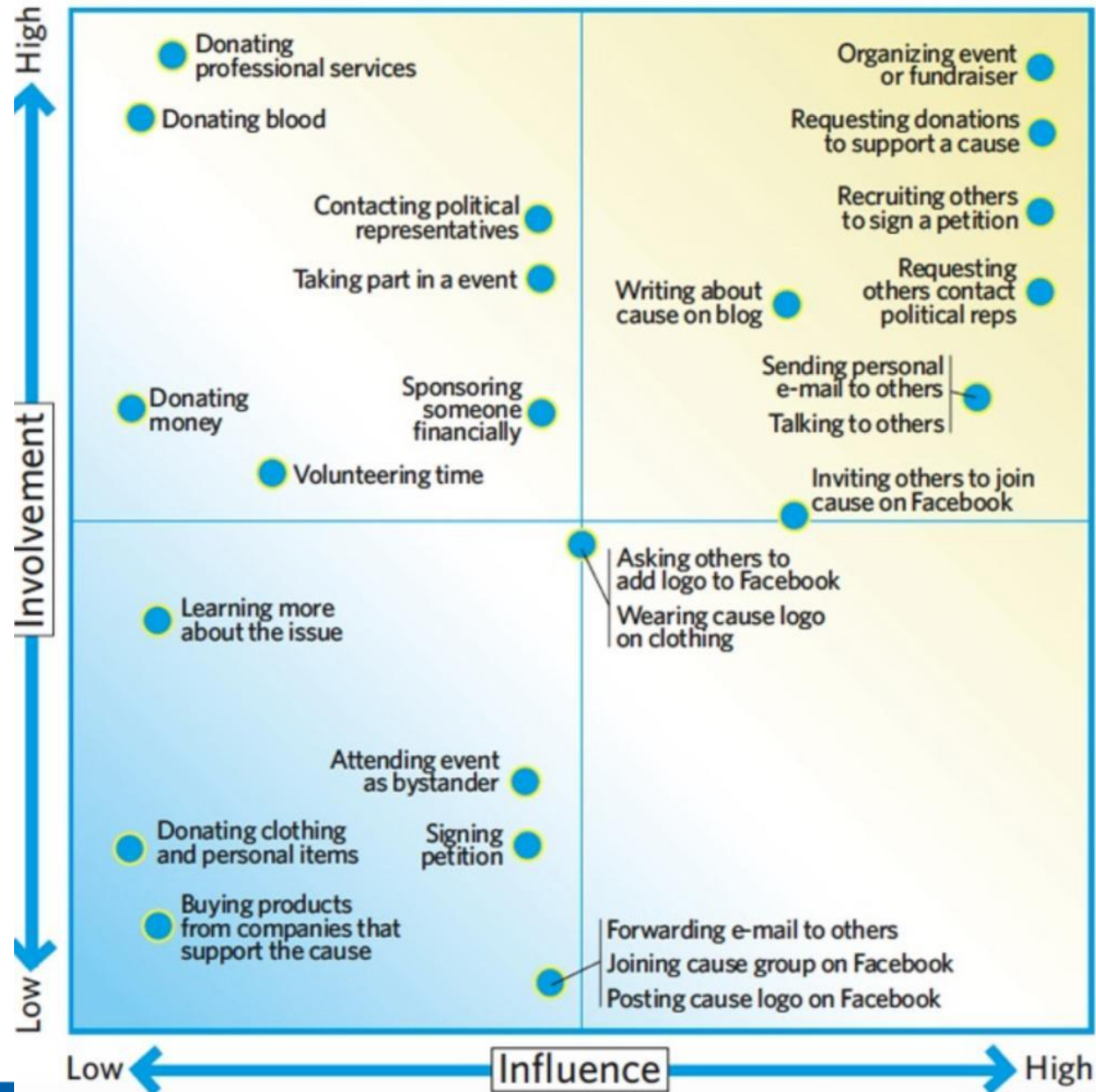
VS

PUBLIC AFFAIRS

- Brand's connection to public
- Mostly 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

Valuing Support Activities



Your “client”

[Home](#)[About Us](#)[News](#)[Contact](#)

Our Members



Your “client”



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



The infographic consists of five vertical bars of different colors: dark blue, light blue, green, purple, and orange. Each bar contains a large white letter in a circle at the top, followed by the word it represents, underlined, and then two bullet points explaining the criterion. The letters are S, M, A, R, and T respectively.

S

Specific

- State what you'll do
- Use action words

M

Measurable

- Provide a way to evaluate
- Use metrics or data targets

A

Achievable

- Within your scope
- Possible to accomplish, attainable

R

Relevant

- Makes sense within your job function
- Improves the business in some way

T

Time-bound

- State when you'll get it done
- Be specific on date or timeframe

What could be...

- **3 main advocacy goals and**
- **3 comms objectives for MME?**

6-step digital advocacy plan

1. Objectives

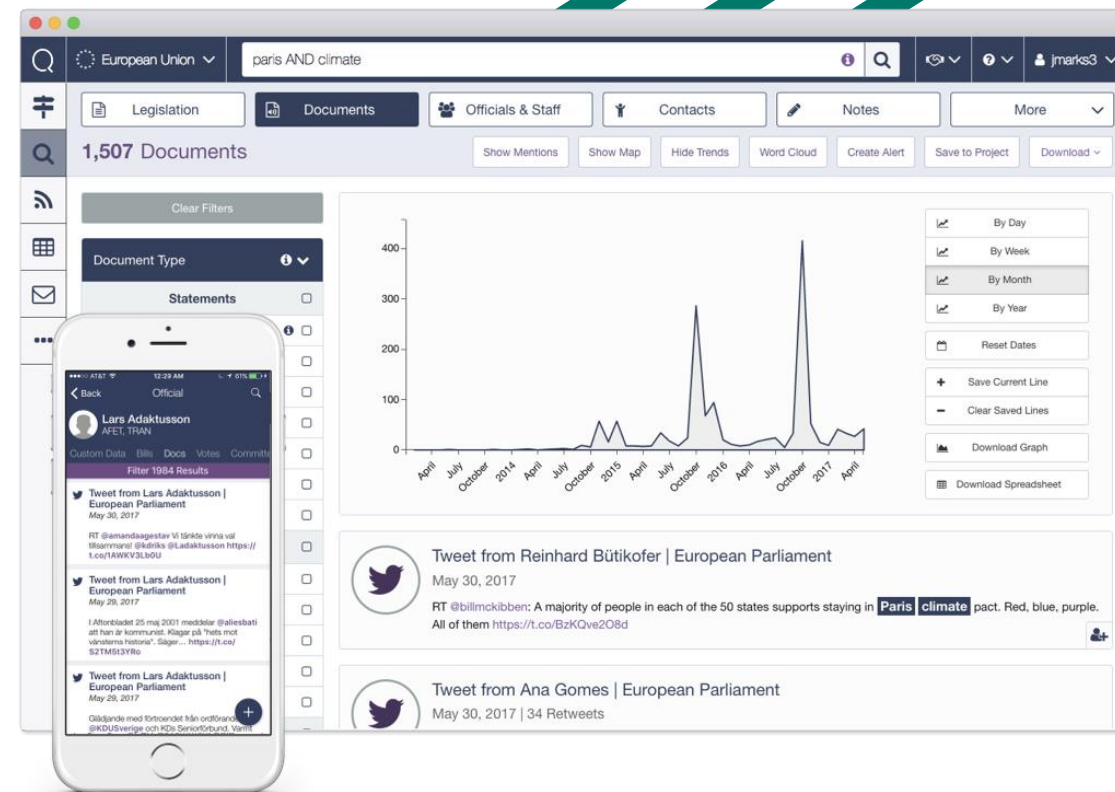
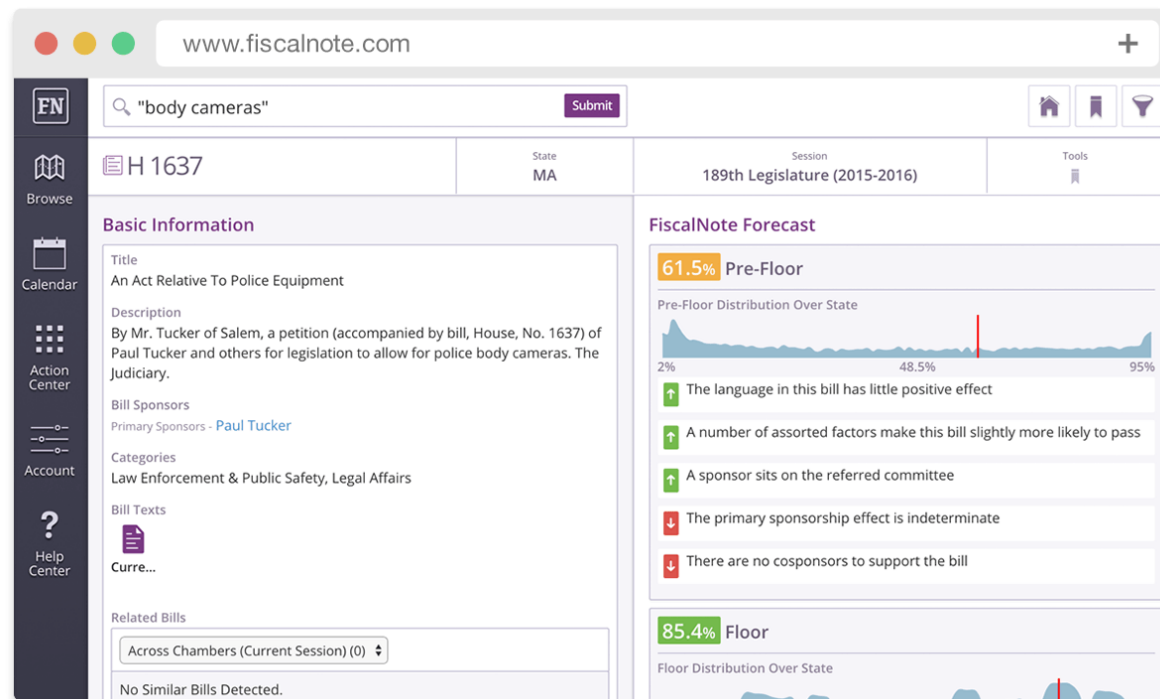
- 3 main advocacy goals
- 3 main SMART communication objectives ('success')

2. Audience & Intelligence

- Define & map stakeholders and audience (incl. their position)
- Identify policy influencers, journalists, multipliers
- Public sentiment analysis

3. Define channels

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



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

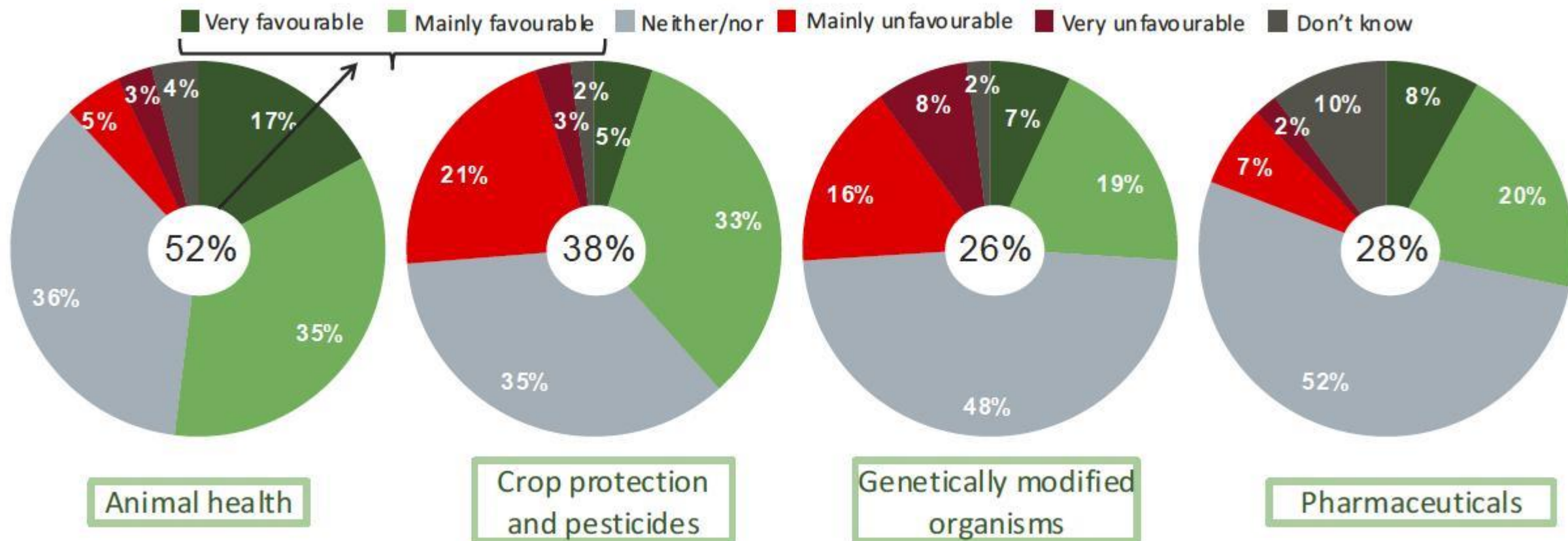
DeHavilland EU Monitoring

Dods Monitoring

Elif Lab

EU Insider

EU Monitor



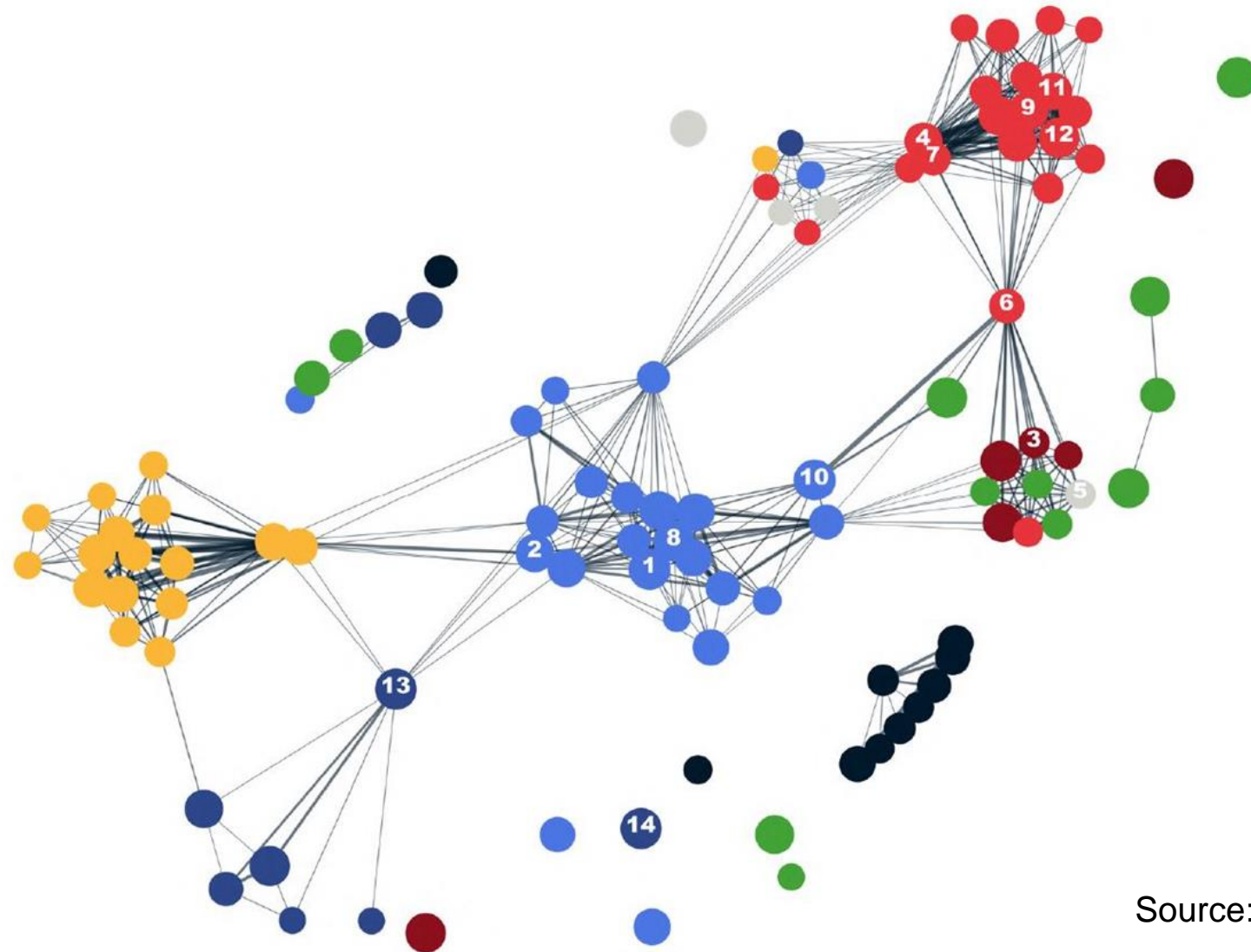
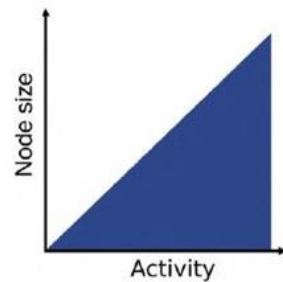
Overview

Strongest cosponsoring relations amongst EP AGRI committee members

LEGEND



- 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

1. Objectives

- 3 main advocacy goals
- 3 main SMART communication objectives ('success')

2. Audience & Intelligence

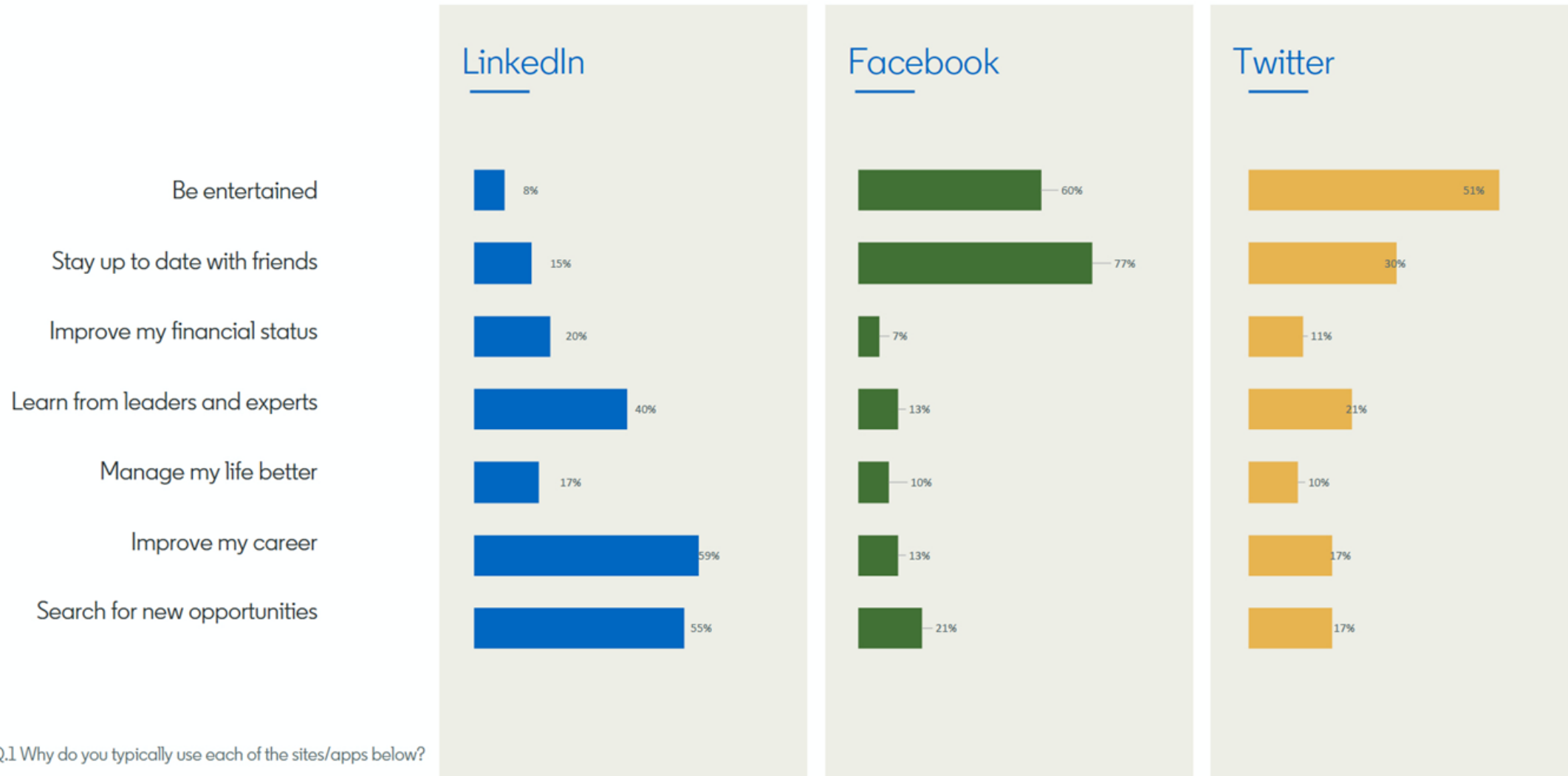
- Define & map stakeholders and audience (incl. their position)
- Identify policy influencers, journalists, multipliers
- Public sentiment analysis

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





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



Email writing for advocacy

#1 Is this a good email...? Why?

Subject: European Mental Health Professionals Association - conference invitation

Dear MEP Smith,

I'm contacting you on behalf of EMHPA regarding the upcoming 'The future of brain research post-COVID-19' conference.

We'd like to invite you to address the topic of "Why the EU needs to spend more on basic research".

I understand you'd need to discuss the invitation with your political group, but we'd very much need to receive a reply within a week.

The event will take place online, using Zoom, on 25 March. We very much hope you can accept our invitation.

Thank you in advance,
[name]

#2 Is this a good email...? Why?

Dear (German MEP),

I am contacting you on behalf of [XY] to propose a short online meeting regarding the Digital Services Act file. As representatives of retailers and wholesalers in Europe, we are very keen to exchange views with you or one of your advisors and discuss our comments regarding the compromise amendments to the draft report.

To get a flavour of who we are, XY is the EU association representing big and small retail, wholesale and other trading companies in all EU Member States. Our members are both companies such as Lidl, Carrefour, IKEA, Metro or Amazon as well as national associations and affiliated federations. Our German members are the associations [..] and [...].

I look forward to hearing from you regarding your availability in the next two weeks and remain at your disposal should you need any further clarifications.

Kind regards,

7 THINGS MEPs & policy-makers are thinking before a meeting

#1

Why care?

Is this topic relevant to my (political/personal) interests?

#2

Why me?

Was this sent to others too?
Am I a key player on this topic? If not, why do they contact me?

#3

Context

is this the right time to discuss this? Isn't it too early/late in the process?

#5

Cost of 'no'

If I decline the meeting, will it have any negative consequence? Will I look bad?

#6

Logistics & Optics

Timing, platform, pre-approval, Transparency Reg., Media

#4

WIIFM?

What's in it for me? Will I get new information/data/perspective? Do I NEED to meet them?

#7

Expectations

How will the meeting run?
What will we discuss?

The background image shows a person's hands typing on a silver laptop keyboard. To the left of the laptop is a white cup filled with yellow tea on a matching saucer. Behind the laptop, a notebook with a green cover and a pink pen are visible. The entire scene is set against a dark blue background.

EXERCISE

Draft the first 2-3 paragraphs of an email that you're sending to an MEP to request a 20-minute online meeting.

Context: you haven't yet met this MEP and they don't know your client/organization.

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, evaluate

- Communications output metrics
- Advocacy impact metrics





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

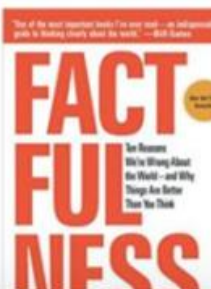
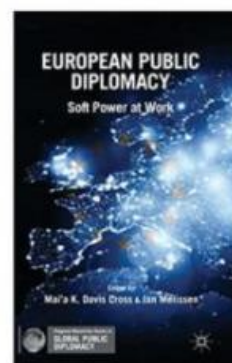
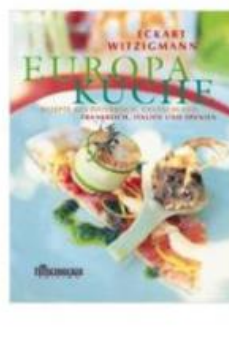
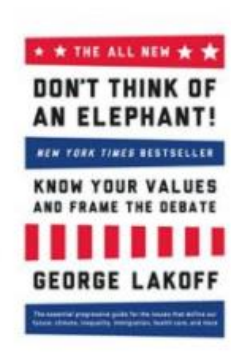
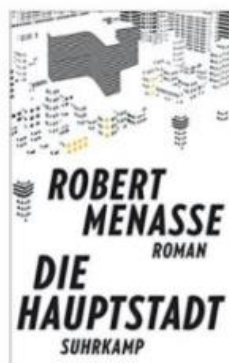
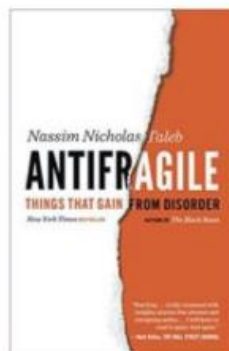
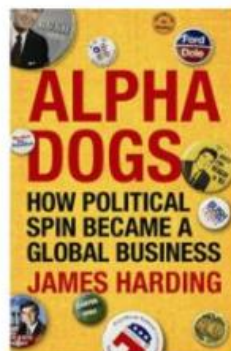
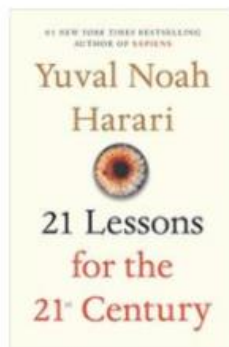
Public Affairs Council, European office [director], SpeakerHub [found...]

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 [#lockdownnn](#) Enjoy: <https://lnkd.in/eA9mCsg> **Public Affairs Council** [#selfimprovement](#)



EXPERTISE EVENTS MEMBERSHIP RESEARCH JOBS NEWS ABOUT 🔍



👍 🌐 ❤️ 165 • 11 Comments

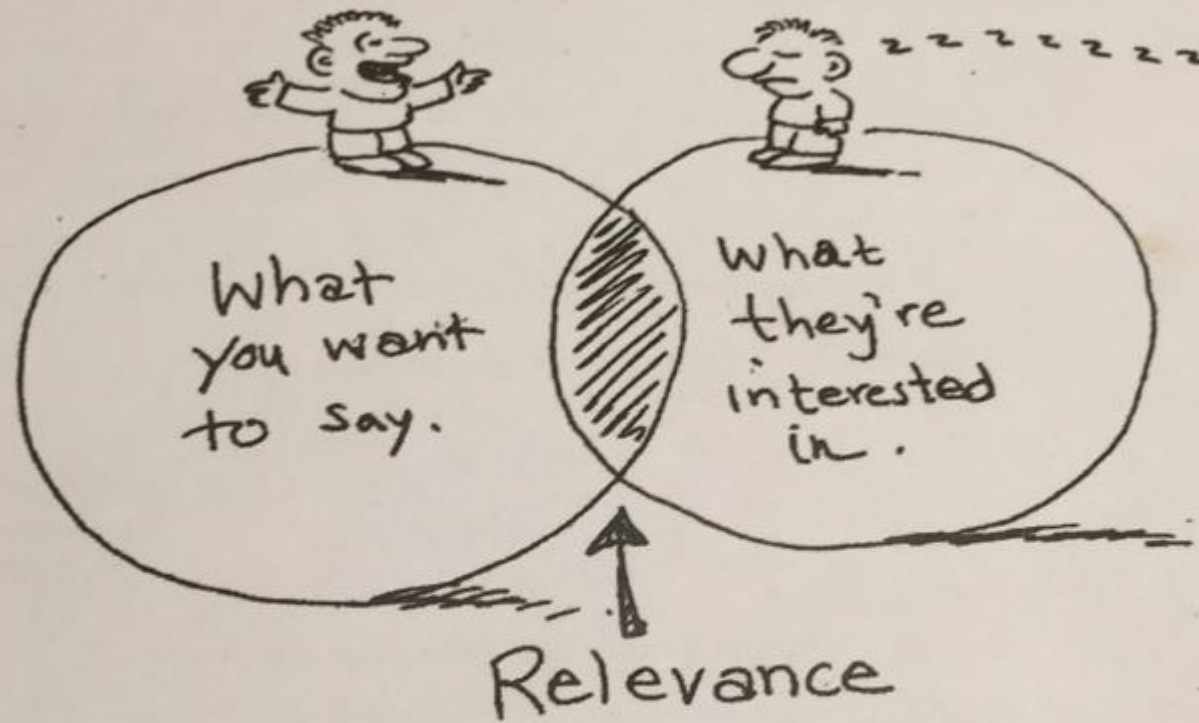
Reactions



👍 Like 💬 Comment ➦ Share

Most Relevant ▼

📈 9,508 views of your post in the feed



THE MESSAGE SWEET-SPOT

MicroMobility Europe

Create a content plan (5 items):

- **Content type**
- **Target audience**
- **Channel of distribution**
- **KPIs**

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, evaluate

- Communications output metrics
- Advocacy impact metrics

[Find Talent](#) ▼[Find Work](#) ▼[Why Upwork](#) ▼[Enterprise](#)[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



FIND OUT MORE

www.neste.com/sustainablemobility**NESTE**
Change runs on renewables

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

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, evaluate

- Communications output metrics
- Advocacy impact metrics

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			

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

Developing narratives

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

What's a *narrative*?

DATA



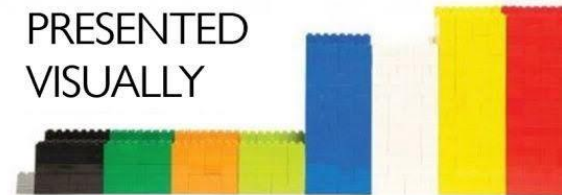
SORTED



ARRANGED



PRESENTED
VISUALLY



EXPLAINED
WITH A STORY



An underwater photograph showing significant marine pollution. Several large, translucent plastic bags are floating in the blue water. Interspersed with the plastic are various pieces of natural debris, including brown sticks, seaweed, and small green plants. A single yellow and black striped fish is visible in the center of the frame, swimming near the plastic waste. The overall scene illustrates the impact of plastic waste on the ocean environment.

**Consider plastics:
how it became a
global issue**



● microplastics
Search term

+ Compare

United States ▼

Past 5 years ▼

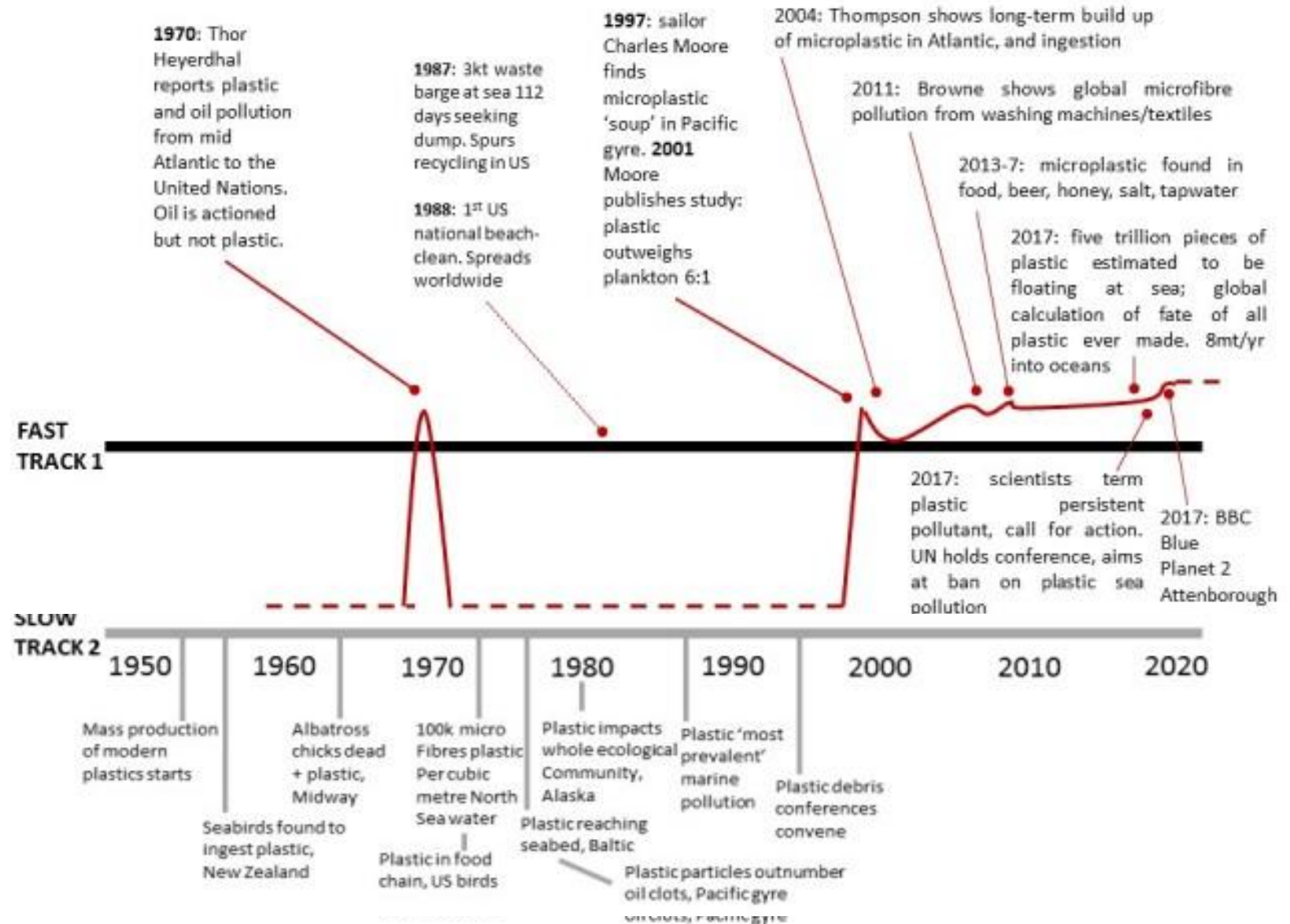
All categories ▼

Web Search ▼

Interest over time ?



How plastics got on the agenda





How to create memorable narratives

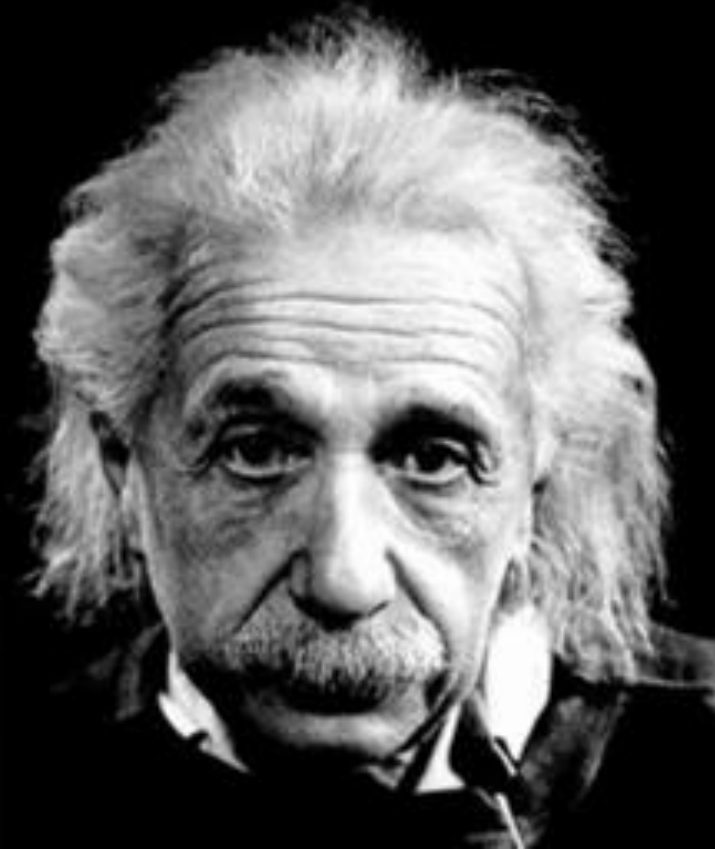
6 ingredients



1.Simple

“Everything should be made
as simple as possible,
but not simpler.”

Albert Einstein



more with less

@cropprotection


What exactly are #biopesticides and

@cropprotection

ō @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.



The "Curse of Knowledge"

Terms that have different meanings for scientists and the public

Scientific Term	Public Meaning/Perception	Better Choice
abstract	vague, intangible	summary
alcohol	booze	preservative, solvent
anti-biotic	soap, hand sanitizer, kitchen cleaner	sterilizer, way to kill microbes
assay	judge, essay	analyze
chemical	toxic substance, poison	any molecule

Source: <http://www.southernfriedscience.com/the-importance-of-word-choice-terms-with-multiple-meanings-for-scientists-and-the-public/>



Summarize in max. 5 words

‘The coordination issues inherent in a highly regionalised structure put emphasis on an efficient organisation of public governance, as the presence of multiple networks, layers and actors may lead to duplication of structures with weakened governance and higher administrative costs.’

European Commission, Country Specific Recommendations

FREE Shipping - order \$99.00 or more

Log In | My Account | Track My Order | Use Code | FAQ | Customer Support 1-800-998-3295

98 CLEANITSUPPLY.COM

What are you shopping for?

Find It!



00

Items

\$0.00

Checkout

Janitorial Supplies

Restaurant Supplies

Office Supplies

Snack & Breakroom

Industrial & Safety

Technology Products

ink & Toner

Office Furniture



Real People. Great Service!
Give Us a Call 1-800-998-3295



Clean Up With

Rubbermaid

SHOP NOW >



Cleaning Supplies



Restaurant Supplies



Office Supplies



Industrial Supplies



Today's Specials

Featured Manufacturers

About CleanItSupply



BountyWick 2-Ply Standard
Toilet Paper, 90 Rolls (BXK
8140)

\$42.98

Qty 1

ADD TO CART



General 2-Ply 9" Jumbo
Toilet Paper, 12 Rolls (JEN
81880)

\$25.64

Qty 1

ADD TO CART



BountyWick Wipe Center
Push-Paper Hand Towels, 9
Rolls (BXK 8400)

\$30.64

Qty 1

ADD TO CART



Clorox Green Works Natural
All-Purpose Cleaner, 12
Spray Bottles (ILO 88436)

\$49.74

Qty 1

ADD TO CART



Customer Rating **4.9 / 5**



The customer service person
was excellent. Very friendly, very
professional. If you can find her,
please say hello.

GUARANTEED real customer feedback



Complexity=
Confusion=
Inaction





Use what
they already
know





2.

Unexpected



PINT OF BEER €4.50
50 liters of fresh water €1.50

Text 'aid' to 2255 and donate €1.50





12 Likes



Like



Comment



Share

Be the first to comment on this



Постоянный представитель
Российской Федерации
при Организации
Объединенных Наций



Permanent Representative
of the Russian Federation
to the United Nations

Phone: (212) 861 4900
Fax: (212) 628 0252

136 East 67th Street
New York, NY 10065

No. 1126/n

New York, "16" March 2022

Excellency,

INSERT: "which
we have caused
as a result of our
illegal war of
aggression."

I am reaching out to you with regard to an urgent matter related
to the dire humanitarian situation in and around Ukraine. Like other
~~members of the international community~~, we are ^{not} gravely concerned
about its deterioration. INSERT: because we are the primary cause.

COMMENT: Yes. But
you are attacking
civilians, bombing
schools and hospitals,
and looting aid.
Which makes us think
you do not actually
believe this? Please
explain.

We firmly believe that it is the duty of the international
community despite of geopolitical differences to make every effort
possible to minimize humanitarian consequences for civilian population
in Ukraine. The only way to do this is a clear demand on behalf
for Russia to end its illegal war of aggression, cease hostilities,
of the UN Security Council to ~~all parties concerned to~~ strictly observe
international humanitarian law. and

Attachment

COMMENT:
This move defies
any logic or
reason.

Guided by ^{zero} ~~this~~ logic, the Russian Federation has proposed
in the Security Council an action-oriented, ^{absolutely craven and farcical} depoliticized, balanced draft
resolution, which ^{implicitly gives cover for our war of aggression and violations of international} ~~makes equal demands to all parties concerned.~~ law.

Our Western colleagues unfortunately chose to promote the anti-
Russian line by ^{We are actively the} politicizing humanitarian issue. suffering that we are
causing in Ukraine.

COMMENT: Do you think the UN membership
actually believes this? Please explain.


Permanent Representatives
of the Member States
to the United Nations
New York



The German Green who fights to keep pesticides in your organic food

Martin Häusling wants the European Commission to preserve an expansive definition of organics.


By EMMET LIVINGSTONE | 6/6/17, 1:05 PM CET | Updated 1/6/18, 12:22 PM CET






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



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







European Commission

1,236,068 followers

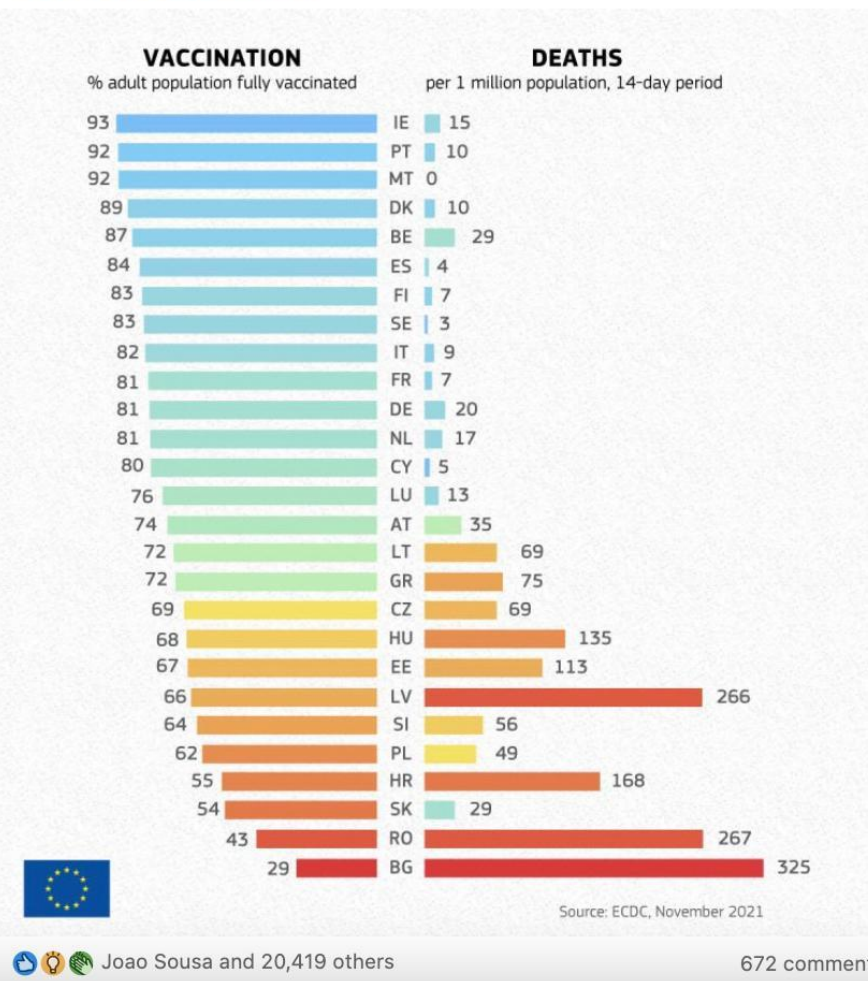
7h • 🌐

The conclusion is clear.

Fully vaccinated people are less likely to die with Covid19 than those who are not vaccinated.

The higher the vaccination rate, the lower the death rate.

[#COVID19](#) [#VaccinesWork](#)



Joao Sousa and 20,419 others

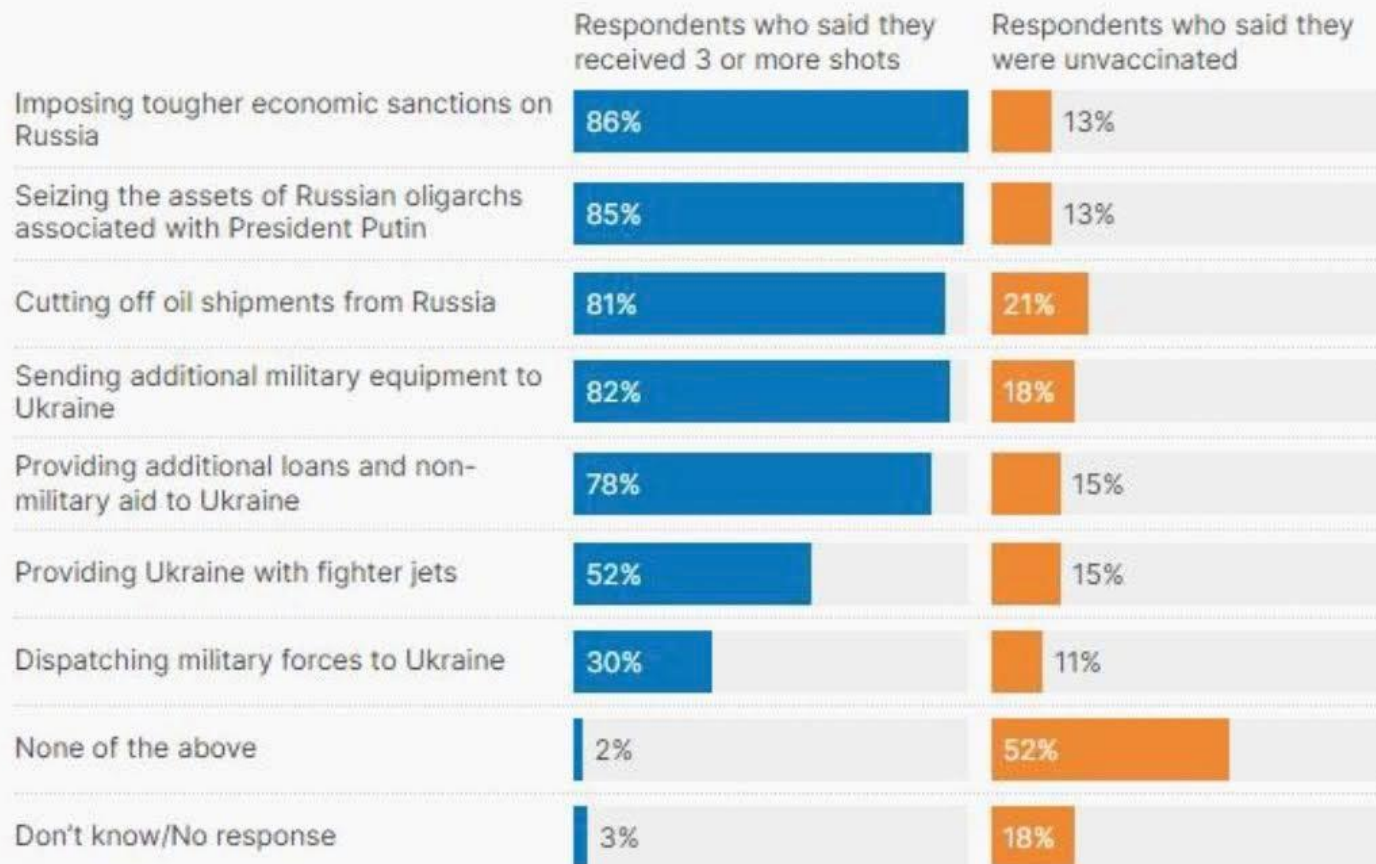
672 comments



4. Credible

How Should Canada respond to the Ukraine invasion: Vaccinated vs Unvaccinated

● Respondents who said they received 3 or more shots ● Respondents who said they were unvaccinated




SOURCE: EKOS

STAR GRAPHIC



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



Credibility is like a coefficient in a formula.

If it's zero, the communication will fail.



Jay Branscomb

Follow July 6 · Edited

Disgraceful photo of recreational hunter happily posing next to a Triceratops he just slaughtered. Please share so the world can name and shame this despicable man. — with Jack Quevedo

Like · Comment · Share



Derek Vaughn Baker, Christopher McNutt and 4,333 others like this



14,492 shares



[View previous comments](#)

306 of 2,618



Seth Robledo Lol. It will take En-Gen who knows how long before cloning another.

1 hr · Like · 234



James Boggess That's Steven Spielberg, director of Jurassic Park!

1 hr · Like · 2



Vincent Smith I dont care who he is he should not have shot that animal

1 hr · Like · 9



Jim Flowerree Damp you George Bush! !!!!!!!!!!!!!

1 hr · Like · 5



Seth Robledo Movie magic y'all! Movie magic.

1 hr · Like

Handy-Uploads 1 von 60

Optionen · Teilen · Senden · Gefällt mir



If information doesn't match
one's prior beliefs, (s)he:

- discards the **beliefs** if the beliefs are weak and
- discards the **information** if the beliefs are strong

"Identity-protective reasoning"



5. Emotional



Which emotional reaction works...?

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

Based on Jonah Berger: Contagious

HOME ALONE





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 mar-

keting. The foundation doles out about \$2.6 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



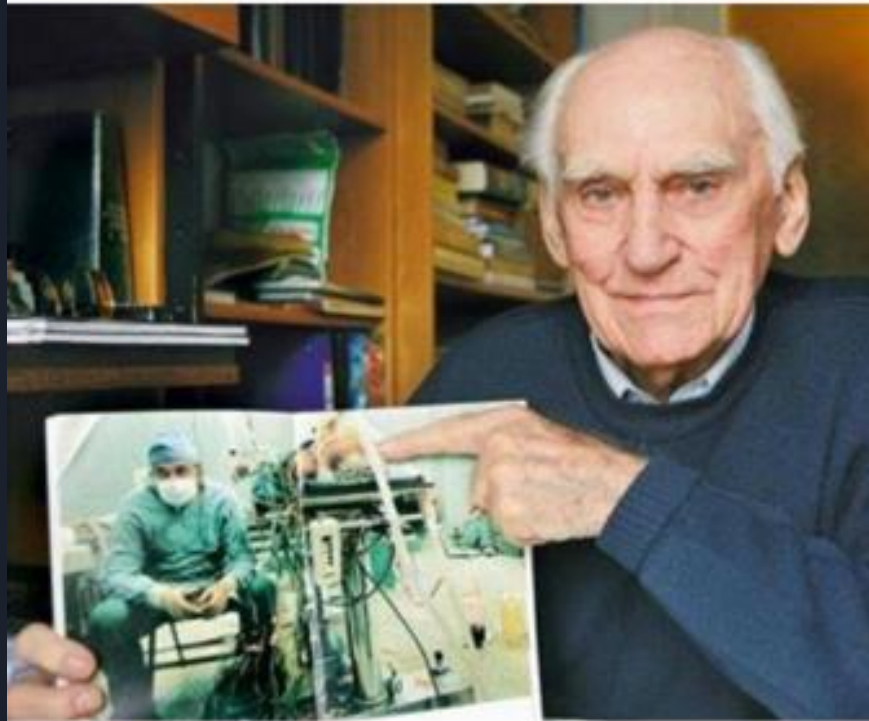
6. Stories



What are the components of a 'story' ?









Royal Danish Embassy in France

431 followers

1mo •



Annette Bertelsen Arbes • 1st

at Danish Embassy in Paris

1mo •

Terra Insula ! Les 100 ans de l'insuline. Quelle soirée de lancement hier pour cette exposition tant attendue après une co-creation entre Novo Nordisk, Le Bicolore et l'Ambassade du Danemark. Merci à toutes les personnes qui ont contribué à réaliser cette exposition et toutes celles qui sont venues la découvrir. Elle pourra être visitée jusqu'au 14 octobre à la Maison du Danemark, et ensuite elle va voyager en France.

#1921 #MarieetAugustKrogh #formulescientifique #NovoNordisk
#LeBicolore #Cocreation #FederationFrancaiseDesDiabetiques
#AllianceFrancoDanoiseDeSante #CollaborationPubliquePrivee

[See translation](#)





Simple Unexpected Concrete Credible Emotional Stories

Your “client”

[Home](#)[About Us](#)[News](#)[Contact](#)

Our Members

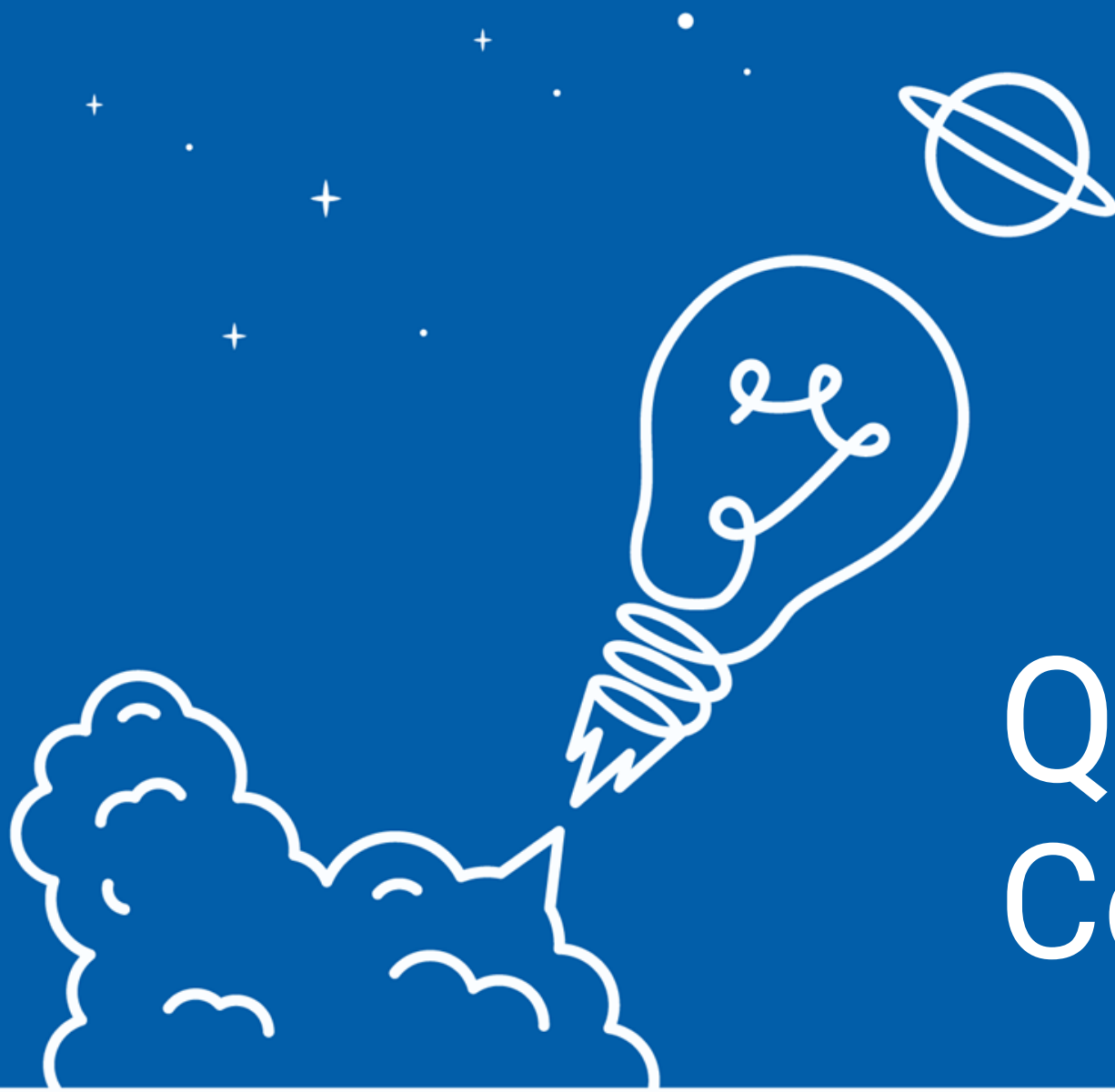


Your “client”



Task: create a message (visual or text)
for MME for one of its key advocacy objectives:

- reducing electronic waste and misplacement of their scooters
- safety of passengers and passerbys
- promotion of clean urban transport



Questions & Comments?

andras@baneth.eu | [linkedin.com/in/andras-baneth](https://www.linkedin.com/in/andras-baneth)