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Digital for Public Affairs

10 thoughts in 15 minutes



10 thoughts in 15 minutes

Strategic ► **Tactical** ► **Practical** ► **(Bit of trends)**



1. DIGITAL FOR PUBLIC AFFAIRS: BEYOND COMMUNICATIONS

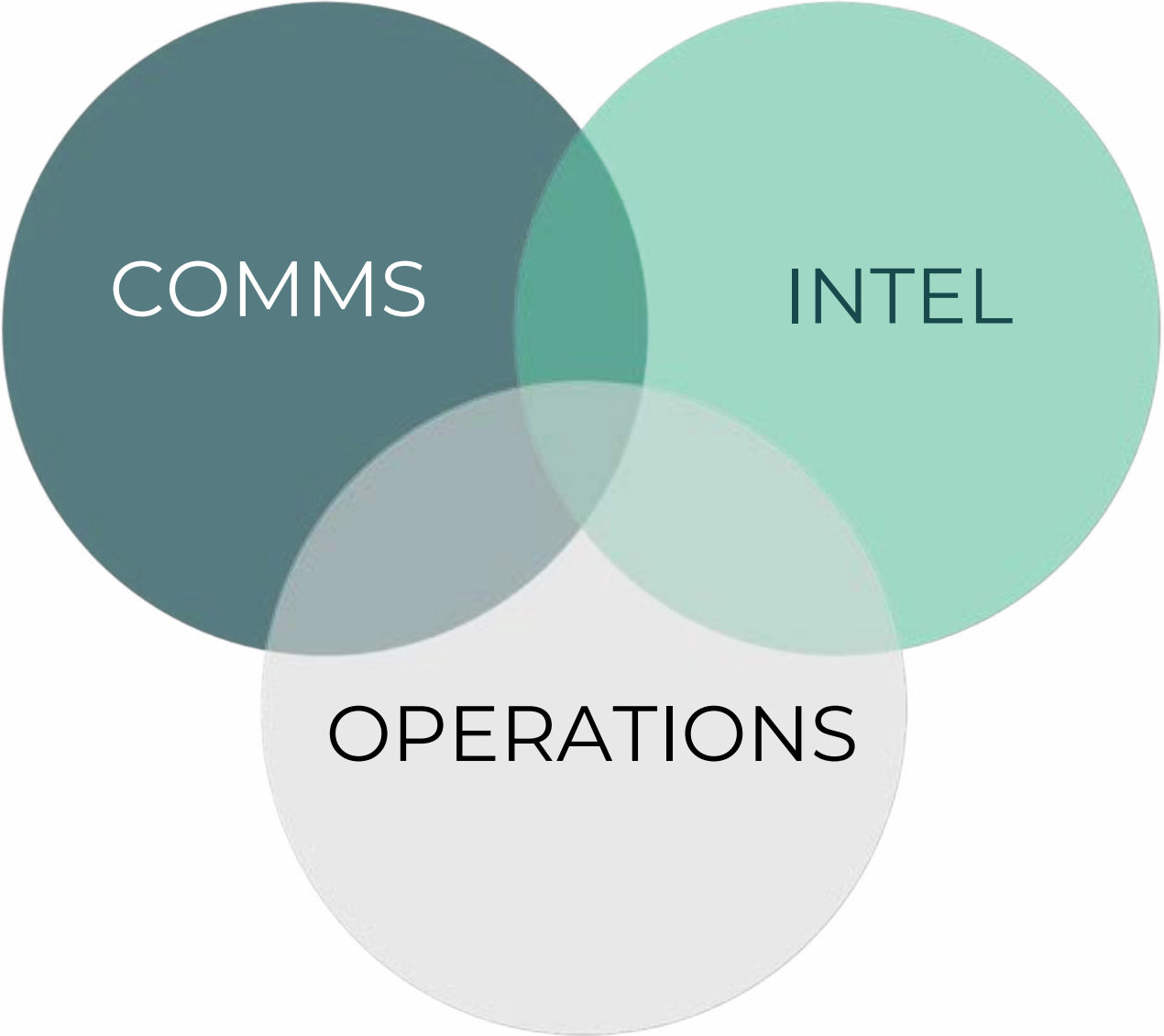
What is digital public affairs?

The use of internet enabled methods, tools, and tactics to support **ALL** public affairs activities

Digital communications

Digital ~~communications~~

Digital transformation



COMMS

INTEL

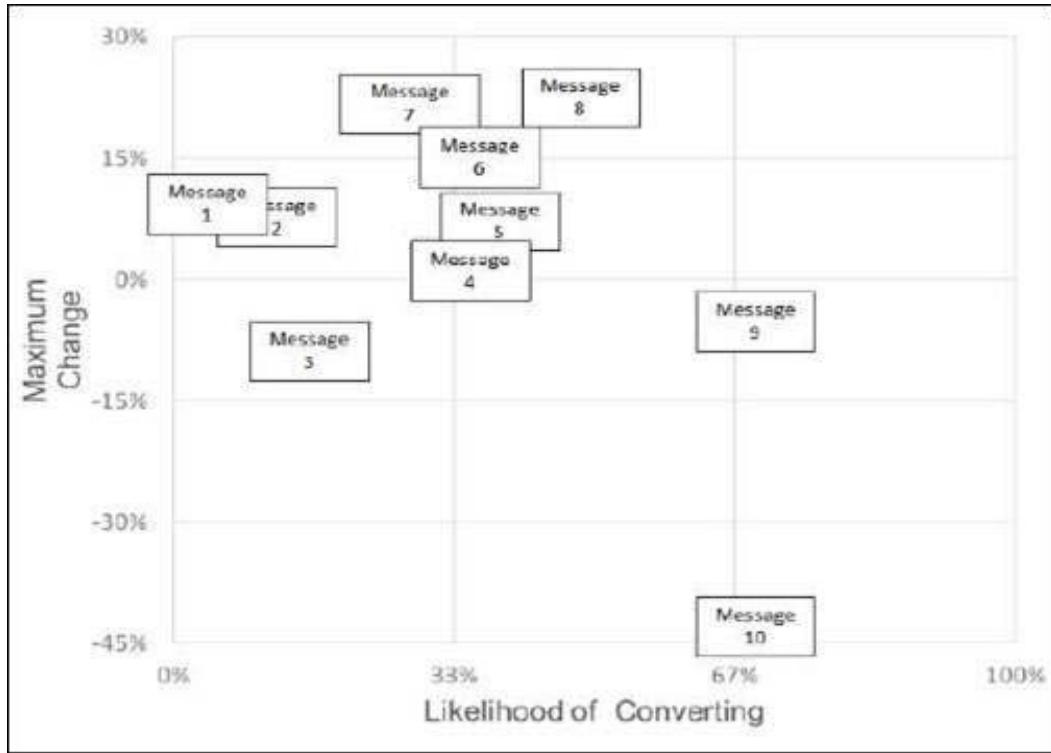
OPERATIONS



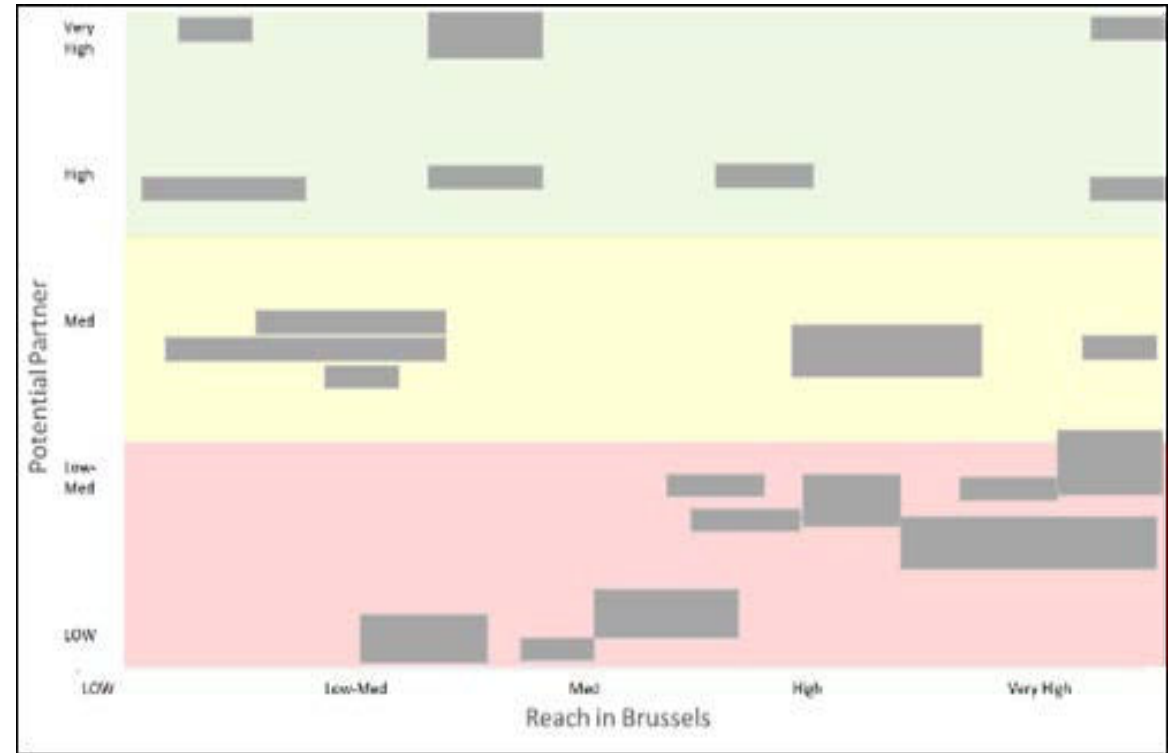
2. INTEL USING DIGITAL IS AMAZING

Best use case for AI in Public Affairs



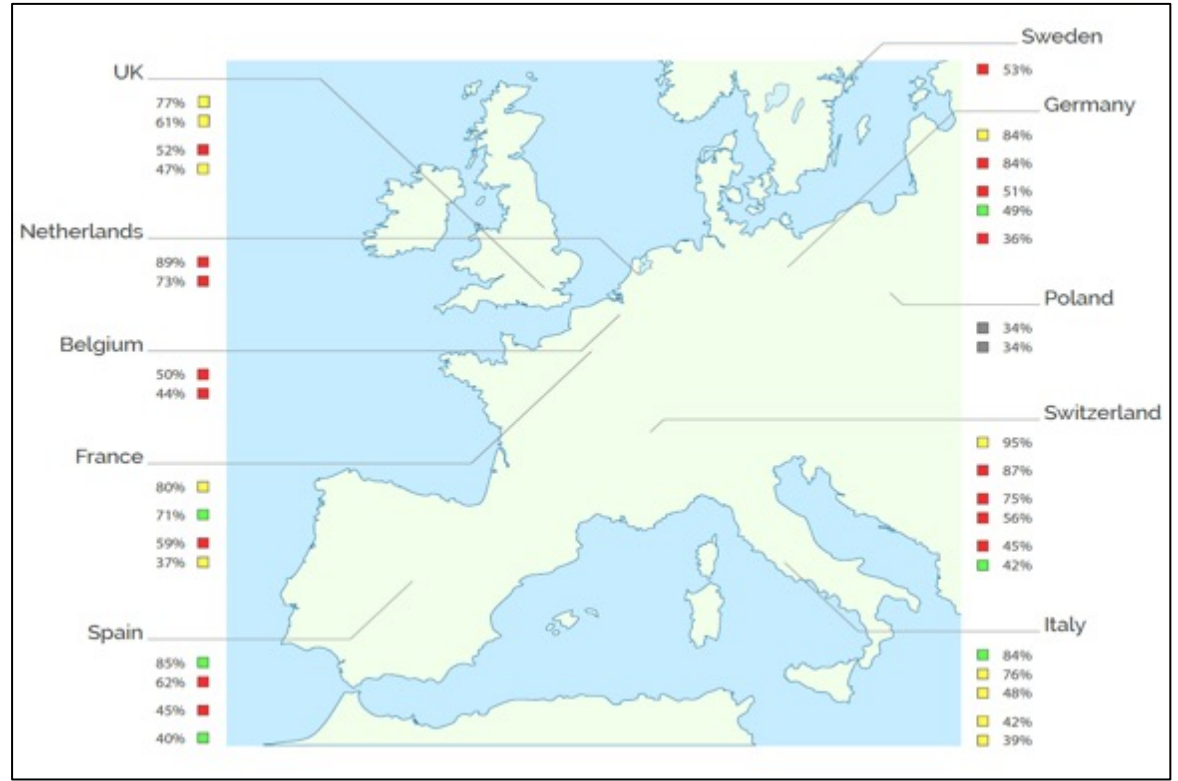
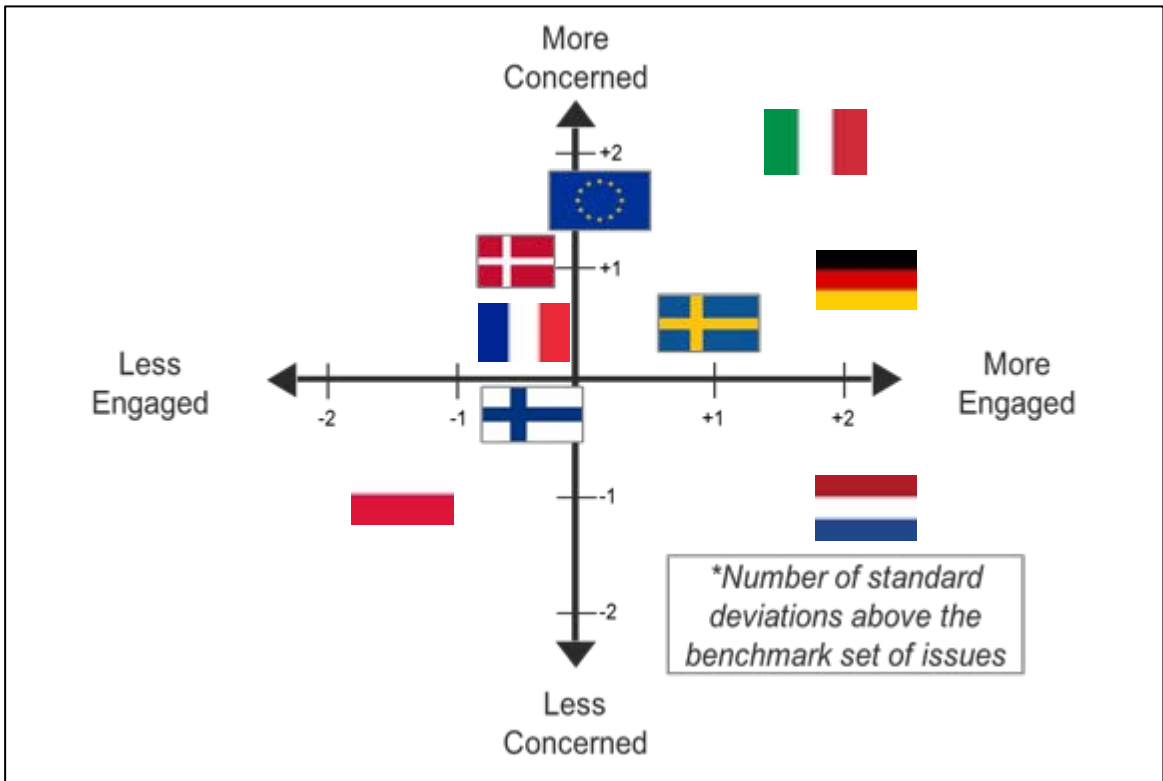


Message testing case study from the manufacturing sector.



Stakeholder sentiment case study from a major Brussels campaign.





Policymaker prioritization: we analyzed policymaker interest in our issue compared with 10 others topics to understand real importance.

General public analysis: on a global product defence mandate, we found the 10 countries where popular opinion was most important, and where support and opposition were strongest.



A Newton's cradle with five silver spheres and one glowing yellow sphere on the right. The background is a dark teal color.

3. ONLY 'DO DIGITAL' WHEN ON STRATEGY (TIED TO PA GOALS)

WHAT DO WE TRY TO ACHIEVE IN PUBLIC AFFAIRS?

IMMEDIATE:
INFLUENCE A
CURRENT FILE

WHAT DO WE TRY TO ACHIEVE IN PUBLIC AFFAIRS?

IMMEDIATE:
INFLUENCE A
CURRENT FILE

MEDIUM-LONG TERM:
BUILD POLITICAL CAPITAL

WHAT DO WE TRY TO ACHIEVE IN PUBLIC AFFAIRS?

**IMMEDIATE:
INFLUENCE A
CURRENT FILE**

**MEDIUM-LONG TERM:
BUILD POLITICAL CAPITAL**

**HIGHLY POLITICAL ISSUE:
SHAPE EXTERNAL
ENVIRONMENT**

**INFLUENCE A
CURRENT FILE**



FAST N' EASY

**BUILD POLITICAL
CAPITAL**



**SHAPE THE
EXTERNAL
ENVIRONMENT**



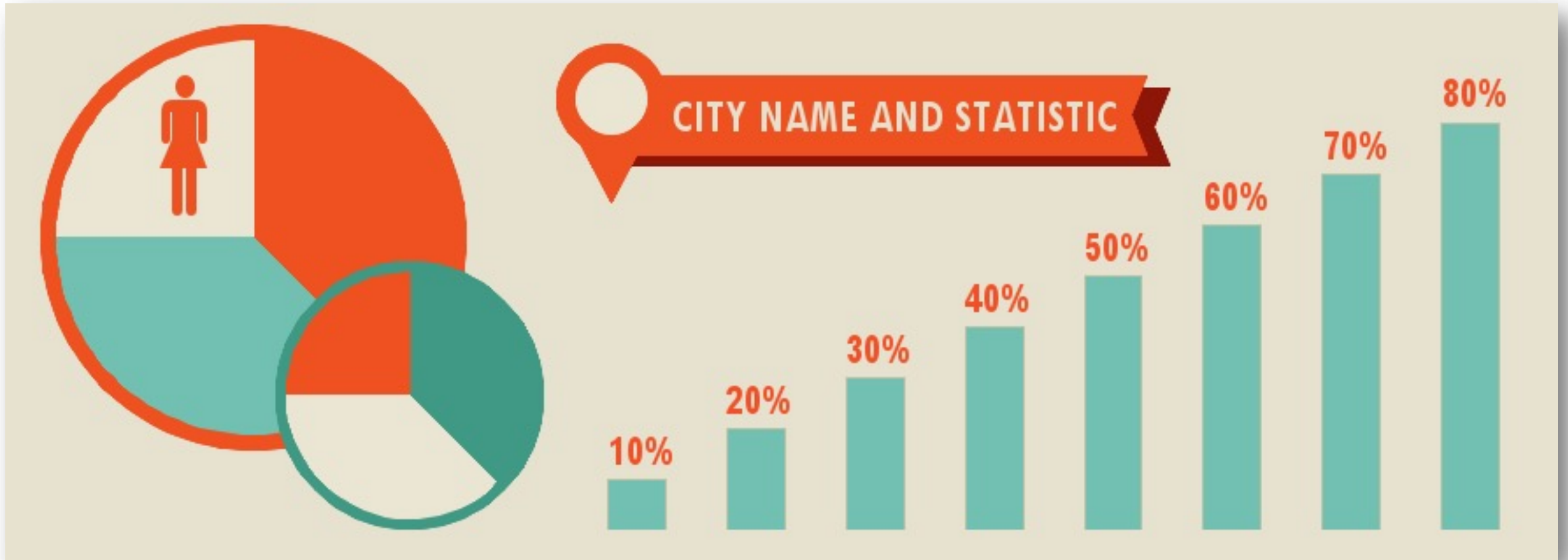
Be easy to find

Google

EU position company X on issue Y



Be easy to understand



Mobilise fast



UBER

DEAR BRUXELLOIS,
Say NO to Brussels without uberPOP

SIGNATURES 23370 GOAL 1630 left

SUPPORT UBER BRUSSELS

First Last

Email

Belgium

Zip Code

SIGN PETITION

The image shows a digital petition sign-up form overlaid on a photograph of a man and a woman in a city street. The man is holding a smartphone. The form is dark-themed with white text and input fields. At the top, it displays the Uber logo and the current number of signatures (23370) against a goal (1630 left), accompanied by a green progress bar. Below this, the text 'SUPPORT UBER BRUSSELS' is centered. The form includes fields for 'First' and 'Last' names, an 'Email' address, a country dropdown menu currently set to 'Belgium', and a 'Zip Code' field. A prominent blue button at the bottom is labeled 'SIGN PETITION'. The background image shows a blurred city street with a car in the foreground and buildings in the background.

**INFLUENCE A
CURRENT FILE**



**BUILD POLITICAL
CAPITAL**



**SHAPE THE
EXTERNAL
ENVIRONMENT**



SOLID POSITIONING



**INFLUENCE A
CURRENT FILE**



**BUILD POLITICAL
CAPITAL**



**SHAPE THE
EXTERNAL
ENVIRONMENT**



**BUILD & HARNESS COMMUNITY
OF SUPPORTERS**

Pope attacks emissions trading as a possible 'ploy'

By REUTERS

Pesticide atrazine can turn male frogs into females

Poisoned by every day life: Landmark study warns gender bending chemicals in your home, food and car ARE linked to a huge range of diseases



**“Policy-
makers just
need to hear
our message”**



**“We must make
our position
politically
viable”**



4. NARRATIVES THAT WORK IN DIGITAL

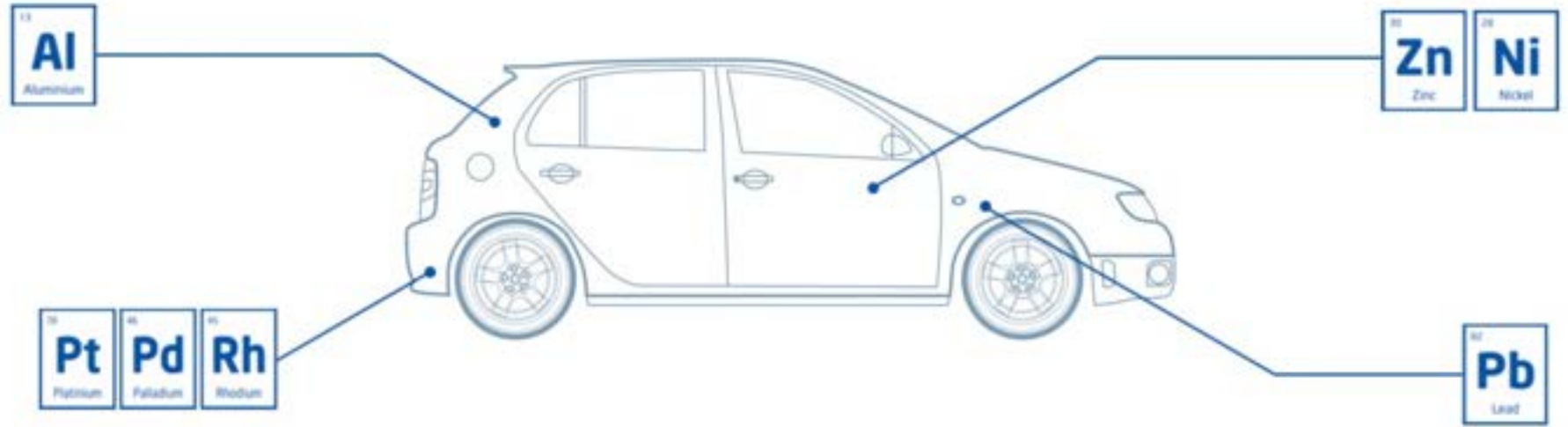
DIGITAL NARRATIVES

~~DIGITAL~~ NARRATIVES

USUAL EU NARRATIVES

1. Benefits
2. Market power
3. History & heritage
4. Thought leadership
5. Convening power

1. Benefits



A NEW CAR TODAY IS 22% MORE EFFICIENT THAN IN 2007 AND METALS HELP ACHIEVE THIS

2. Market power



3. European history & heritage



4. Thought leadership

(if one has leading thoughts)



Topic ownership



Expert or leader profiling

5. Convening power

FT LIVE



TRANSFORMING THE AGRICULTURAL VALUE CHAIN

New and collaborative approaches to reducing GHGs

16 June 2022 | 11:00 CEST/ 10:00 BST

Speakers



Moderator

A large crowd of people at a protest or rally, overlaid with a green tint. The text "5. DIGITAL GRASSROOTS / TOPS" is centered over the image.

5. DIGITAL GRASSROOTS / TOPS



US style digital advocacy

Goal?

Getting others to help.

Goal?

Getting others
to help by:

1. Writing to policy-makers
2. Providing data & case studies
3. Taking part in impact assessments
4. Signing petitions
5. Advocating in own communities



EUROPE
CARBON CAPTURE
& STORAGE EUROPE

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CCS EUROPE: WHO WE ARE

CCS Europe is an advocacy and communications body supported by technology providers, project developers, industry and environmental NGOs, who share a commitment to achieve significant reductions in CO₂ emissions. CCS Europe's objective is to secure recognition of the urgent need to deploy carbon capture technologies to curb CO₂ emissions from industrial sources and reduce CO₂ already within the atmosphere.

[EMAIL SIGN UP](#)

Photo by Ivan Bandura on Unsplash

EMAIL SIGN UP

First Name

Last Name

Profession

Organisation

Email

Send me email updates

SIGNUP

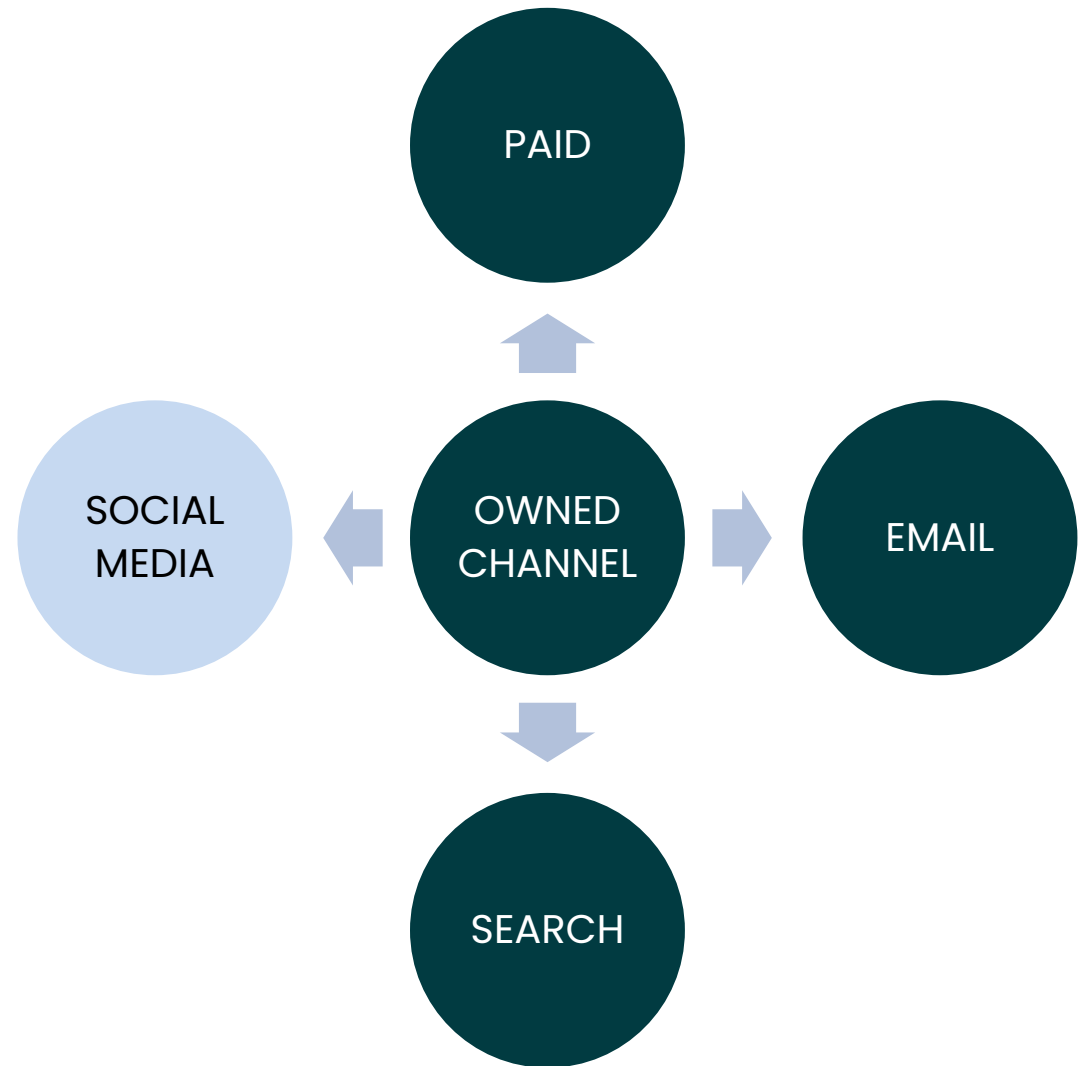


NationBuilder



6. DIGITAL CHANNEL BALANCING ACT

Thinking of **channel architecture** rather than single channels



**7. SOCIAL MEDIA
CAN BE VALUABLE
(BUT AGAIN, A BALANCING ACT)**




**INFLUENCE A
CURRENT FILE**



**BUILD POLITICAL
CAPITAL**



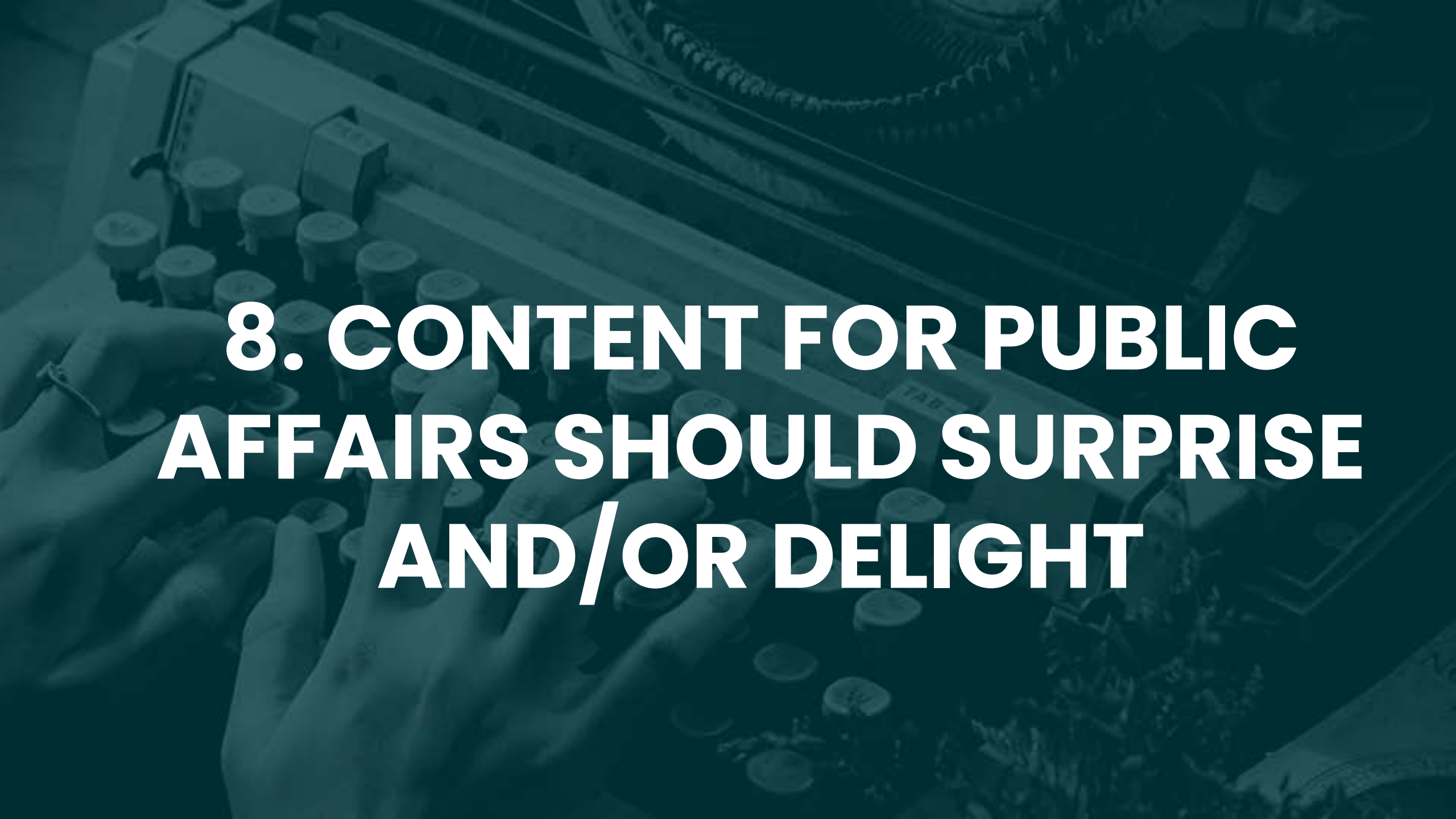
**SHAPE THE
EXTERNAL
ENVIRONMENT**



INFLUENCE A
CURRENT FILE

**BUILD POLITICAL
CAPITAL**

SHAPE THE
EXTERNAL
ENVIRONMENT



**8. CONTENT FOR PUBLIC
AFFAIRS SHOULD SURPRISE
AND/OR DELIGHT**



**Quality and
versatility**

**Best use case
for AR/VR
(Metaverse)
in Public Affairs**





Virtual visits



9. PAID BECOMING MORE PROMINENT

Social | Display | Native | Search | DOOH

Future = programmatic

A teal-tinted image of a statue of a man holding a crown. The statue is the central focus, with its arms raised to hold a large, ornate crown. The background is a solid teal color. Overlaid on the image is the text "10. DIGITAL IS DEAD, LONG LOVE DIGITAL!" in a bold, white, sans-serif font.

10. DIGITAL IS DEAD, LONG LOVE DIGITAL!

THANK YOU



10 COMMANDMENTS FOR USING DIGITAL SENSIBLY IN EU PUBLIC AFFAIRS

DIGITAL PUBLIC AFFAIRS IS DEAD, LONG LIVE DIGITAL PUBLIC AFFAIRS

Steffen Moller

SECOND EDITION

bit.ly/DigitalPAeBook

LET'S CHAT