

Presented by Lisa Burnam | April 11, 2024

# Make Good Content Even When No One's Looking



# Our Agenda

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Introduction

- + Introduction
- + Content Framework
- + Translate for Social
- + Refine Social Message
  
- + Distribution Strategy
- + Content Creation Tools
- + Q&A



# First, *Hello!* I'm Lisa Burnam

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## \* **Almost 15 years in public policy communications**

Including: Center for Economic and Policy Research, AARP, Center for American Progress, Justice Policy Institute, Bill of Rights Defense Committee

## \* **XP in 1-person and integrated, yet somehow still siloed, ultra bureaucratic nightmare teams**

[org names redacted]

## \* **12 years of XP in independent grassroots organizing**

Criminal justice, worker cooperative development, political prisoner advocacy, supporting third party political candidates



# Does Design Matter?

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Framework

- A.** No: my canva templates are 🔥
- B.** Yes: my custom designs bring all the orgs to the yard



# Does Design Matter?

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Framework

**Correct Answer:**

**C.** It depends.



# Does Design Matter?

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Framework

## Message > Design

- + Message drives engagement and shareability
- + A powerful message encourages people to comment, like, and spread your message further
- + The goal should be to have fundamental messaging, not just surface-level aesthetics



# Message Matters

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Framework

**You're not responsible for message, you drive it.\***

- + If your shop has a researcher and at least one traditional comms manager, you're safe
- + Don't act like an issue expert unless you are one **and** understand the organization's policy goal(s)
- + Have policy researcher, legislative analyst and communications provide you with the message framework



# Message Matters

Framework

No message framework? No problem. Use this:

Release Planning - Organization Social Brief		
Expected Publication Date		
Publication Name		
Organization Message		
<b>Focus Term/Keyword</b>		
List up to 3 key messages from the publication that you want to get across to policymakers, the media, and the general public.  Keep each message brief.	Message 1	
	Message 2	
	Message 3	
Digital Relationship Building - Targets		
List up to two targets (name and/or social handle) on social media who you would like to see share or repost this publication.	Ally 1	
	Ally 2	
Social Targets		
These are the institutions or	Target 1	

## Social Release Planning Brief

### Issue Example

← (Developed tool to identify message when no framework was available.)





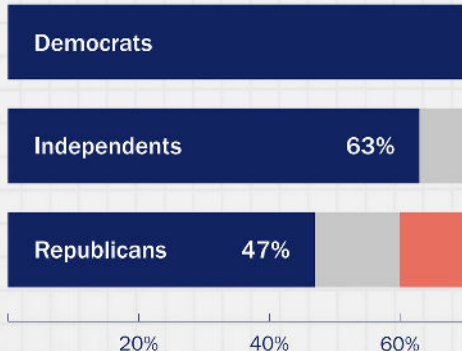
# Message + Design

Framework

House De

We'll pay for the  
Better Act by:

**BREAKING:**  
**70% of Americans**  
**support Biden's**  
**Back Better age**



**Biden's Build Back Better Act would lower costs for families.**

Average monthly costs for a family of 4:

- Groceries = \$1,175
- Transportation = \$818
- Rent = \$1,312
- Child care = \$1,083
- Subtotal: \$4,378**

**Discount code:**  
**BuildBackBetterAct**  
Child care -\$400

**Total: \$3,978**

THANK YOU!

How would you use an **extra \$400/month?**

## Biden's Build Back Better

### Issue Example

← (Designed with PS and AI)



# Message + Design

Framework

**President Biden**  
has the power to  
prevent mass starvation in Afghanistan

**President Biden,**  
the human devastation caused by blocking access to

**President Biden**  
the \$7 billion of  
funds that belong to  
Afghan people and

Food  
Security

“  
**I was forced to sell two  
of my daughters, an eight-  
and six-year-old.**

— Delaram Rahmati, a mother in Afghanistan

Women in Afghanistan  
are being forced to  
suffer two oppressions.  
The first, through a  
government they did not  
choose. The second,  
starvation caused by  
the Biden administration.

**#UnfreezeAfghanistan**

**Without it:**

millions will be se

## Unfreeze Afghanistan

### Issue Example

← (Designed with PS and AI)



# Content Framework Pt. 1

Framework

## Who are we talking to?

1. Elected officials?
2. Partisan superfans?
3. Gen Z and Millennials?
4. Interest-Based Communities (Gun-violence survivors, reproductive rights advocates, etc.)
5. Influencers in your policy space?
6. Seniors?
7. Tax Payers?



# Content Framework Pt. 2

Framework

## Goals List

1. Relevance
2. Engaging
3. Consistency
4. Strong messaging **and** design
5. Platform optimized
6. Interactive
7. Campaign objective aligned
8. CTA (call to action)



# Source Content Ideas

Framework

(Your org and partners)

## Research Drops

- + Reports
- + Articles
- + Factsheets
- + Briefs
- + Events

## News and Social Media

- + National Polls
- + News reports
- + MOC Speeches
- + Tweets (Xes?)
- + Pop Culture
- + Policy Announcements

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Content isn't king;  
it's the kingdom.

—Seth Godin



# Build Your Content Plan

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## Once you have identified:

- Key stats and figures
- The policy goals
- 1-2 key messages to reinforce
- Social and press targets

## Then you should figure out:

- Length of release rollout
- How are other groups talking about the issue
- What does the general public **want to know**



# Translate for Social

Translate

child tax credit × United States English SEARCH

⚠ Use 1-2 words for best results

You're using a free version of AnswerThePublic | 0 out of 3 free searches available for today. [UPGRADE TO PRO](#)

child tax credit 599 Results ↓ 📁

Search Volume ? Low Medium Good \$ Co \$

**450,000**

**AnswerThePublic.com**

**WHEELS** **LIST** **TABLES**

× Questions Modifiers: All

Keyword	Modifiers	Search Vol	CPC	Action
who gets child tax credit	questions/who	-	-	⊖
who qualifies child tax credit	questions/who	-	-	⊖
who claim child tax credit	questions/who	-	-	⊖



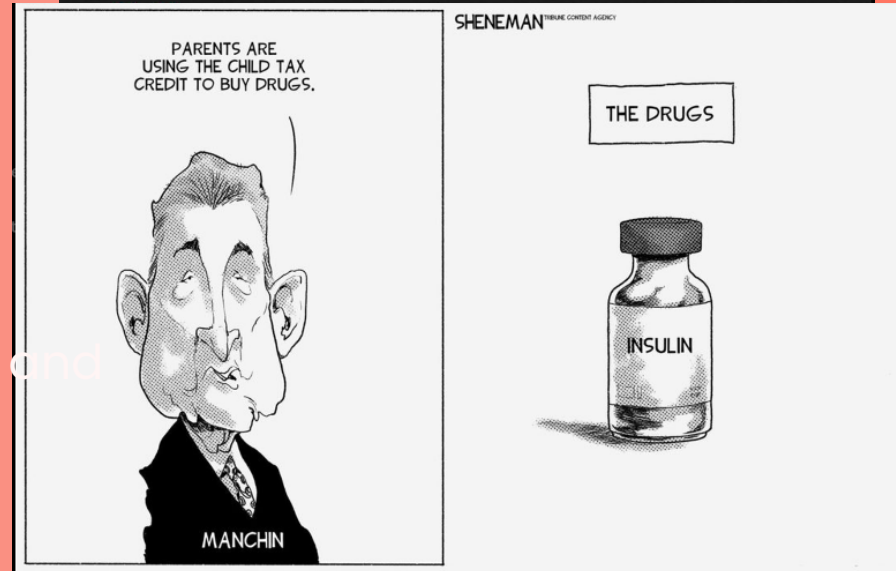
# Refine Your Social Message

Refine

Who gets the child tax credit?

## Explore the who:

- + Who gets the CTC?
- + Who opposes it?
- + Who supports it?
- + Who benefits from the CTC and how?
- + Why do need a CTC?



largest corporations.


President Joe Biden





# Build A Distribution Plan

Distribution

 **Rep. Ilhan Omar** ✓  
@Ilhan

Proud to join 58 colleagues urging the Treasury to allocate \$650 billion in Special Drawing Rights for US jobs and global crisis relief. SDRs cost taxpayers nothing related jobs while boosting demand solution.

 **Rep. Marcy Kaptur** ✓  
@RepMarcyKaptur

Proud to join 58 of my colleagues [@SenWarren](#), and [@RepBeatty](#), [@SecYellen](#) to support a new issuance of SDRs for global crisis relief and protect US jobs

Exclusive: The push to create \$650 billion in IMF funding

From [axios.com](#)

5:56 PM · Oct 5, 2023 · 169.5K Views

 **Congressman Chuy Garcia** ✓  
@RepChuyGarcia

SDRs are a powerful tool to reduce poverty in developing countries. They also cost taxpayers \$0 and boost jobs here at home.

Read more about a letter I wrote with 58 of my colleagues urging [@POTUS](#) to support another SDR allocation at the IMF.

 **Rep. Joyce Beatty** ✓  
@RepBeatty

I'm proud to join 58 of my colleagues, including [@RepChuyGarcia](#) [@SenWarren](#) [@DonaldNorcross](#) [@RepJayapal](#), in urging [@POTUS](#) and [@SecYellen](#) to support a new issuance of SDRs to deliver global crisis relief and protect US jobs at zero cost to taxpayers.

[beatty.house.gov](#)



# Build A Distribution Plan

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## The best channels probably work with influencers.

- + Influencer can be a person, politician, celebrity, media personality or advocacy organization.
- + Vet potential partners to ensure value and policy outcome alignment and establish mutually beneficial collab agreements.
- + Provide branded assets and social copy guidance, i.e. when and what they should post.



# Distribution Pitch (Cold)

Distribution

Hi [Partner Contact Name],

I'm reaching out on behalf of [organization] about potential social media partnership opportunities. Our missions seem well-aligned, and I'd welcome the chance to discuss how we could collaborate to amplify each other's advocacy efforts.

Would you please put me in touch with the right person handling your organization's social media? I'm happy to provide more details about our ideas. Look forward to connecting.



# Content Creation Tools (Premium + Free)

Tools

## Design

- + Adobe CS (p)
- + Figma (p+f)
- + Canva (p+f)
- + Text Posts (f)  
(Metabusiness)
- + Screenshots (f)
- + IMGFlip.com (f)
- + Pexels.com (f)
- + Pixabay.com (f)
- + Unsplash.com (f)

## Video Editing

- + CapCut (p+f)
- + After Effects (p)

## Social Copy

- + ChatGPT (p+f)
- + Claude AI (p+f)
- + Grammarly (p+f)
- + Searching X + IG (+f)
- + Your Brain (f)



# Q+A

# Thank you.

**Lisa Burnam**

Director of Social and  
Digital Media

**Center for Economic  
and Policy Research**

X: @Inburnam

E: burnam@cepr.net

