

The Changing Social Media Landscape

Challenge and Opportunity

- **People's attention is broken.** They are experiencing information overload like never before and sifting through misinformation online. How can we build back that trust and break through the noise?
- **AI is changing the way we work, think and operate.** While some elements aren't new, how are we approaching its use in a way that protects the integrity of our brand and messages?
- **Remember the differences between strategy and tactics.** You must define your why in order to determine how.

Who We Are



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Inputs and Outputs

For advocacy groups, digital marketing tactics complement traditional advocacy strategies, including grassroots and grasstop engagement.

- **Outputs: Communications and Public Affairs**
 - Responsible for integration of paid, earned and owned teams that serve as the mouthpiece for our industry
- **Inputs: Agency, Association, Campaigns, Capitol Hill**

Reaching Your Audiences Through Data-Backed Targeting

So much of **what audiences see online** is based on a **finely tuned targeting process** that combines **art and science**.

- Targeting saves money by not serving impressions to undesirable or inappropriate audience members and improves results because **messages and creative can be closely tailored** to the needs, expectations and characteristics of the recipient.
- Effective targeting is achieved by combining **several layers of criteria and data** to create a segment that is the right size for your ad spend.
- Targeting an audience that is **too broad** - and therefore very large - with a conservative ad spend will result in **low frequency and limited message recall**.

Analyze Your Audience to Guide Strategies

Define your audiences and take time to get to know them.

- State vs. Federal
 - Policymakers are also people/patients/utility customers
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Bring them through the funnel and continuously optimize to ensure message penetration and reach.

- Awareness, education, activation
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Utilize a variety of ways to reach people but strive to ensure limited overlaps.

- Third party custom data targeting
- In-platform targeting is constantly changing so it's important to let your stakeholders know how you are reaching people and WHO you are reaching.

Developing Content

- **Focus on a single KPI: Don't have your content try to do too much. Think about your goal and stick to it.**
 - Be simple and to the point
- **Know what works best on the platform but also know your audience.**
 - Vertical video is overtaking platforms right now, but is your audience resonating?
 - Sometimes data and static ads work best, it still varies for us.
- **What's the story you're trying to tell? And how do you get people to care?**
 - Craft a story that is both true to your brand and compelling to your audience. Pull at their heartstrings. Who is the human at the heart of your story and how can you pull that through? (Especially true for trade associations in more industrial disciplines).
 - Organize your story into messaging pillars and anchor each piece of content in one of those pillars.
- **Know when to use and when to avoid statistics. Numbers can be compelling, but they won't work forever. Sometimes Feelings > Facts.**

Breaking Through Organically

- **Learn the algorithm.** Remember to work with it, not against, and lean into trends and styles even if they are outside of your company brand.
- **Don't spread yourself too thin.** You don't have to be on every platform just because someone else is and sometimes, less content is more.
- **Use your leadership and employees as champions of the brand and mission.** As members of the company, they can help further message reach to their audiences in a unique way.
- **Engage with others.** You can't just put out content without reciprocating engagement. Find your allies, peers and friendly foes that you feel comfortable communicating with publicly and implement a regular system for community engagement.

The Ever-Changing Landscape

Regulations and platform policies are a moving target.

- Platforms are regularly updating how you can reach audiences through their targeting and it's getting harder
- A potential cookie-less future and fewer uses of pixels means it's harder to retarget audiences and understand audience behaviors.
- Platform political advertising policies ebb and flow.

AI is the talk of the town, but is it being appropriately used?

- What to consider
 - Some advertising platforms are requiring you to disclose whether content was AI-generated.
 - AI is also likely to help advocates refine their messages, so be mindful of how that could impact your CTA
 - Self-regulation is taking place within the ad industry, likely trying to get ahead of any formal restrictions.
- How we as communicators are using AI in advocacy

Protecting Your Brand

Make and stick to a plan but be ready to change the plan.

Know what's available to you in-platform.

Stay ahead of the policy changes.

Final Considerations

- Platforms are more commonly **rethinking their advocacy advertising policy** but there's no cause for concern. You can be **nimble with content and messaging** and still reach your audiences.
- **Make content a priority for your organization.** Regardless of what platform you're on, what cuts through are **things people want to engage with.**
- **It's still a pay to play environment,** but it's noisy. **Be specific** about who you want to reach and allocate your budget to **priority audiences.** If an audience segment is already with you, don't spend money on them.
- The beauty of digital marketing is that it **prepares your organization to increase advocacy firepower** at key moments in the legislative or news cycle. **Be ready** to move quickly and prepare ahead of time.

Questions