

Social Media for Successful **Digital Advocacy Campaigns.**



Why Am I Speaking?

ABOUT NJI

- Global presence with offices in **D.C., London, Singapore, and Doha**
- Specialize in **content** for **public affairs**
- **76** campaigns run in 2024

ABOUT ME

- Based in D.C.
- Direct strategy for most of the U.S. portfolio
- Violate every best practice on my personal social accounts

The Goal for Any Campaign

To amplify the volume of your organization or issue with the target audience.

The Possible Outcomes

Advocacy campaigns can achieve a range of goals and won't always have a tangible result.



LEGISLATIVE

Change (or no change) in legislation, regulation, or policy.



EDUCATION

Reputation building for your organization while educating about your issue.



AWARENESS

Change how people talk about your issue(s) in conversation.

The Landscape



A Blueprint for Success

INPUTS



THE PLATFORMS

Leverage the user behaviors of each social platform.



THE CONTENT

Create assets that engage and inform.



THE AMPLIFICATION

Identify accounts that will share your message.

CAMPAIGN STRATEGY

The Platforms



The Platforms Overview



Linkedin



X



Facebook



Instagram



Threads



Mastadon



TikTok



Snapchat



YouTube



Reddit



Bluesky

The Big Question

Is X still useful?



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Yes.



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Yes.

It's a source of information,
and that's hard to turn away from.



The Big Question

Is X still useful?

New platforms want to seize opportunity, but it's hard to directly replace because of established accounts and interactions on X.



Considerations



There's no need to be on all platforms.

You should be targeting your posts, not triaging them.



Know the best audience for each platform.

You can't guarantee exactly who you're going to reach, but you can set yourself up for success.



Balance proven tactics with experiments.

Find low-stakes opportunities to try new platforms and new tactics.

Platform Trends



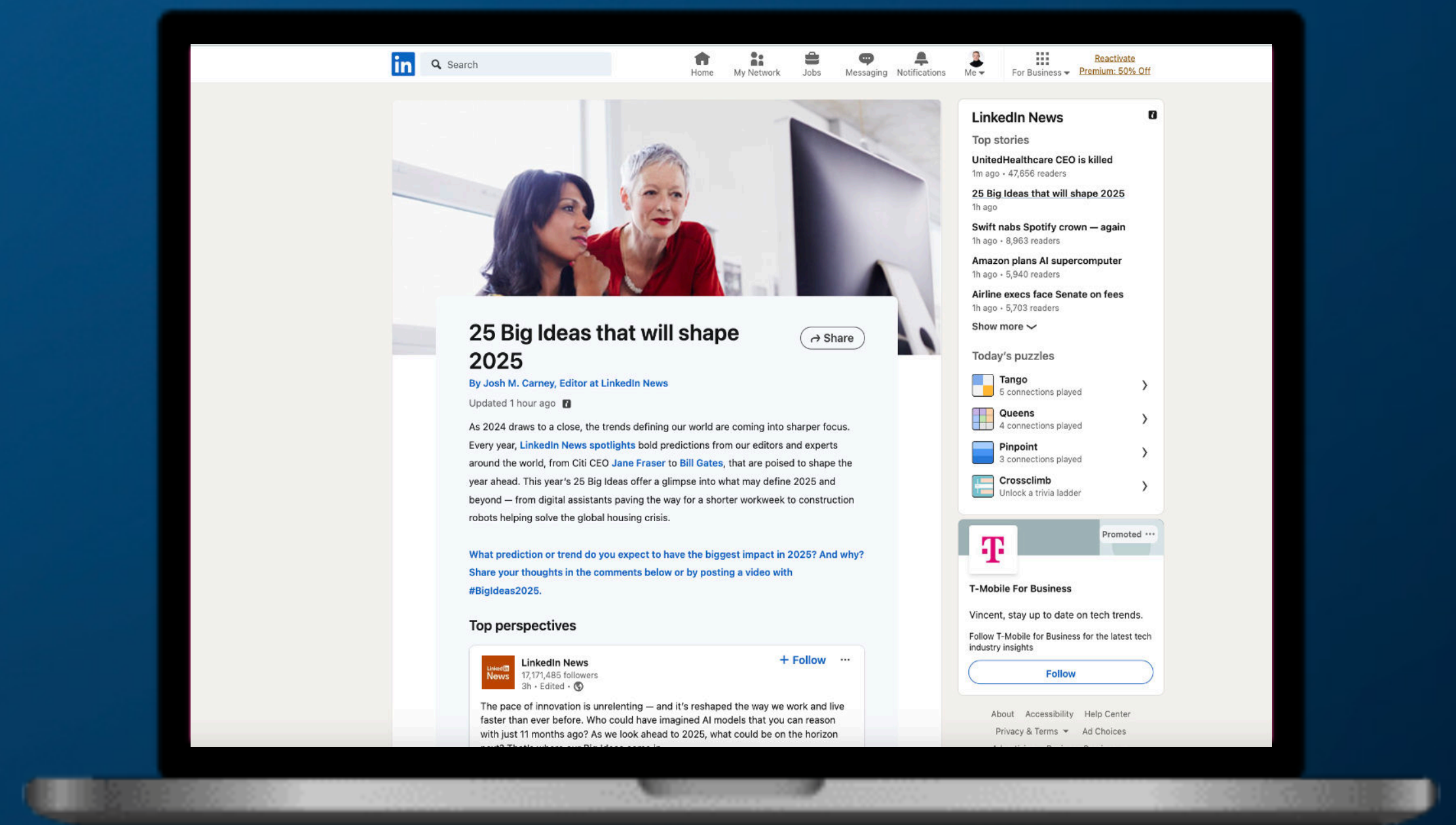
- **Text-only content can thrive** (unlike other platforms)
- **Users are craving threads** for detailed but digestible information
- Content is fighting the algorithm and some features require subscriptions



Platform Trends



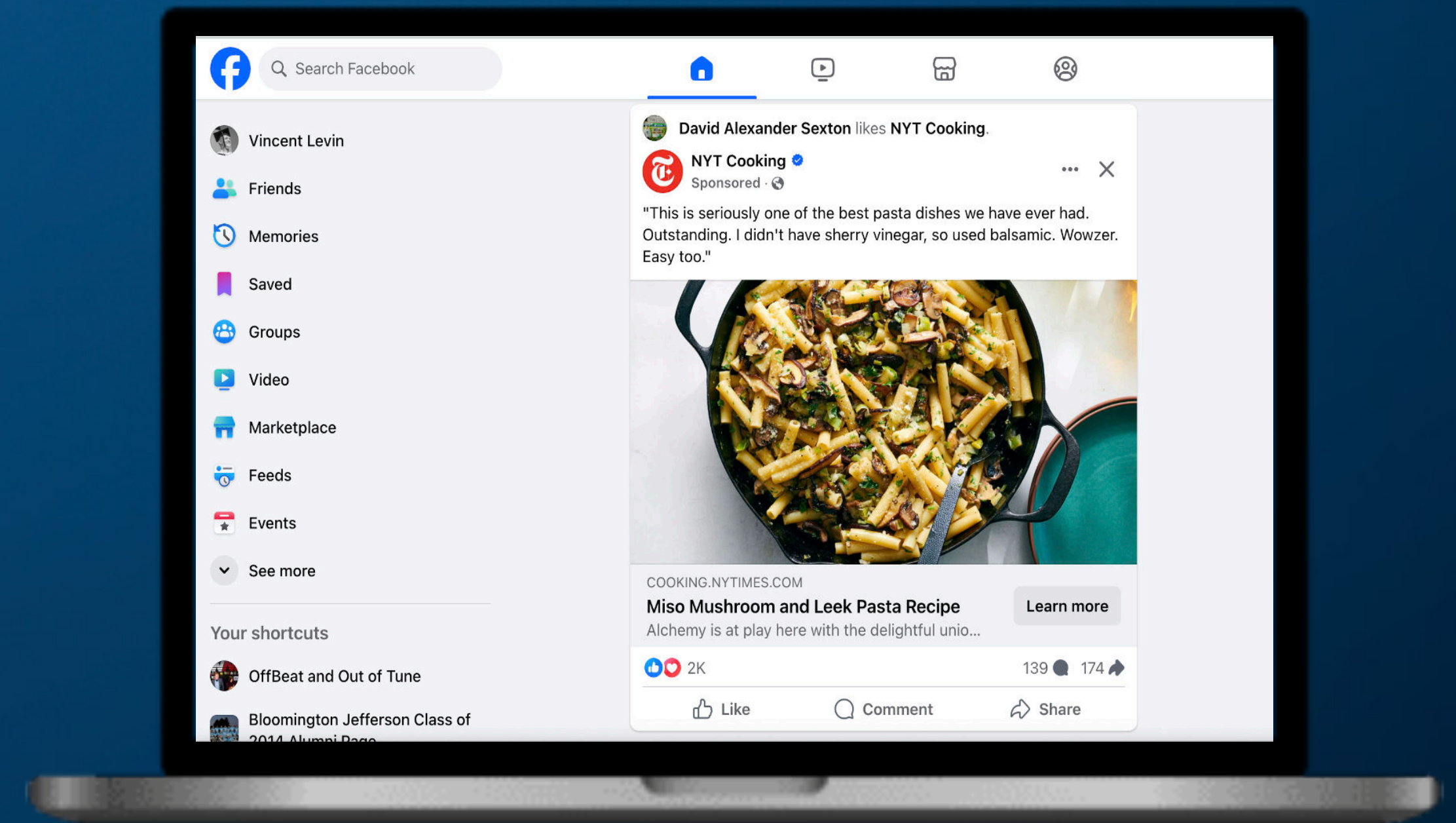
- Becoming a **news source** and **entertainment** platform
- **Longer posts** can perform well
- **Connection engagement** is driving amplification
- Posts have a **longer shelf life** than other platform choices



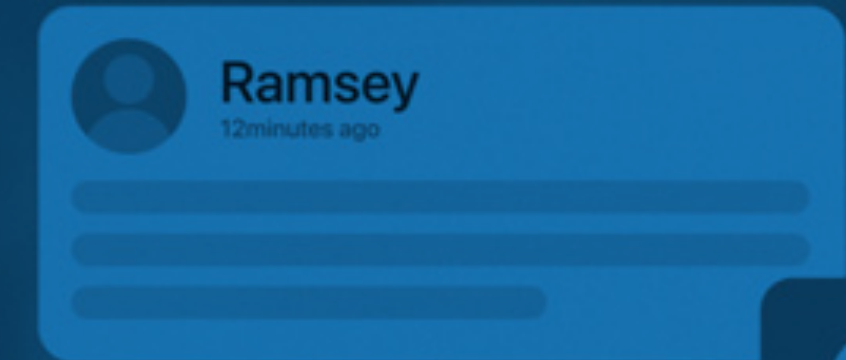
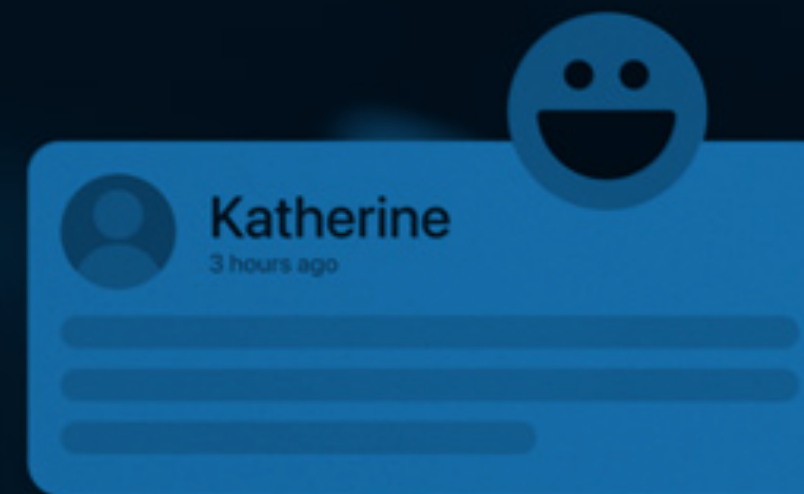
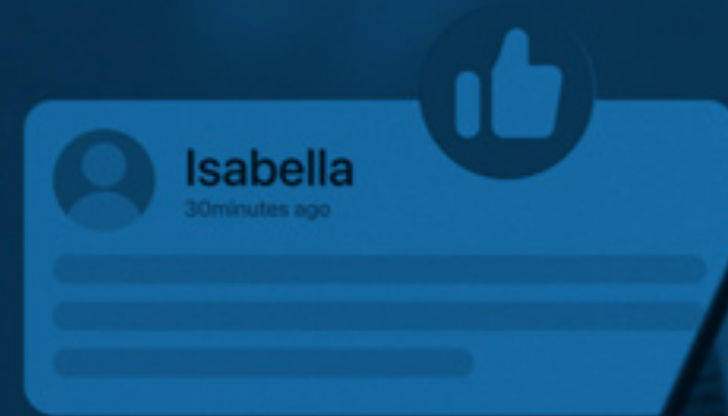
Platform Trends



- Establishing themselves as **grassroots platforms**
- Instagram prioritizing more **video content** from outside sphere
- **Native lead forms** are largely used for consumer sales, but present an interesting advocacy opportunity



The Content



Content Considerations



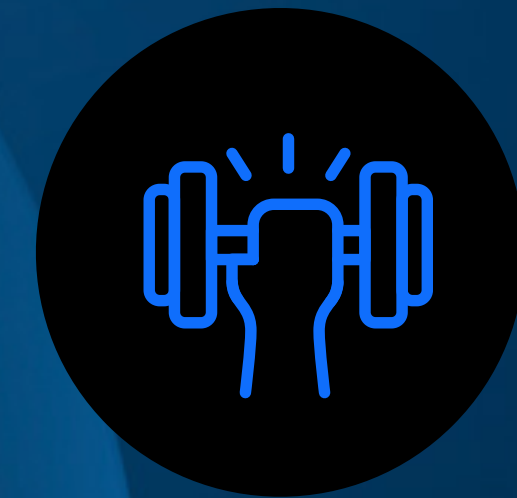
Content should catch attention.

Your goal is to get users to stop scrolling.



But don't assume you can hold it.

Get the most important information in the first 20%.



Match content with the strengths of each platform.

Posting the same content across platforms is efficient, but dangerous - tailor content to each platform.

Content Trends

Video Content

Video content is proving to be the most engaging content and many video-only content platforms continue to rise in popularity and effectiveness.



Content Trends

Authenticity

Audiences want to hear from people, not organizations or brands. Putting a human face to your issue can improve how your message resonates.



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Content Trends

Short Is Sweet

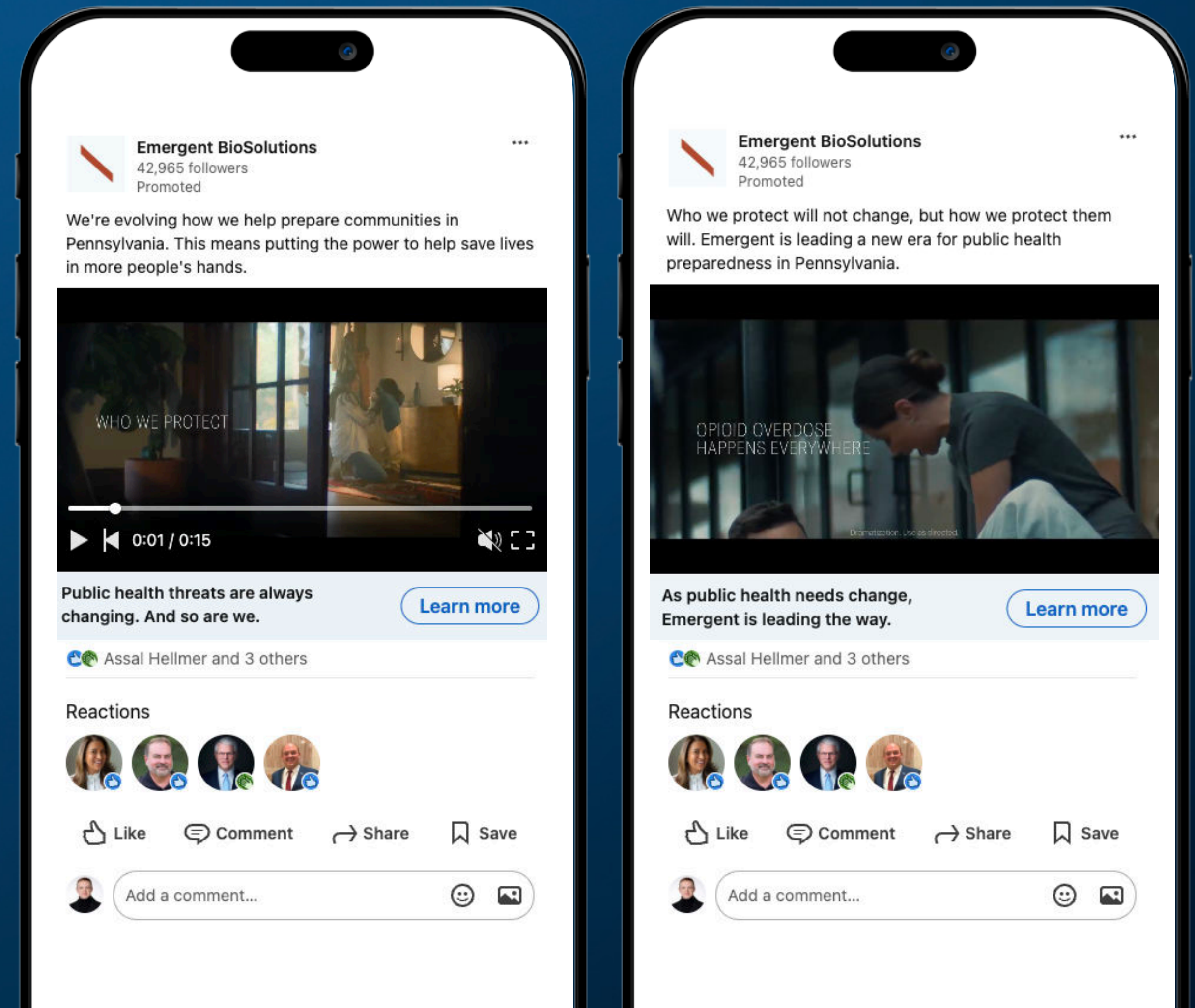
As best as possible, get your key message across in 6 seconds or less to prevent lost context when a user scrolls onward.



Content Trends

Localization

Users are more likely to engage with content that feels personalized to them - for advocacy campaigns, this means providing geographic or other relevance.



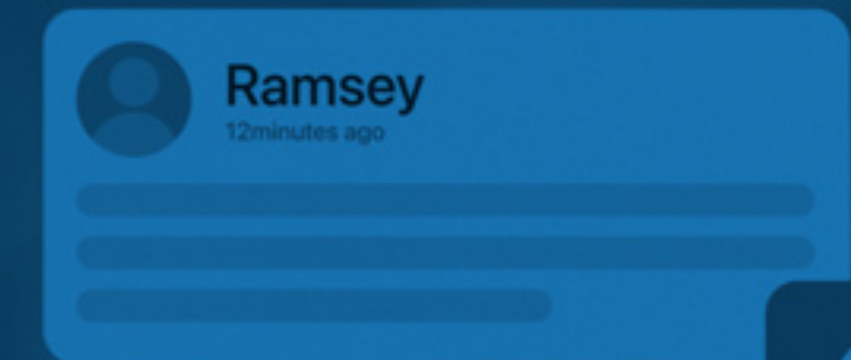
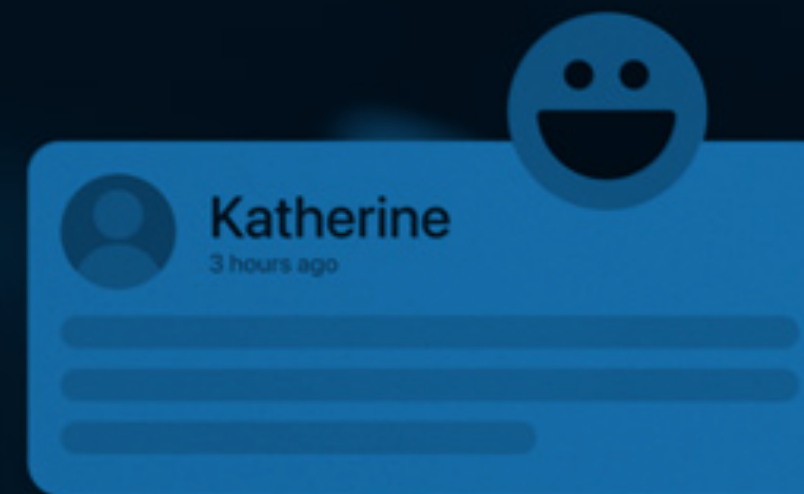
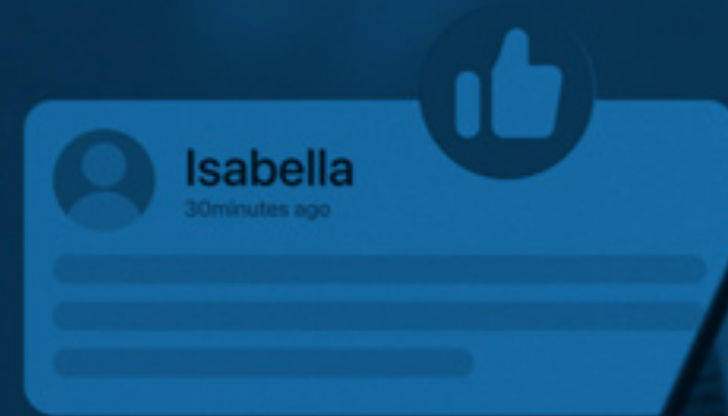
Content Trends

Production Value

Not every video needs to have polish.
A short-form, selfie video can have
further reach than a million euro shoot.



The Amplification



Organic Amplification

Having other accounts post or share your content will show the support of your message and add to the surround sound effect of your campaign.

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EXAMPLE SCENARIOS:

01

If you're an association, have members share the content with their own stories.

02

If you're a company, have high-profile employees share content with their own perspective.

03

If you're an advocacy organization, give supporters a social toolkit ahead of the campaign.

Paid Amplification

Boosting the reach of your content doesn't require major investments
- social media was designed to democratize advertising.

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EXAMPLE SCENARIOS:

01

Use job-title targeting on LinkedIn to reach specific policy staffers.

02

Use look-alike targeting on X to reach influential accounts for your campaign's topic.

03

Use influencer partnerships to leverage established trust among cultivated audience.

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Final Takeaway

If I can leave you with this:

Year-round investments in
your digital presence are
what make for successful
campaigns.

 *thank*
you.

