



Social Security Campaign

Campaign Overview & Approach

- In February, service delays and proposed changes at the Social Security Administration (SSA) became prominent news, causing widespread concern about access to benefits and the program's future. At the same time, we started hearing from our members with increasing concern about customer service and fears their benefits would be impacted.
- AARP's goals were to 1) ensure the SSA didn't impact the services and benefits our members rely on and 2) ensure that AARP was viewed as THE organization fighting on behalf of older Americans to protect Social Security.
- We deployed both a direct lobbying and external pressure campaign using all of AARP's available channels. AARP's Government Affairs team maintained frequent contact with members of Congress and key leadership staff, holding over two dozen discussions to express concerns about SSA issues.
- Meanwhile, the Campaigns team, in collaboration with External Relations, Government Affairs, State & Community Engagement, and the Marketing & Brand Team, launched a public affairs campaign to oppose harmful changes to Social Security and ensure AARP's prominent voice on the issue. We used storytelling (both real person stories of people who are impacted and our spokespeople sharing what the impacts would be) at the federal and state levels. Real person stories were a critical component of the campaign as we highlighted how important the program is AND how changes would impact beneficiaries.
- We utilized social media, earned media, and a television and online advertising campaign to set the national narrative, and tell the story of AARP's advocacy on behalf of our membership and the 50+ community to protect Social Security and ensure reliable customer service.
- To engage our membership and activists we deployed email, text messaging, and direct mail mobilization to drive them to take action on the issue, showcasing AARP's grassroots strength and the power of our membership in advocating to protect Social Security.

Campaign Impacts

- The Social Security Administration reversed its decision to suspend phone service, a major win for our members and the entire 65+ population.
- The campaign has reached over one hundred million Americans across multiple platforms, showing our members, lawmakers, and the general public the power of AARP advocacy on Social Security.
- We engaged over 1 million members to take action, showcasing AARP's grassroots strength and advocacy both to lawmakers and to our membership.
- Our multichannel communications and rapid response campaign elevated AARP's voice and the voices of our members to the forefront of the Social Security discussion and showed we were fighting for older Americans on this issue.

Insights

Insights

- Real People: Real person stories used in video and on social was our highest performing content.
- Speed: Rapid response messaging allowed us to increase our reach both to influence and show we were engaged.
- Non-members: This issue galvanized more than our members. Social Security is a topic that allows us to engage new audiences as we look at growing membership.
- Reach: There is power in activating and integrating all of our channels across the organization for an important advocacy fight like protecting Social Security.

Social Media (Paid & Organic)

Key Metrics

- Reach: 12,720,000
- Engagements: 952,900

Impact

- Engagement rates were well over 20% across all content channels – well above the benchmark of 14% for advocacy content. This shows that our content was resonating with our social media audience, and we were able to harness their interest into action – both in-platform through likes, comments, and shares and out of platform in visits to the website and pledges and petitions signed.
- Videos and content tied to a specific person added a personal touch to our messaging and provided our top-performing content during the campaign.
- Timely rapid response messaging increased the reach of our content by tying it to trending news topics, ensuring AARP's voice was front and center in the conversation around Social Security and highlighting to our members the advocacy work we are doing on their behalf.
- Nearly 13 million people saw our Social Security content, driving high visibility into the advocacy work AARP was doing around Social Security and shaping the narrative around the issue.

Mobilization (Email, Text, Direct Mail)

Key Metrics

- Total Actions: 3 million
 - Total Messages to Congress: 2 million
- Total Action Takers: 1.35 million
- Click Rate: 15.12%
- Response Rate: 12.74%

Impact

- Our email, text, and direct mail efforts mobilized 3 million total actions, allowing us to engage members and activists and show them how AARP is fighting on their behalf for Social Security.
- Members sent 2 million messages to Congress, showing significant participation in advocacy efforts to protect Social Security and reinforcing to lawmakers the popularity of the program and the power of AARP's membership on the issue.
- The program successfully mobilized 1.35 million action takers, indicating widespread involvement in the campaign and building our grassroots strength for future Social Security advocacy.
- The campaign achieved exceptional response rates, with a click rate of 15.12% and a response rate of 12.74%, both significantly above benchmark levels, reflecting the high level of engagement and effectiveness of the mobilization channels and messages.

Advertising (TV, Online Video, Ads, Search)

Key Metrics

- Total Impressions: Over 166 million across television, online video, online banner ads, and Google Search
- Total Online Video Views: 23.9 million
- Total Clicks: 87,045 across all online platforms, including video, banner ads, and Google Search

Impact

- The advertising campaign had a massive reach, achieving over 166 million total impressions, significantly increasing awareness of AARP's leadership on Social Security.
- The campaign generated 23.9 million online video views, demonstrating strong viewer interest and engagement with the content.
- With a total of 87,045 clicks, the campaign met or exceeded industry benchmarks for click rates, indicating our content was resonating with our targets with a high level of viewer interaction and response.
- The campaign effectively reached AARP members, Americans aged 65-plus, and politically active individuals, by utilizing AARP membership data, placing ads on political news programming, and targeting 65+ Americans on online platforms, ensuring the message resonated with those most impacted by Social Security changes.
- The use of television placements on network political shows and a digital campaign through online video and Google Search ensured broad and targeted coverage, meeting our audience where they were and maximizing the campaign's impact.

Website (Visitors, Views)

Key Metrics

- Unique Visitors: 692.5k
- Pageviews: 1.2 million

Impact

- Since March 1, our campaign drove 1.2 million pageviews from nearly 700,000 users on Social Security content, allowing us to keep our members informed of the changes at the Social Security Administration and how AARP was fighting on their behalf.
- Articles on Social Security changes, payments, and rules consistently ranked in the top five of new web content every week for the past two months, showing strong interest from our membership on the issue.
- Two specific articles, "Social Security to No Longer Allow Phone Call Verification" and "How AARP Is Fighting for Social Security Right Now," were among the top 10 best-performing editorial content across both the web and AARP app in March.
- We used web articles to provide detailed insights into the proposed changes at the Social Security Administration and highlighted AARP's advocacy efforts, enhancing member awareness and understanding.

Newsletters

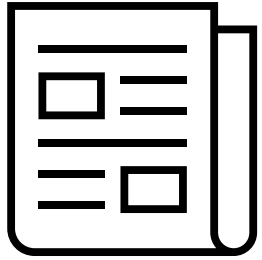
Key Metrics

- Total website visits from newsletter placements: 555k
- Promotions in AARP newsletters: 54
- Performance by newsletter:
 - Webletter: 11 promotions driving 373k visits
 - The Daily: 37 promotions driving 176k visits
 - Your Health: 2 promotions driving 2.1k visits
 - Lifestyle: 1 promotion driving 515 visits
 - Money: 3 promotions driving 2.6k visits

Impact

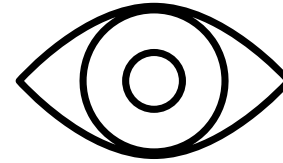
- We utilized AARP's newsletters to place promotions, driving traffic to action pages and AARP.org, expanding the reach of Social Security content.
- The Webletter and the Daily newsletter drove significant visits, with 373,000 and 176,000 visits respectively, indicating strong reader engagement.
- These newsletters are more frequent and news-based compared to other topical newsletters, aligning well with reader expectations and preferences.

Earned Media



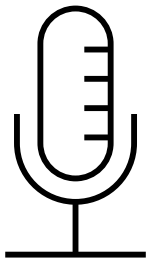
1,528

Media Placements
(National, State &
Local)



866.3 Million

Media Impressions



20

Exclusive
Interviews

Impact

- AARP was cited in more than 1,500 stories over 6 weeks, elevating our voice in the conversation and demonstrating our advocacy on the issue to our membership.
- Top tier outlets including the New York Times, Associated Press, and the Wall Street Journal regularly cited AARP voices and advocacy on the issue, elevating our voice and leadership on Social Security.
- Getting advance notice on Social Security Administration announcements allowed External Relations to drive narrative-shaping stories and headlines.
- As a result of our media outreach, AARP has received credit for the rollback of in-person reporting requirements across the media landscape.