



# Best Practices for Engaging New Media

*Are your campaigns leveraging non-traditional media?*



# ABOUT NARRATIVE

## We bring an unparalleled level of experience to the table.

Narrative team members have worked at the highest echelons of business, government, politics, and journalism.

We are home to a diverse and best-in-class team of:

- Strategists
- Analysts
- Writers
- Creative Producers
- Marketers

**100+**  
Team Members

## OUR BACKGROUNDS



# THE MEDIA LANDSCAPE HAS ALREADY SHIFTED



Policy audiences are overwhelmingly digital first, and strong campaigns move with them

**1 IN 5**

Americans **regularly get their news** from influencers on social media

**71%**

Consumers **trust influencer content** and hold creators to a high esteem

**60%**

of individuals reported **changing a personal opinion** after repeated exposure to a contrary viewpoint from an influencer they follow

# HOW TO REACH POLICYMAKERS

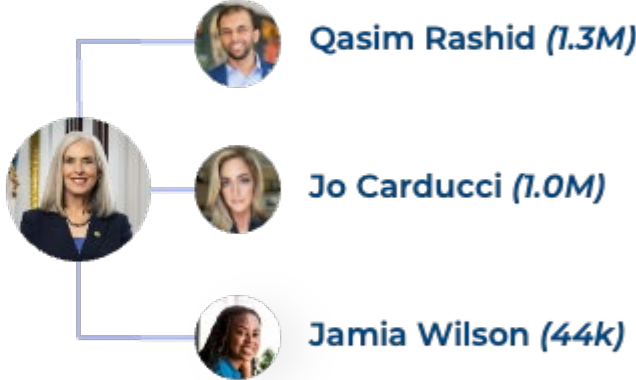
Non-traditional media personalities with even a small number of followers can still be effective in reaching lawmakers and Administration officials.

It's all about delivering your messages through voices they already know and trust.

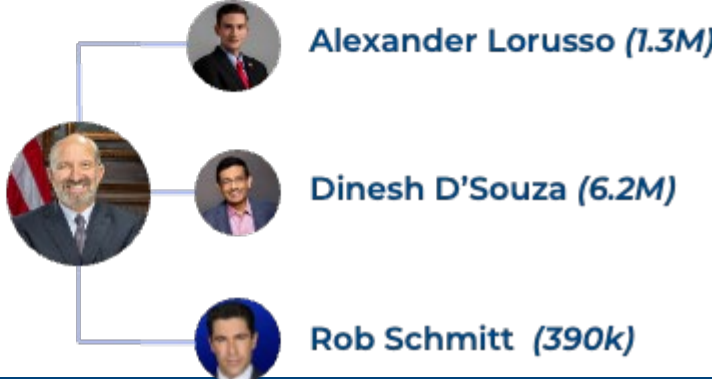
**Mike Johnson**  
*Speaker of the House*



**Katherine Clark**  
*House Minority Whip*



**Howard Lutnick**  
*Secretary of Commerce*



# NILDEALS

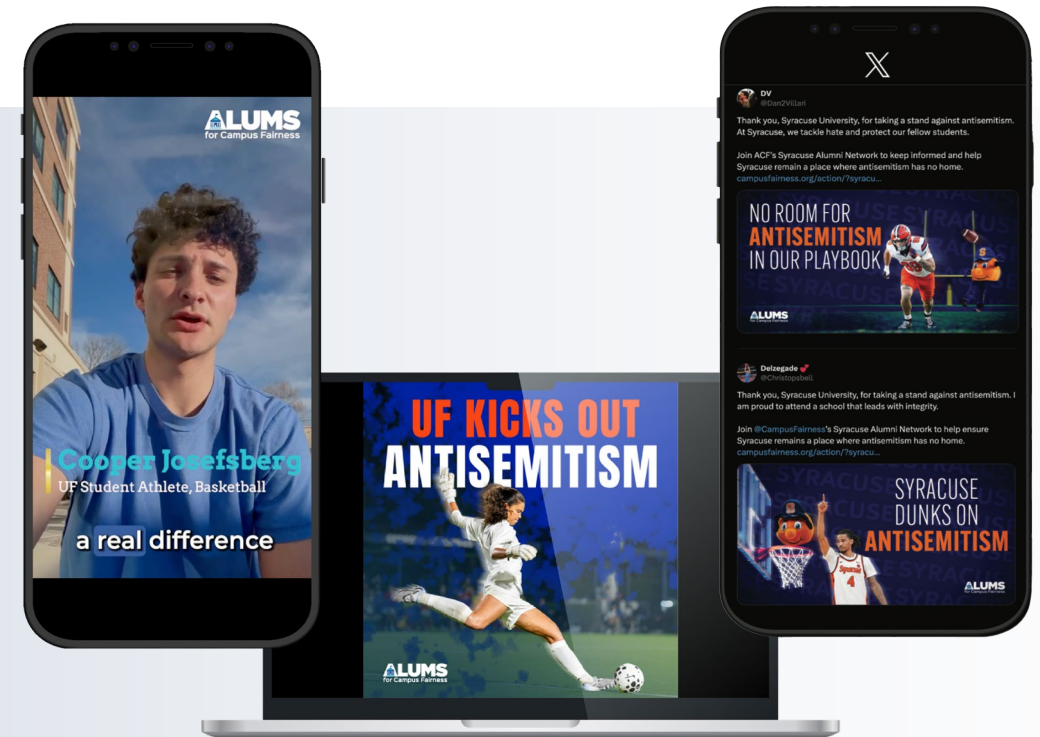


**The Strategy.** Name, Image, and Likeness (NIL) partnerships with student-athletes provide a direct line to highly engaged, difficult-to-reach audiences. These campaigns break through traditional noise and resonate authentically. Compared to most paid media strategies, NIL partnerships offer a cost-efficient way to drive engagement and credibility at scale.

**The Narrative Experience.** Our team identifies and activates the right student-athlete voices to align with campaign objectives. By pairing athlete-driven storytelling with targeted amplification, we transform organic credibility into measurable impact.

## THIRD-PARTY APPROACH EXAMPLES

- **Identify** student-athletes with strong campus presence and audience alignment to deliver authentic, values-driven messaging.
- **Leverage captive audiences** by tapping into built-in followings across student, alumni, and fan communities.
- **Amplify organic content through digital advertising** by running paid promotions and pairing advertisements with NIL activations. You can grow the impact and extend the reach beyond organic networks.



# FRAMEWORK FOR ENGAGING NON-TRADITIONAL MEDIA ALLIES



Four rules to drive real policy and reputational outcomes

1

Authenticity Is  
Not Optional

2

Match the  
Messenger to  
the Mission

3

Integrate, Don't  
Isolate

4

Protect Your  
Flanks



# AUTHENTICITY IS NOT OPTIONAL

“Audiences follow influencers because they trust their own voice. The moment that sounds like a PR firm, the audience knows, and the backlash is swift.”



Give creators context, **not a script**



Your job: **set the boundaries**; their job: **tell the story**

# MATCH THE MESSENGER TO THE MISSION



## **WRONG** MESSENGER CONSIDERATIONS

- Prioritize follower count over audience fit
- No credibility on your specific issue set
- Reach without resonance



## **RIGHT** MESSENGER CONSIDERATIONS

- Audience maps directly to your target stakeholder
- Credibility that extends to your issue set
- Reach that moves the needle

# JUST ONE PART OF THE LARGER STRATEGY



Integrated from the start, not a standalone tactic



Digital Influencer  
Activation



Earned  
Media



Paid  
Advertising



Grassroots  
Mobilization

**A well-timed influencer video can seed a narrative that earned media picks up—but only when the tactic is built into the campaign from day one, not added as an afterthought**

# PROTECT YOUR CAMPAIGN BEFORE LAUNCH



Reputational risk does not start when a crisis hits, it starts the moment you choose the wrong partner



## REVIEW CONTENT HISTORY

Audit the creator's past posts, controversies and public statements

Assess political alignment and audience demographics

**Know your influencer**



## PRESSURE-TEST AUDIENCE FIT

Confirm the creator's audience maps to the stakeholders you need to move

Verify their credibility extends to your issue set

**Know their audience**



## DEFINE AN ESCALATION PLAN

Establish a rapid response protocol before launch

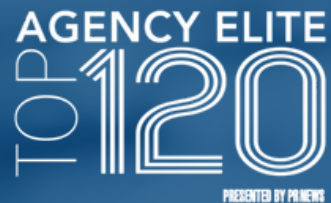
Know your exit strategy if the partnership becomes the story

**Plan for everything**



THANK YOU

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to work