



Public Affairs in the Scroll Era

Beth Mosher
Director of Public Relations
AAA – The Auto Club Group
June 2026

AAA – The Auto Club Group



Federation of Clubs Across the U.S.

- Provide Roadside Assistance (towing) services
- Insurance
- Largest full-service leisure travel organization
- 1 in 4 drivers is a AAA Member
- AAA – The Auto Club Group – 14 states, 2nd largest club



Founded in 1902

- Traffic Safety
- AAA School Safety Patrol Program
- Impaired driving, SDMO
- Advocate for motorists' safety

About Beth

**20
years
at AAA**



Traffic Safety
& Mobility
Leadership



Public
Relations/
Spokeswoman



Social Media

Audience Participation

When working with video content what do you struggle with the most?

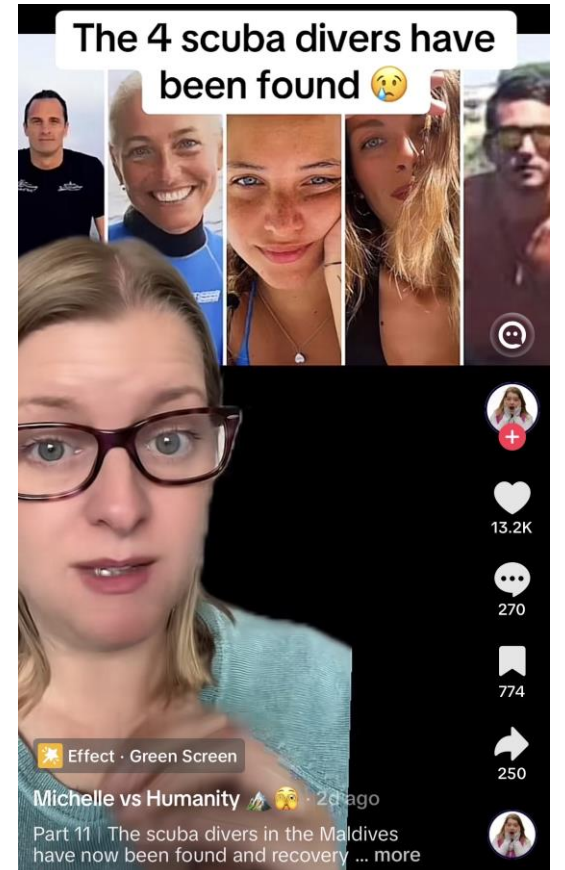
Video Shift ➔

Many organizations creating content for audiences whose patterns have changed

- Audiences don't 'go looking' for content anymore – information now finds them
- Algorithms decide visibility
- Short form video is now one of the primary ways people learn, evaluate and form opinions

Changing Landscape of Media/Earned Media (pertains to younger demographics especially)

- Get news from different sources
- Rise of non-standard news creators
- Mobile-only, video-based platforms like TikTok
- Care about different things: Sustainability, volunteerism, company values, authenticity



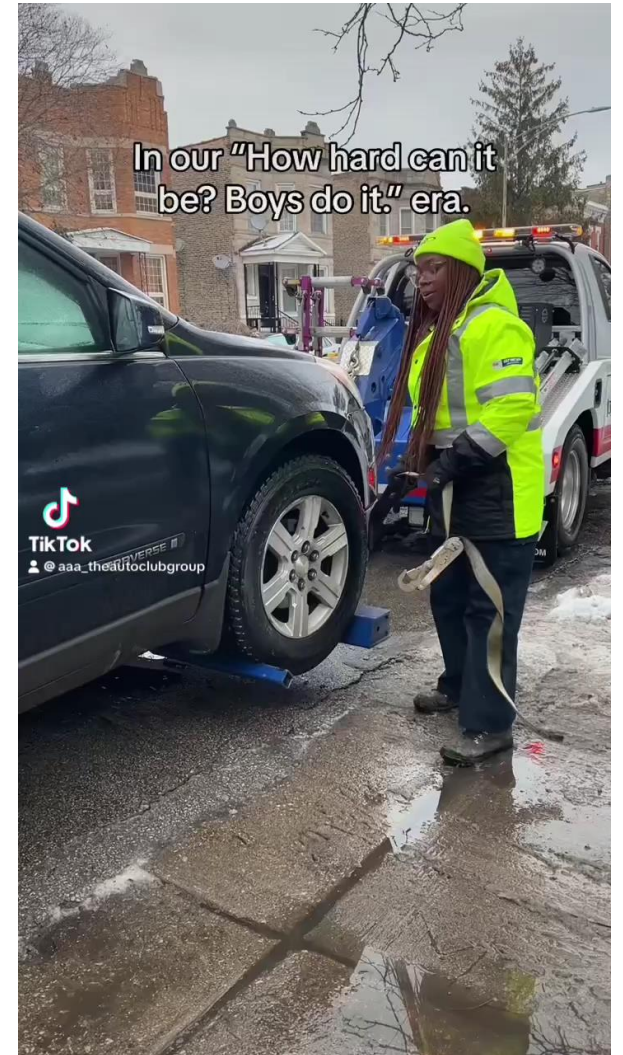
Video Shift

How Public Affairs Needs to think about Video

- Don't Overproduce
- Leading with audience and not the organization
- No longer just competing with ____ organization in our space
- Stop the scroll – what will grab attention in 3 seconds
- Trends

Stop thinking like a broadcaster/spokesperson

- Think creatively on topics
- Storytelling
- Turn experts into creators – short, talking head clips
- Make explainer content, series content, day in the life

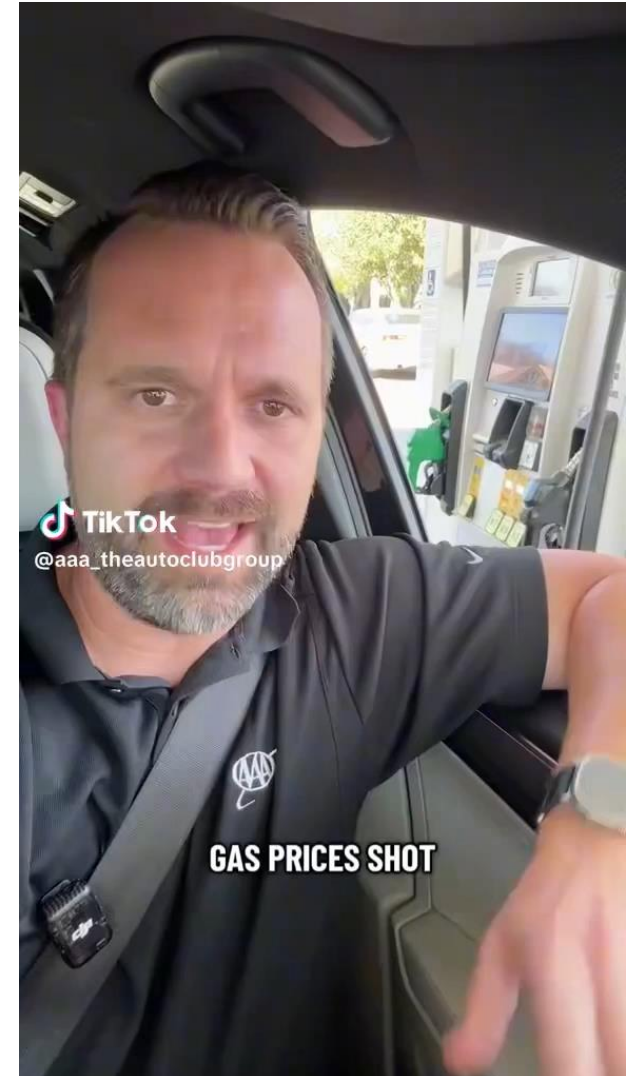


Polling Question

What social platforms are you actively using personally?

- What social platforms are you actively using personally?
- A) I keep it buttoned up - LinkedIn only
- B) You'll get a birthday message through me on Facebook
- C) Love watching cat videos - Instagram
- D) In my influencer era - Facebook, Instagram, YouTube, TikTok, LinkedIn

Video Examples



Thank you! ➤



Contact:

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Building Your Community with UGC and Social Listening

Erica Klinger
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Academy of Managed Care Pharmacy (AMCP)
June 2026



AMCP's Mission

To improve patient health by ensuring access to high-quality, cost-effective medications and other therapies.

Who We Are

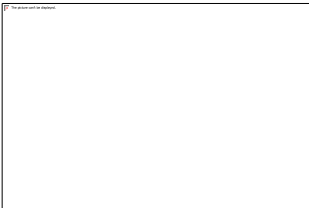
- Founded in 1990
- National professional association for managed care pharmacy
- 8,000+ members across health care
- JMCP, AMCP Foundation & Research Institute
- Advocates on access to affordable medication and health care policy issues
- Connects payers, providers, manufacturers, and pharmacy professionals



Who Am I?



- 15+ years in digital tech, marketing and innovation
- 12 years in nonprofit fundraising, health care advocacy & digital transformation



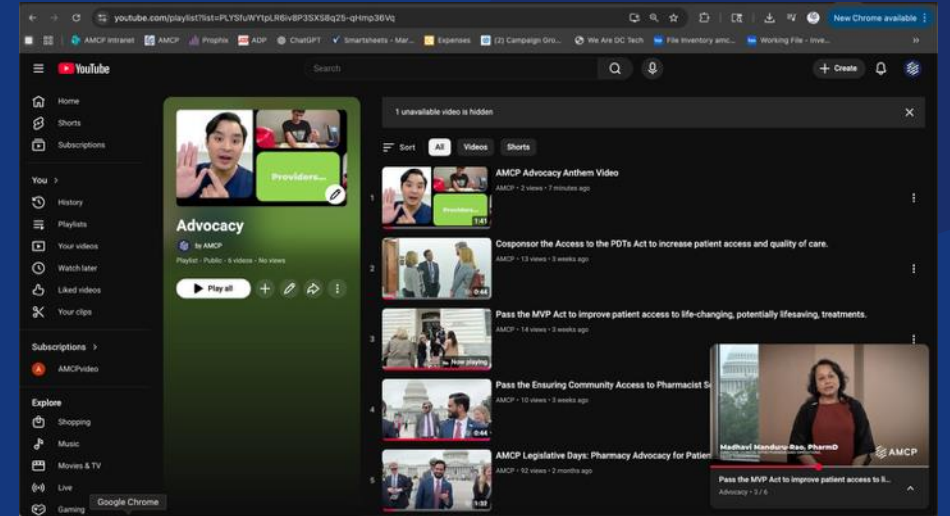
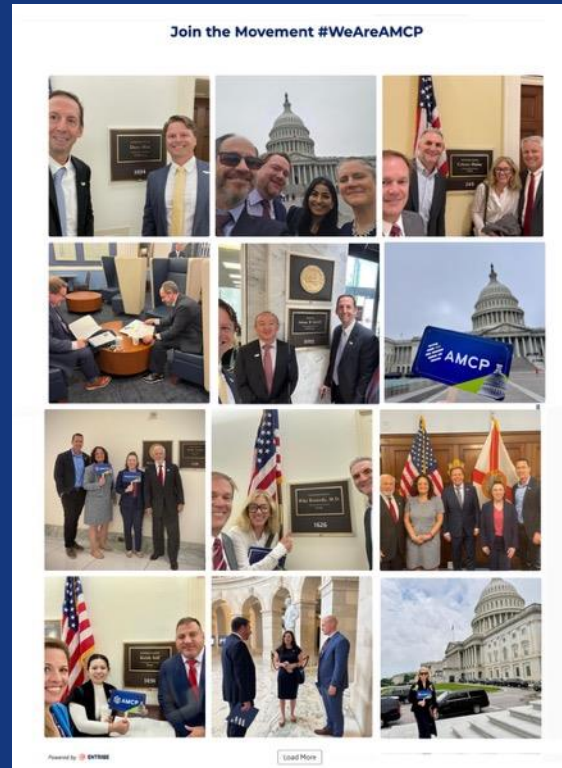
Polling Question

What is your biggest challenging in capturing user generated content?

- A. Getting members/customers to submit content consistently
- B. Finding enough time and staff resources to collect and manage content
- C. Obtaining high-quality photos, videos, or stories that are usable
- D. Securing permissions, approvals, and rights to share content
- E. Other

#WeAreMCPs

Showing vs. Telling the Story



Entribe: Leveraging UGC for Change



Capture photos & videos at:

- National Conferences
- Capitol Hill Days
- Leadership Retreats
- Affiliate Events
- Grassroots Campaigns

*Email and SMS opt-in,
rights usage checkbox*



EntriBE: Engaging with New Advocates



ENTRIBE Social Search / #managedcarepharmacy Filter Results [View / Update Feed Settings](#)

Search Term: #managedca... Posts Analyzed: 250 Posts (369 Images/Videos) Matches Found: 113 Posts (231 Images/Videos) Unique Creators: 54

Displaying 50 / 113 Social Posts (view media-only)

- @umnamcp: A glimpse of our AMCP Chapter at Nexus in Naticona Harbor, MD. It was a week filled with fun, networking, and valuable...
- @rxteach: Every formulary decision matters. Pharmacy & Therapeutics Committees play a crucial role in evaluating drugs for safety, efficacy, and cost...
- @amcp.uhsp: Celebrating UHSP at AMCP Nexus 2025! This year's AMCP Nexus was an unforgettable one for our chapter. We're so proud...
- @vvyas3: TLDR Version: !! My ASK: Comment below to help give my conference buddy & my adopted conference buddy's tips as they...
- @hcop_amcp: Auburn Pharmacy takes on D.C.! Four student pharmacists from the Harrison College of Pharmacy had an...
- @rxrattler: Pharmacy students—ready to turn coursework into career moves? Join us at AMCP Nexus 2025 — Oct 27–30 | National Harbor, MD. Network wit...
- @pharmacycare...: Ever wonder what a Population Health Pharmacist really does? If you're a pharmacist who loves clinical impact and data-driven care—but...
- @vvyas3: Last week, I had the privilege of speaking at Midwestern University alongside some incredible colleagues about career paths in managed care...
- @pharmacycare...: "I got the job!" Not long ago, Deep was in the same spot many pharmacists find themselves in: Submitting applications into the void. Getting...

Social Listening:

- Industry Keywords
- Brand Hashtags
- Outreach Message (DMs)
- Share URL and ask them to Upload



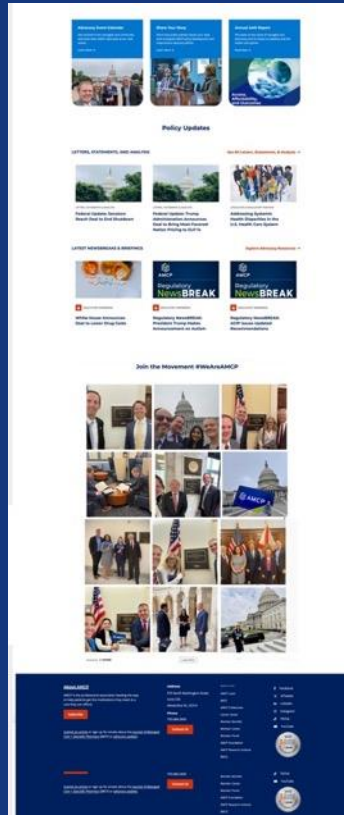
Polling Question

What stories do your members want to tell?

- A. Their professional achievements and career growth
- B. The impact they are making in their field, organization, or community
- C. Challenges they have overcome and lessons they have learned
- D. Their expertise, insights, and perspectives on industry trends
- E. Other

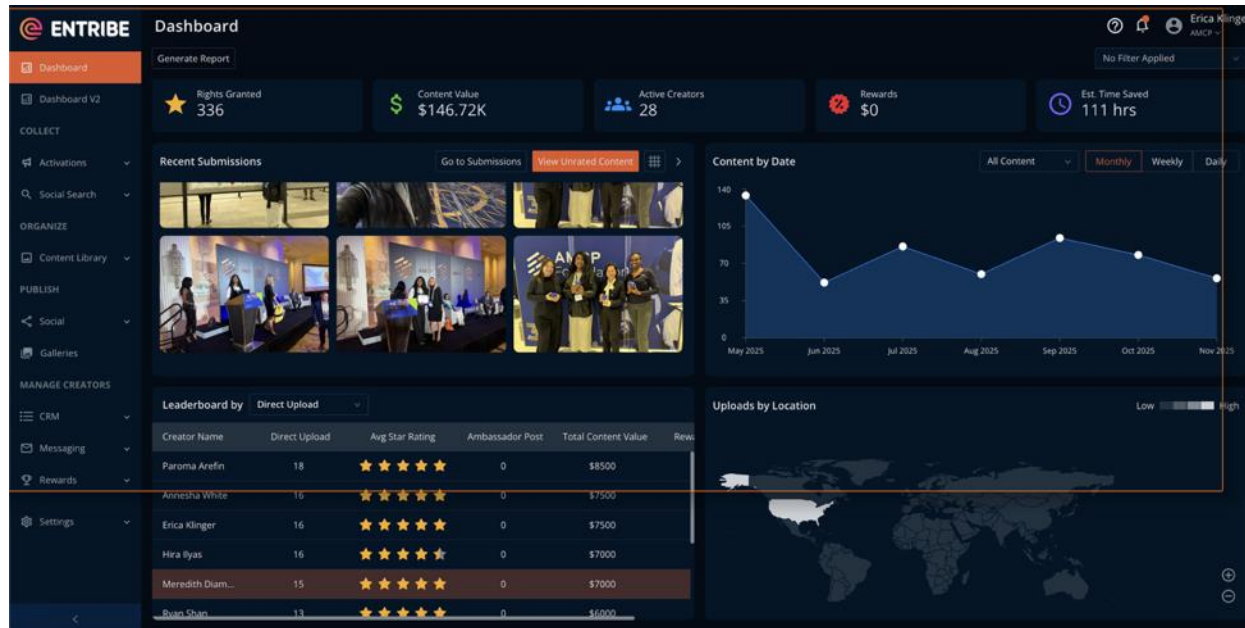
Post on Social Media & Website

amcp.org/advocacy
#WeAreAMCP
#WeAreMCPs



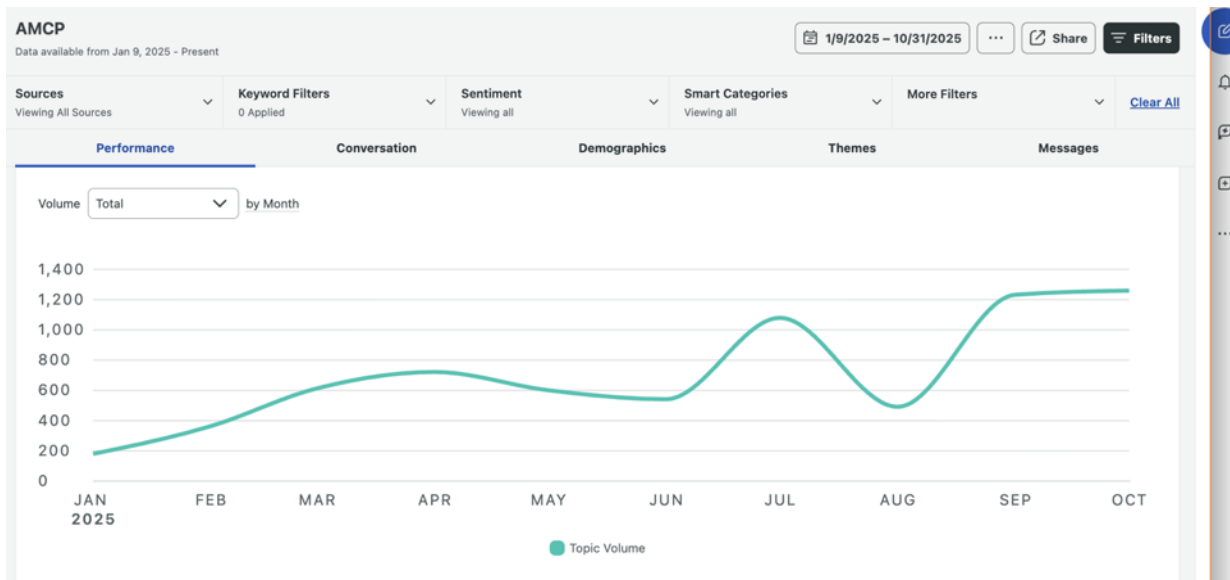
PUBLIC AFFAIRS COUNCIL STANDING OUT IN THE FEED

★ Results



- 336 photos uploaded for rights use in 2025
- 186 photos uploaded for Legislative Days event
- 134 photos uploaded related to our fall conference and policy summit

★ Results



- 163 uses of #WeAreAMCP with 2,107 post engagements driving 161,000 impressions
- 1,265 views of the new advocacy pages
- 1,087 grassroots messages sent to lawmakers
- 56 advocates who met with 98 Congressional offices

Thank You

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