

## A Digital Response Plan

The overall objective is to do XXX and ensure XXX

### Scenario #1

- What could it be?
- How can we find out?
- Timing: Before

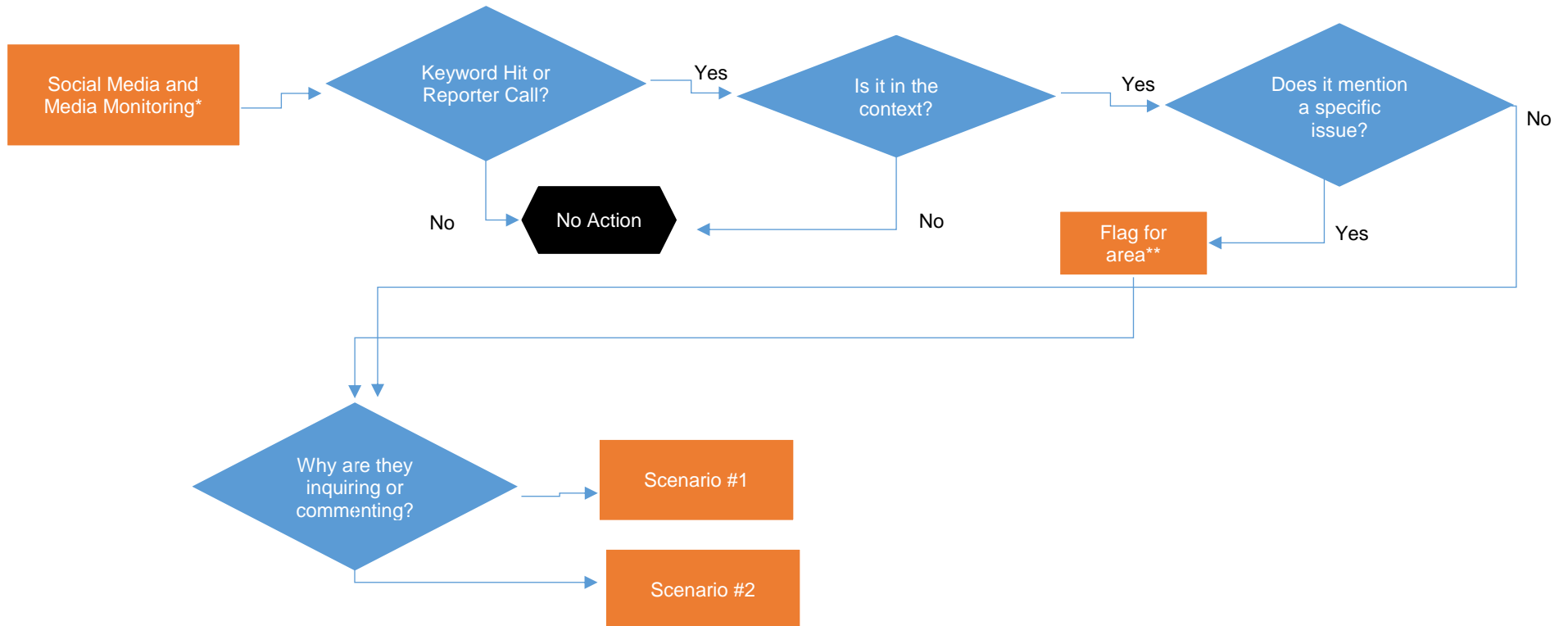
### Scenario #2

- What could it be?
- How could we find out?
- Timing: During / after meeting

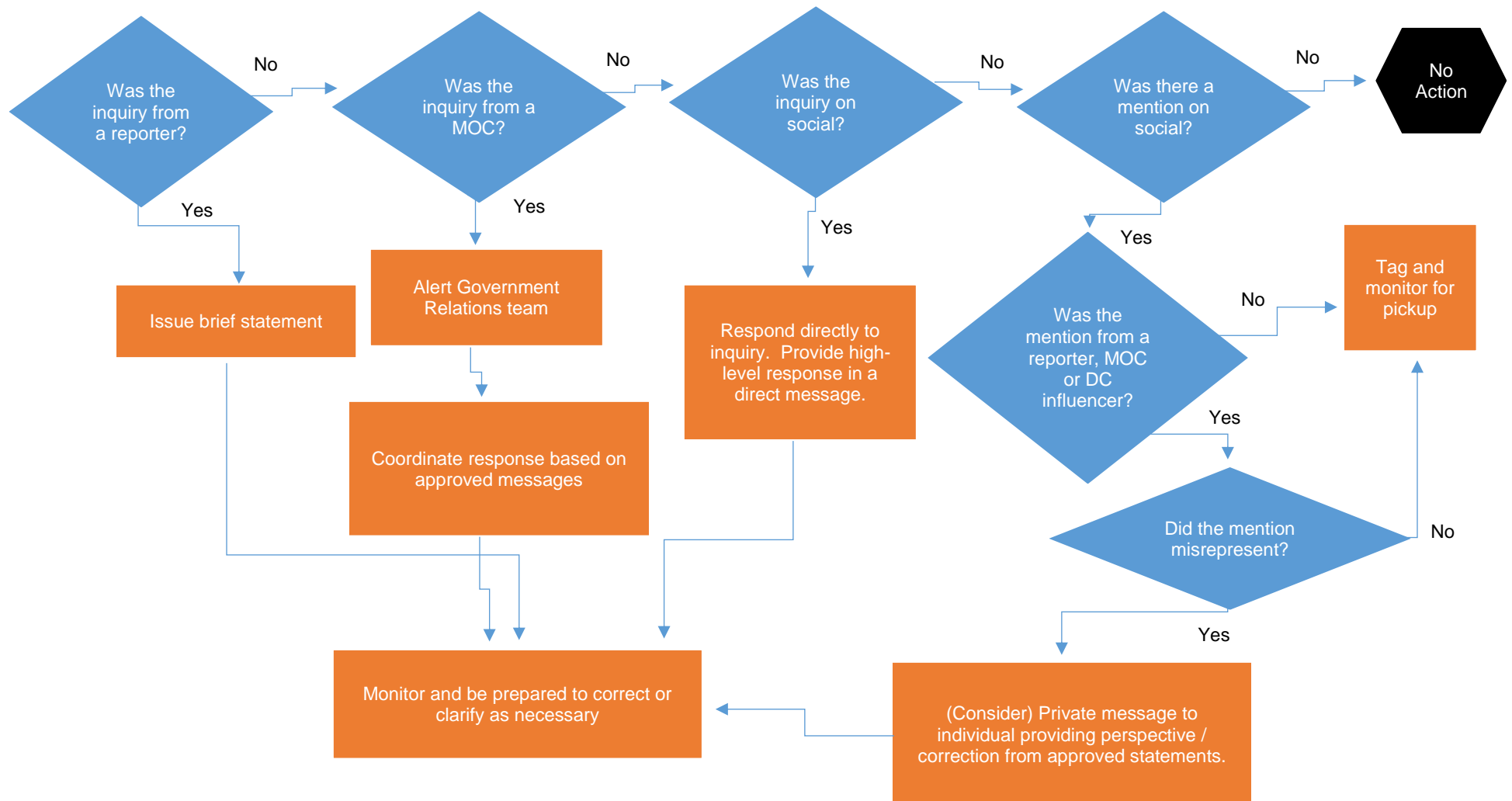
### Scenario #3

- What could it be?
- How could we find out?
- Timing: During meeting

## Preparation and Monitoring (all scenarios)



## Scenario #1 Inquiry



## Rapid Response Principles for Engagement

### Message Principles

- Don't comment.
- Pivot to high level principles (your strength).

### Key Thresholds

- Respond, per plan, to reporter inquiries.
- Monitor sentiment if meeting is public.
  - If negative sentiment - Consider targeted campaign after meeting that amplifies content on policy priorities.
  - If positive sentiment – No targeted campaign, continue organic content push on policy priority areas.

### Social Response Principles

- Reply directly to individuals who are top-tier media, Hill staff, or policymaker.
- Do not respond to antagonist.
- Respond with a prepared messaging reiterating our position and drive individual to our website, an article, or op-ed that supports our position on their inquiry.
- Unless a credible source, do not continue to engage with individual online.
- Tag any mention for monitoring. If engagement on issue grows significantly, flag and consider follow up.