

DMAS Breakout Session Posters

Trust

- A. Don't assume
- B. Don't let facts get in the way
- C. Message discipline matters
- D. Bottom-up helps
 - A. Top-down remains essential
 - B. Get buy-in
- E. Quick Hits
 - A. Transparency
 - B. Win search
 - C. Real stories
 - D. Personal interaction when possible

FB Political Ads

- A. Fake News is key
- B. Usage continues
- C. More to come
- D. Barrier to entry

ROI & Digital

- A. Report back to advocates
- B. “social presence”

Corporations

- A. Laptops in plants (lunch room) so employees can take action wherever they are
- B. Go to teachers where they are to find out what they're thinking about built ambassadors
- C. Very traditional organizations—keys are building relationships/finding allies; achieve small “wins;” knowing when to give up
- D. Integrated, dedicated partnerships btw. Comms+advocacy
- E. “Asking Aunt Edna”—give employees basic tips about critical issues
- F. Political capital game to teach people about advocacy
- G. Wording about PAC contributions make a big difference in how favorable employees feel about it
- H. Power of coalitions, alliances, especially for grassroots there are a lot of coalitions
- I. Importance of developing information flow btw comms+GA—same reporting? Weekly calls?

Policymakers

Public

#1

- Assume audience knows nothing
- Data+credible research by district
- Verifiable sources
- Working w/ 3rd parties, they know what might be coming out against you +authenticity
- Guidelines for reporters

#2

- “Highlighting innovation”
- 3rd party validation
- Authentic voices + highlighting stories

Associations

Communicating across generations online #1

- How to communicate to diff. generations across many formats?
 - Segment by population ———> different messages
 - Or: aspirational comm. desires (ex. students want to be spoken to as adults)
 - What groups are served by different messages?
 - Audience research impacts across channels
 - Raise awareness internally (social media moments can be lightning strikes—not always intentional campaign)
 - Internal intergenerational communication to succeed in external intergenerational communication
 - Surveys
 - Empower champions across your populations instead of trying to do everything centrally
 - Specific depts./association structures can determine the challenges associated w/ engagement
 - How can communications & government affairs teams work together effectively?

How to communicate across generations #1 cont.

- Do you need to be involved in every social channel?
 - Decisiveness about where you need to be—leave behind those that don't have ROI
 - Know your audience and know your content
 - Aiming for internal or external? Ex. Snapchat filters
 - Legislator audience—engage?
- Communicating the value & ROI of digital communications and advocacy
 - How do you track this? Hard to measure success
 - likes does not always mean success (“vanity number”)
 - Less platform specific goals
 - Tools (Hootsuite), how do these impact goals?
 - Project—text alert

Communicating across Generations #2

- How to talk to aging constituency
- Utilize LinkedIn
 - Older, more conservative
- Twitter for youth, media
- Social media training is effective
- Instagram cannot be ignored

ROI

- Define goals
- Figuring out messaging/topics
- Promote members content

Facebook Regulations

- FB is still learning
- Differentiate between platforms
- “burying content” issue