

June 13, 2019



Public Affairs
Council

Digital Data Dive

Nick DeSarno

Sr. Manager, Digital & Communications Practice

Today's Agenda

- The Council's Congressional Survey
- Digital Lessons and Takeaways
- Future Research Ideas

The Council's Survey of Congressional and Federal Staff

SURROUND SOUND

Congressional and federal agency staff are
drowning in news, data and persuasive arguments.
Who do they believe?

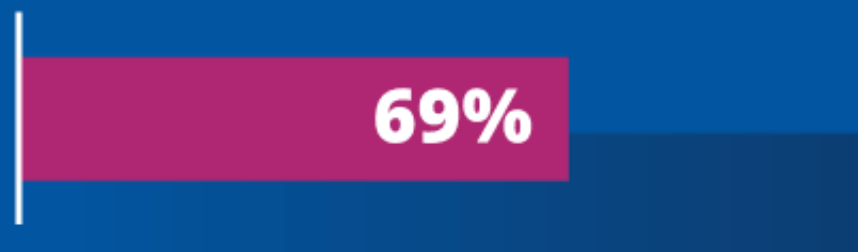


CONGRESSIONAL STAFFERS HAVE LOVE-HATE RELATIONSHIP WITH SOCIAL MEDIA

**Twitter is an effective tool to
engage constituents**



**Sharing fake news online
is a major problem**

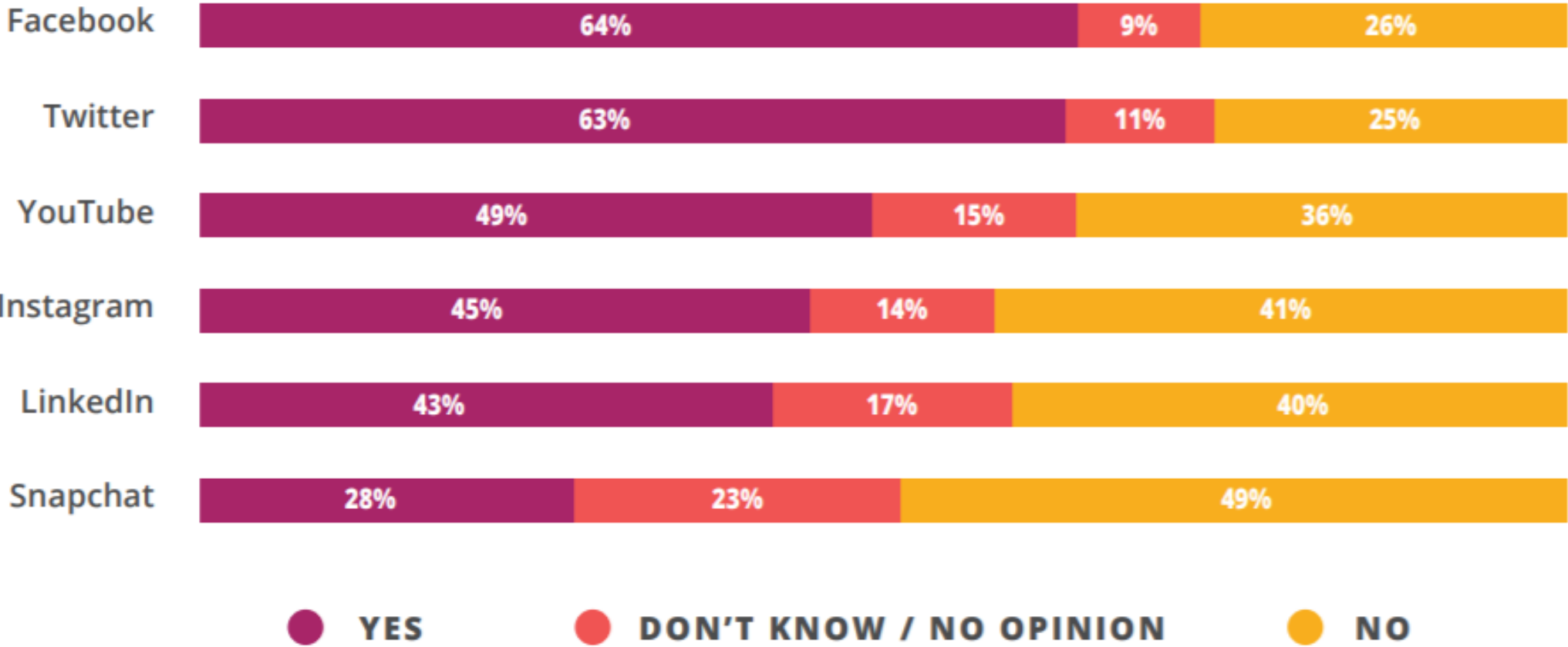


Effectiveness at Engaging Constituents

Twitter	Very Effective: 36%	Somewhat Effective: 54%
Facebook	Very Effective: 41%	Somewhat Effective: 44%
YouTube	Very Effective: 11%	Somewhat Effective: 60%
Instagram	Very Effective: 24%	Somewhat Effective: 52%
Snapchat	Very Effective: 13%	Somewhat Effective: 36%
LinkedIn	Very Effective: 17%	Somewhat Effective: 29%

A majority of congressional staffers report that the congressional member they work for personally use Twitter and Facebook.

Does the member of Congress or Senator you work for personally use the following social media?



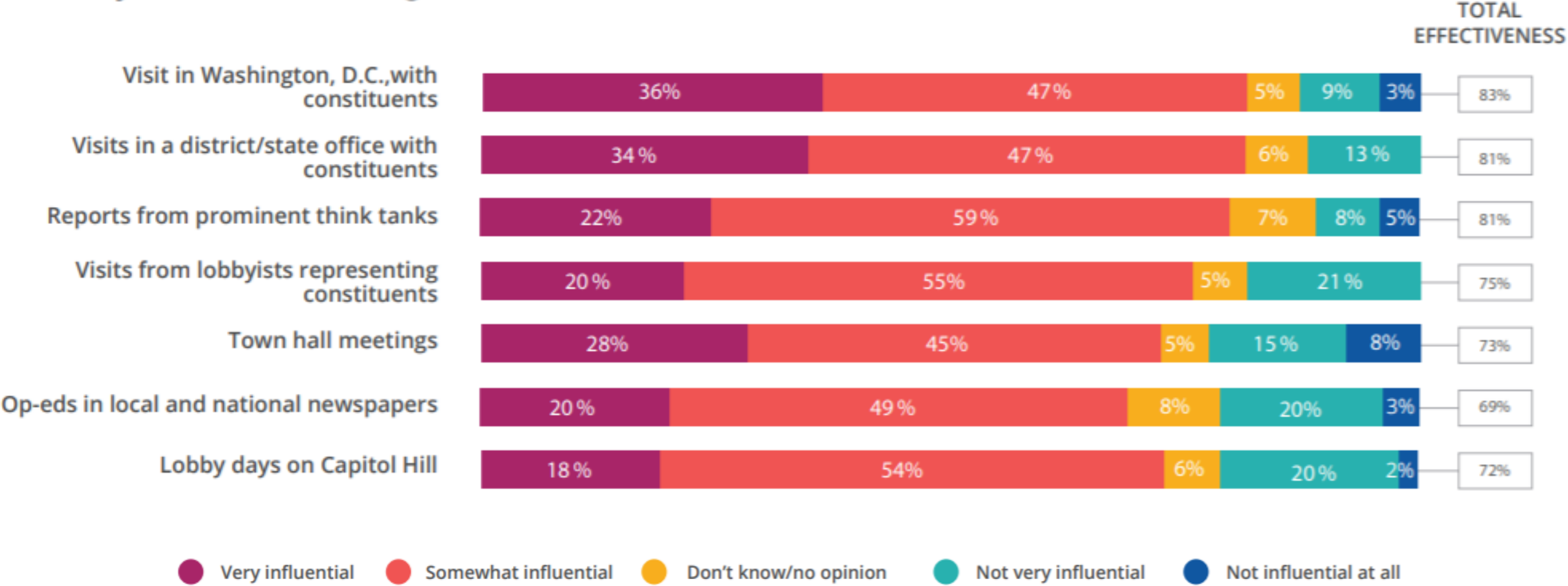


WANT TO INFLUENCE
CONGRESS?
TRY SHOWING
UP IN PERSON

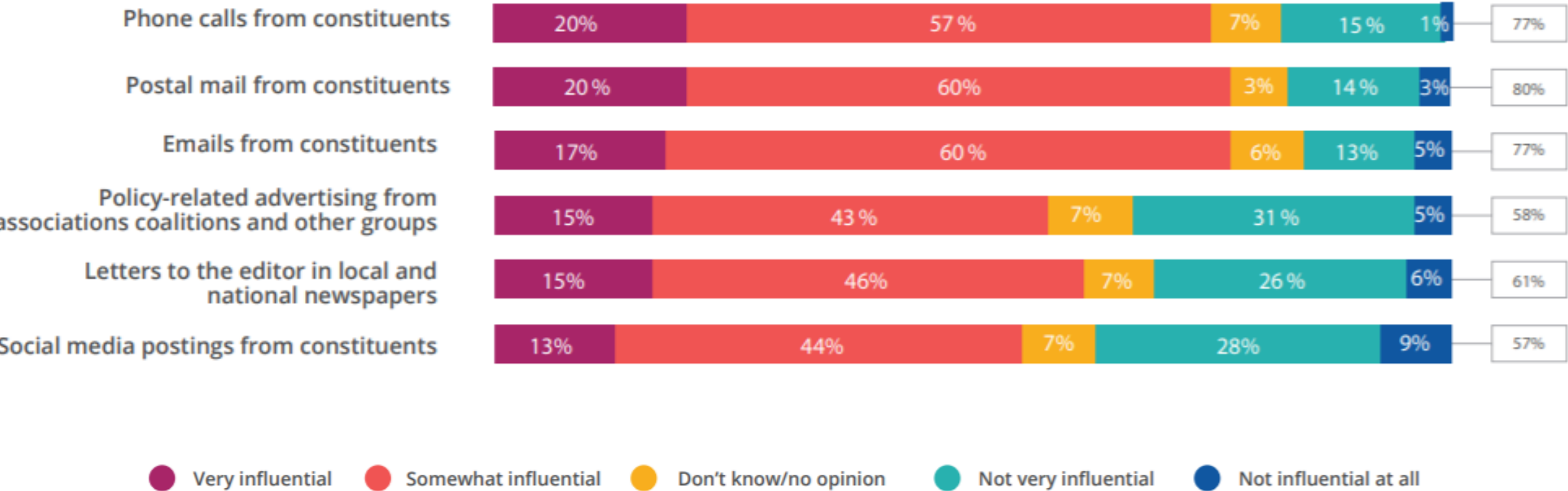
83%

**of congressional staff believe personal
visits to Washington, D.C., are an
effective advocacy technique**

How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?



How influential are the following types of communication on the legislative position held by a member of Congress or a Senator?



CONGRESSIONAL STAFF DOES NOT BELIEVE NATIONAL MEDIA IS THE "ENEMY OF THE PEOPLE"

**Very/somewhat beneficial to
political discourse**



The Importance of Your Policy Website

Eight out of 10 congressional and federal staffers say trade associations are trusted sources of political information



Seventy-nine percent (79%) of congressional and federal staffers say think tanks are trusted sources of political information



Digital Lessons Learned

1. Legislators personally use social media and that's only going to increase
2. Email needs to move beyond form letters
3. Offline meetings and engagements with legislators should have an online component
4. Create opportunities to “digitally” connect constituents to the lawmakers like Facebook Town Hall
5. Look to lesser popular platforms like LinkedIn, Snapchat and Instagram

Contact Information

Nick DeSarno

Senior Manager, Digital &
Communications Practice

www.pac.org

[ndesarno @pac.org](mailto:ndesarno@pac.org) – 202.787.5971



Public Affairs Council

MANAGE YOUR WORLD