

Digital Public Affairs Boot Camp

June 5, 2017

Presenter:
Nick DeSarno

TODAY'S AGENDA

- 
- Digital Media and Advocacy Summit
 - Digital Public Affairs Trends
 - Digital Advocacy Strategies
 - Social Media
 - Digital Advertising
 - Q&A and Open Discussion

WHAT IS DIGITAL PUBLIC AFFAIRS?

Monitor. Communicate. Manage. Engage.
Influence.

How?

Informing your online audience about your organization's public policy positions

Building and engaging online grassroots supporters

Maintaining a positive online reputation

Identifying and cultivating digital influencers and stakeholders



WHY IS DIGITAL SO IMPORTANT

“Social media and a proliferation of online news organizations are undercutting the power of political and media elites, resulting in an electoral system that's more open — and more chaotic — than ever before.”

- Timothy Lee, *How the Internet is Disrupting Politics*

OLD POWER VALUES

Managerialism, institutionalism,
representative governance

Exclusivity, competition, authority,
resource consolidation

Discretion, confidentiality, separation
between private and public spheres

Professionalism, specialization

Long-term affiliation and loyalty,
less overall participation

NEW POWER VALUES

Informal, opt-in decision making; self-
organization; networked governance

Open source collaboration, crowd
wisdom, sharing

Radical transparency

Do-it-ourselves, “maker culture”

Short-term, conditional affiliation;
more overall participation

SOURCE JEREMY HEIMANS AND HENRY TIMMS

HBR.ORG

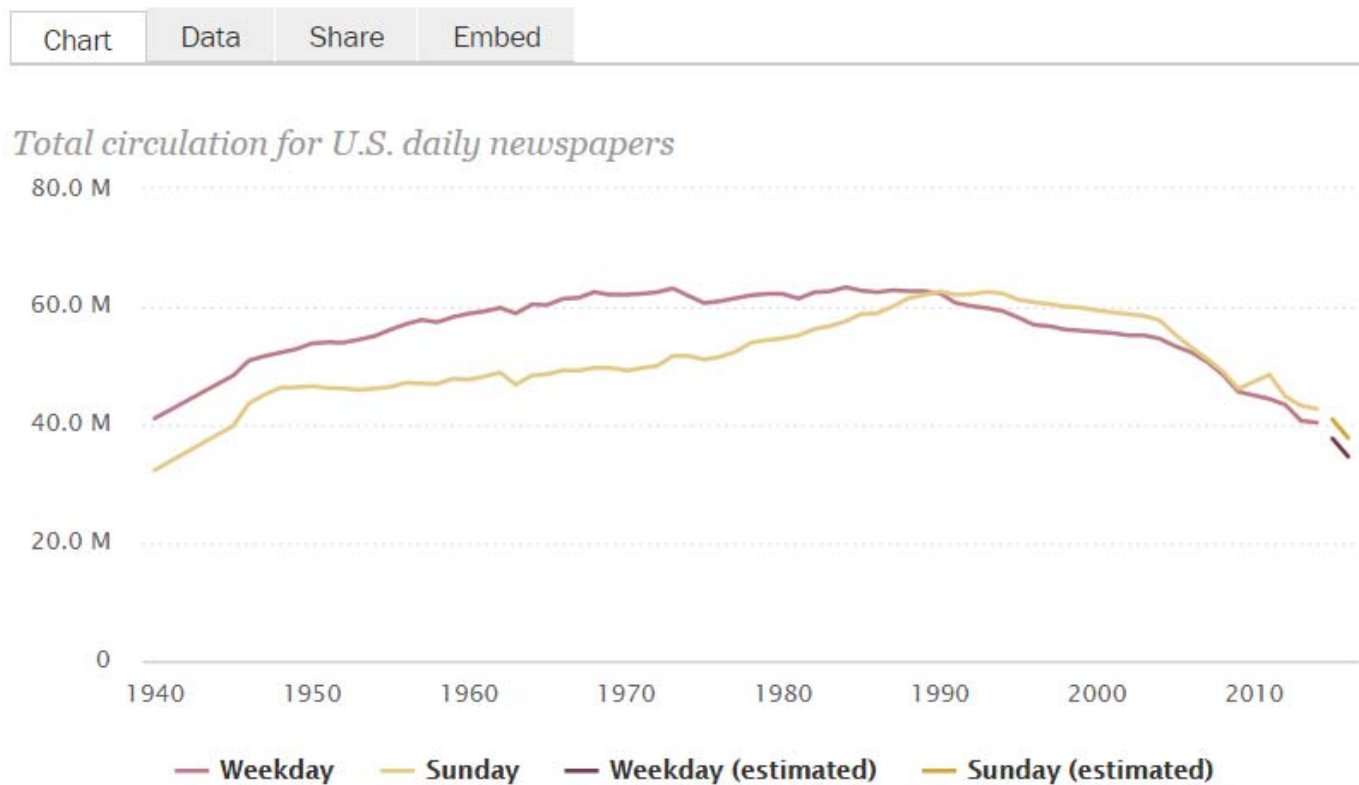
WHY IS DIGITAL SO IMPORTANT



DIGITAL PUBLIC AFFAIRS TRENDS

Changing Media Landscape

Total estimated circulation for U.S. daily newspapers



SOURCE: Pew Foundation 2016 ⁶

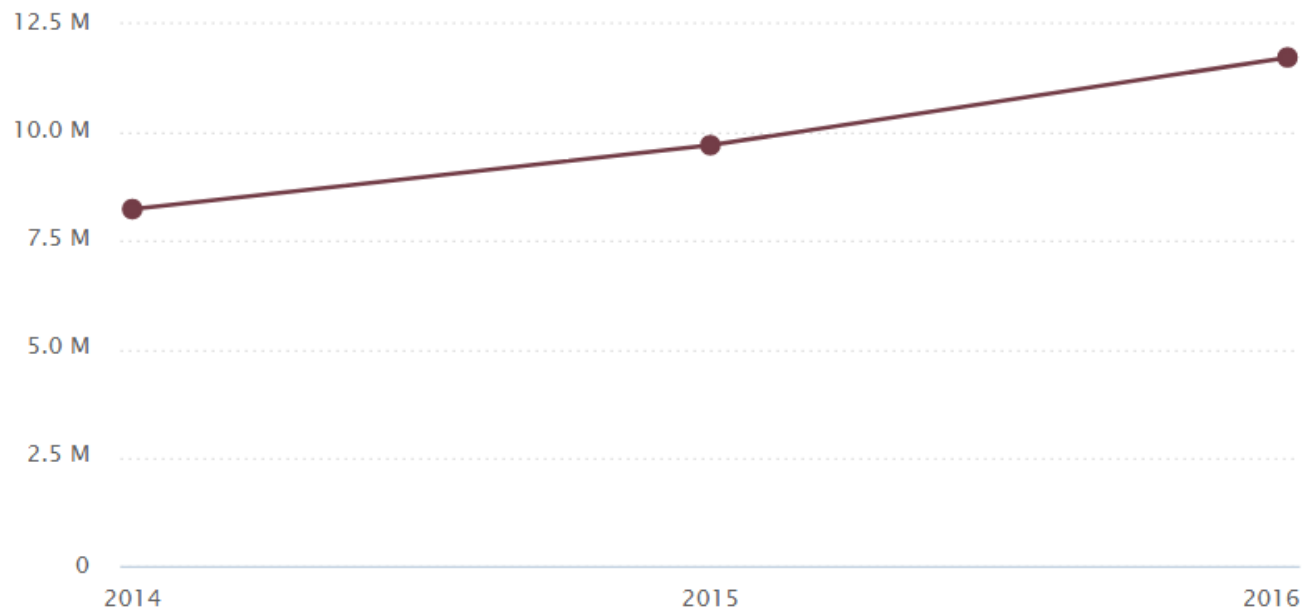
DIGITAL PUBLIC AFFAIRS TRENDS

Changing Media Landscape

Newspaper website unique visitors

Chart Data Share Embed

Average monthly unique visitors for top 50 U.S. newspapers by circulation



*2.5 minutes average website viewing
time per user

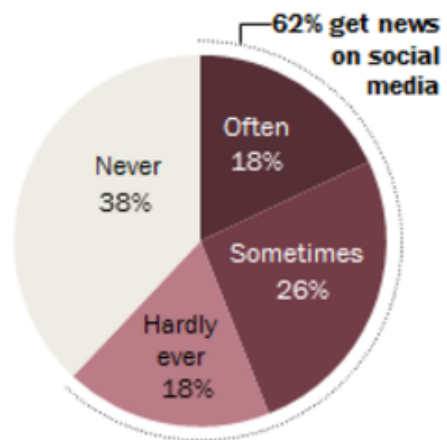
SOURCE: Pew Foundation 2016

DIGITAL PUBLIC AFFAIRS TRENDS

Changing Media Landscape

About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...

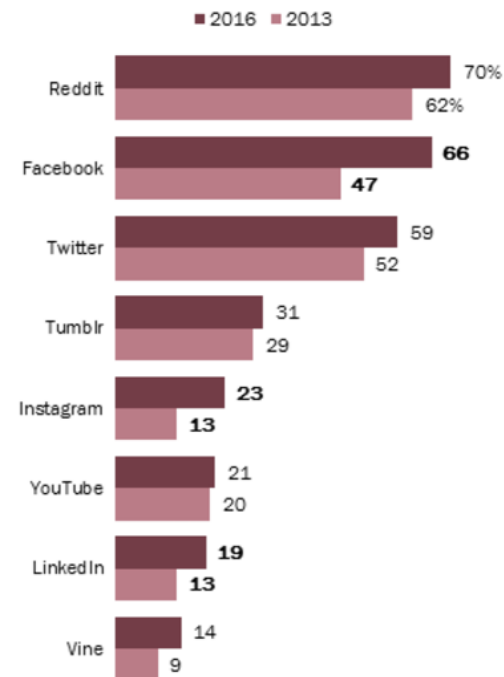


Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

Growth in use of social media for news

% of users of each social networking site who get news there



Note: Statistically significant differences in **bold**.
Source: Survey conducted Jan. 12-Feb. 8, 2016.
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

SOURCE: Pew Foundation 2016

DIGITAL PUBLIC AFFAIRS TRENDS

Changing Media Landscape

JOURNALISTS' VIEWS ABOUT THE IMPACT OF SOCIAL MEDIA (% WHO AGREE)

	2012	2013	2014
I would not be able to carry out my work without social media	28	41	51
Social media has improved the productivity of my work	37	50	57

Table 4: Journalists' views about the impact of social media (% who agree)

SOURCE: 2015 SOCIAL JOURNALISM STUDY

DIGITAL PUBLIC AFFAIRS TRENDS

Policymakers Going Digital

The message may have stayed the same, but the mediums have changed!



Policymakers around the world are constantly monitoring the issues, responding to constituents, attacking their opponents and promoting their policies through the use of their digital properties.

DIGITAL PUBLIC AFFAIRS STRATEGY

Multi-Faceted Campaign Approach

1. Identify and set your goals
2. Build a digital hub for your campaign or advocacy effort
3. Identify and recruit grassroots or strategic supporters
4. Message development and testing online
5. Develop content calendar and planning
6. Integrate in-person advocacy with online advocacy through social media, advertising, blogs, and online communications platforms
7. Ensure data collection and optimization (focus your efforts)
8. Report back using data, examples and narratives

DIGITAL PUBLIC AFFAIRS STRATEGY

Important Strategic Questions:

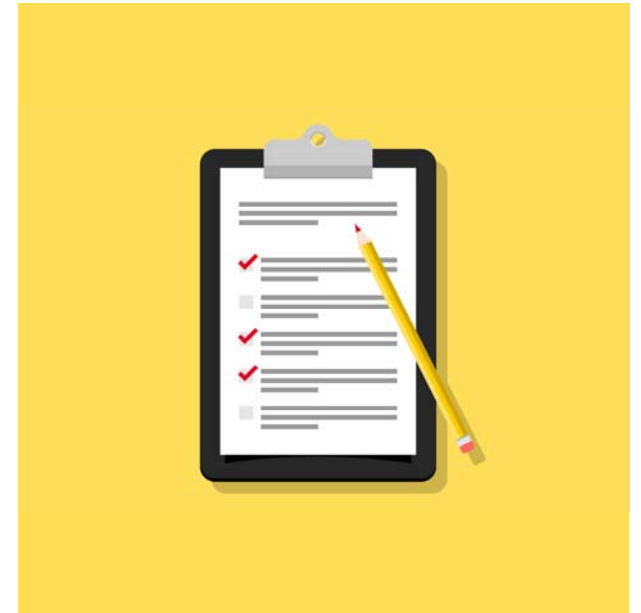
What do I have at my disposal?

Who supports my goals and who can I effectively leverage?

How can I communicate on this issue effectively?

Where are my advocates and targeted audience?

When can I attach my issue to the news cycle?



DIGITAL PUBLIC AFFAIRS STRATEGY

Why is digital different?

Optimization and Analytics

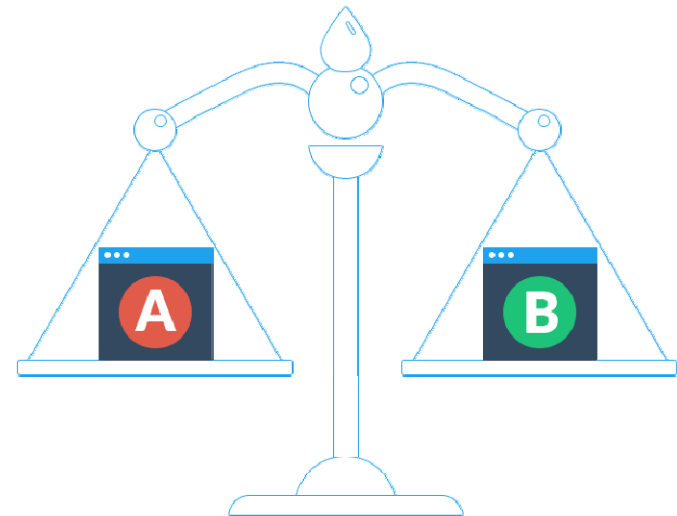
Scalability

Cost to Entry

Shareable and Self-organizing

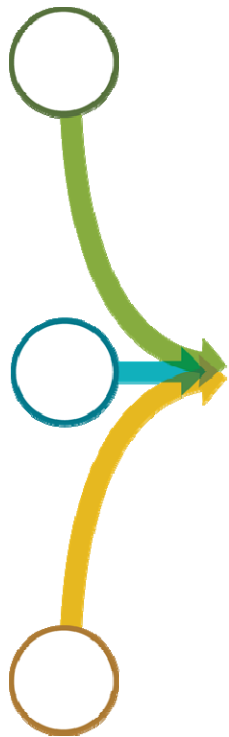
Crowded and Unpredictable

Increase Transparency



BUILDING A INTEGRATED CAMPAIGN

A Digital-First Approach to Creating Advocacy Content



Plan: Use a content calendar to plan regular posting and coordinate with area experts

Curate and Develop: Serve as a content curator for your organization, develop new content for the organization and optimize other content for social

Optimize and Measure: Digital provides a constant stream of metrics and analytics. Optimize your efforts for your goals.

Website. Blogs. Social Media. Email. Earned Media. Print

SOCIAL MEDIA FOUNDATIONS

Unique Characteristics of Social Media

Authenticity

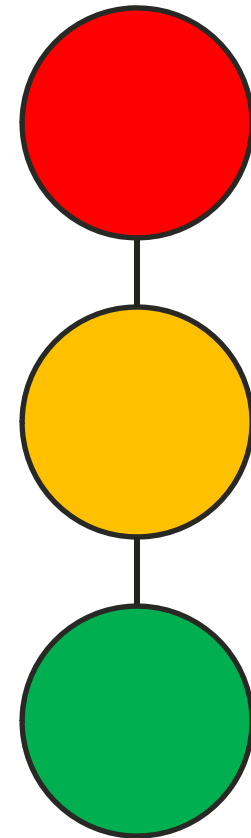
Platform and Audience Specific

Ability to Listen to the Consumer

Two-Way Communications

Rapid Spread of Information

User Generated Content



SOCIAL MEDIA FOR PUBLIC AFFAIRS

The Top Five Reasons Organizations Use Social Media for Public Affairs and Advocacy:

1. Engage with grassroots advocates
2. Develop policy and thought leadership on social--- CSR
3. Engage with policymakers, reporters, influencers and the concerned public (Respond rapidly to misinformation)
4. Gain information on policy and political developments
5. Develop an understanding of the sentiment around your organization or policy issues

ENGAGE WITH ADVOCATES



Alzheimer's Assoc.
@alzassociation



Tell @SenThadCochran: 2014 unpaid caregiving costs from Alzheimer's in MS topped \$2.84 billion.bit.ly/1CNlrYB

Unpaid Alzheimer's
caregiving costs
top \$2.8 billion
in Mississippi



U.S. Chamber
@USChamber

Retweet to join us in telling Congress to support a 40-hour work week! --> bit.ly/1wVFJIC
#40isfulltime

TELL CONGRESS

 **FULL TIME = 40 HOURS**

TAKE ACTION >



Public Affairs Council

ENGAGE WITH ADVOCATES



Senator John Thune ✓
@SenJohnThune

Pleasure meeting with Michael and Caitlin, med school students from South Dakota and members of @AOAforDOs. #DODay17



4/5/17, 12:23 PM



American Dental Association

Published by Connect [?] · June 20 at 4:59pm ·

Thank you to our supporters who, over the last two weeks, sent over 2,700 messages to Capitol Hill! #MedicalDeviceTax



U.S. House approves device tax repeal

The U.S. House of Representatives on a bipartisan 280-140 vote June 18 approved a repeal of the excise tax on medical devices.

13,984 people reached

Boost Post

Unlike · Comment · Share

👍 You and 172 others like this.

Most Relevant ▾

↗ 34 shares



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ENGAGING WITH THE MEDIA

Skittles are candy; refugees are people. It's an inappropriate analogy. We respectfully refrain from further comment, as that could be misinterpreted as marketing



Mars, Incorporated 
@MarsGlobal

 Follow

1:13 AM - 20 Sep 2016

  5,238  7,815

In the past 5 years alone, Ford has... 

created nearly
28,000
U.S. JOBS...




and invested
\$12B
IN U.S. PLANTS



Ford Motor Company 
@Ford

 Follow

Ford has more hourly employees and produces more vehicles in the U.S. than any other automaker.

9:12 PM - 26 Sep 2016

  2,633  2,970

THOUGHT OF LEADERSHIP



UPS Public Affairs @UPSPolicy · Apr 16

#TPP allows small businesses to think big about going global. bit.ly/1Rw2yCJ



4 4



LillyPad @LillyPad · 24h

Cheers to female scientists who break gender barriers and discover medicines. elil.ly/pgg0 #WomenInSTEM



12 20



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THOUGHT OF LEADERSHIP



Howard Buskirk
@hbuskirk



. @ATTPublicPolicy has a solution for the smart grid, using neglected WCS band
bit.ly/1ZLjJkE

RETWEETS
2

LIKE
1



Microsoft DC Retweeted



Brad Smith @BradSmi · Apr 11

Today, #Microsoft lends its support to EU-U.S. #PrivacyShield
[@MicrosoftEU aka.ms/yui1f1](https://aka.ms/yui1f1)



49



31



GE Public Affairs @GEpublicaffairs · Apr 15

. @ShopfloorNAM CEO @JayTimmons on the value of #ExImBank to expanding markets for U.S. businesses.



Candidates getting distracted from economy?

Jay Timmons, NAM CEO, provides a read on U.S. manufacturing, and discusses what he wants to hear from the presidential candidates.



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POLITICAL INTELLIGENCE



Wanted: Twitter user fluent in election law speak awake at this hour. My tired eyes are seeing double.

RETWEETS 2 LIKES 8



10:10 PM - 15 Mar 2016

Washington, DC



Reply to @ByronTau



Robert Kelner @robkelner · 10h
@ByronTau I'm awake.... We never sleep.



Byron Tau @ByronTau · 10h
@robkelner I'll email you!



The New York Times
@nytimes

Follow

Breaking News: Speaker John A. Boehner will resign from Congress at the end of October, aides say nyti.ms/1KDhnKN

9:30 AM - 25 Sep 2015



John Boehner, House Speaker, Will Resign Fro...

The move reduced the chance of a government shutdown, because Mr. Boehner is now free to push for a short-term funding measure.

nytimes.com

2,273 845

“

Past 24 hours I've been hearing that Menino is informing key people he is NOT running for re-elect. UNABLE TO CONFIRM - but nobody will deny

— David S. Bernstein (@dbernstein) [March 27, 2013](#)

”



Public Affairs Council

CREATING ADVOCACY CONTENT FOR DIGITAL AND SOCIAL

Tools for the 21st Century Lobbyist

Infographics

Data Visualization

Sponsored Content

Digital Storytelling



DIGITAL & DATA TOOLS FOR LOBBYING

Infographics

Short vs. Long

Data Driven vs. Story Driven

Creative use of imagery and color

Action Oriented

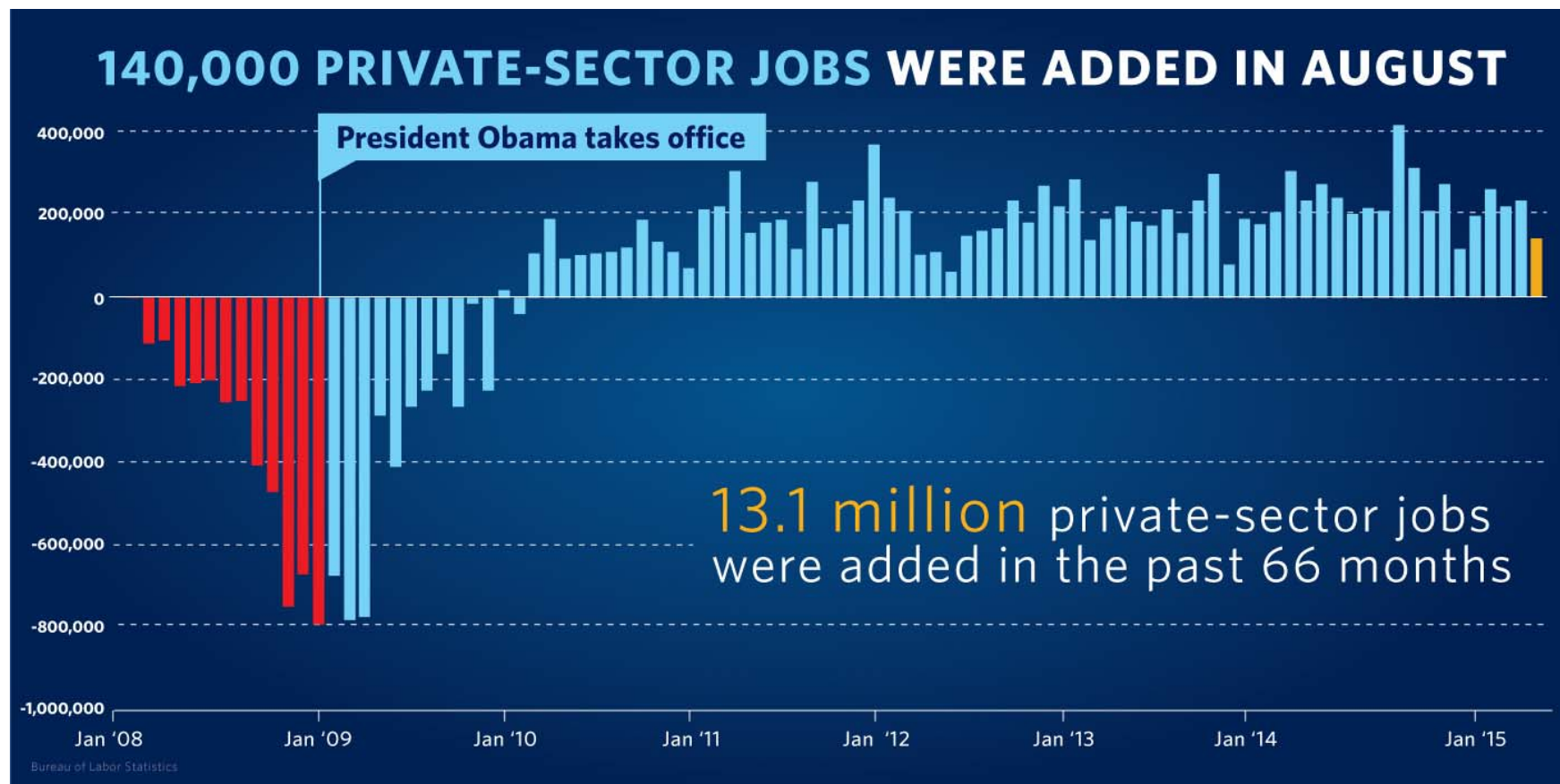
Shareable

Evergreen or Easily Adaptable



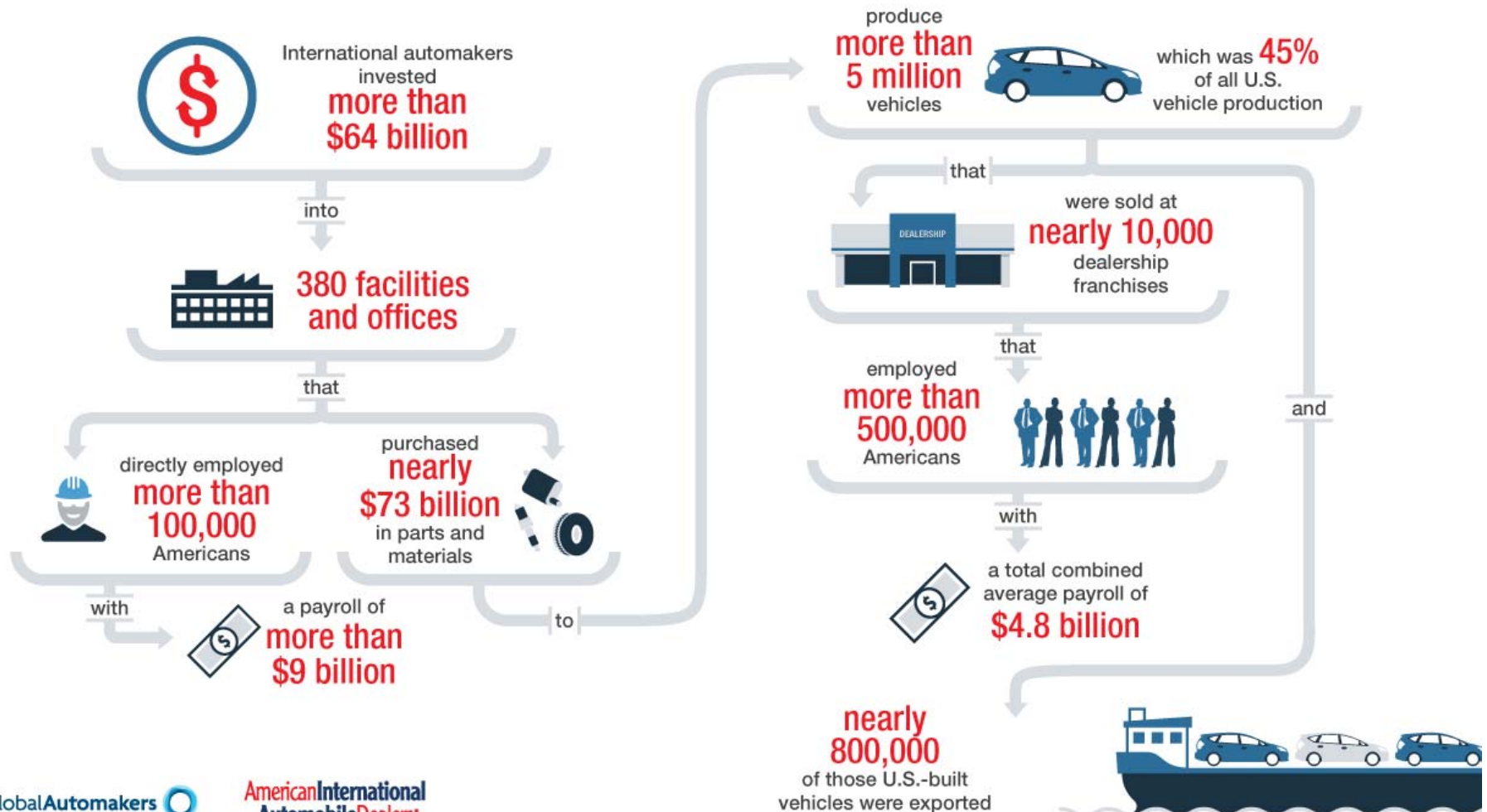
DIGITAL & DATA TOOLS FOR LOBBYING

Infographics



DIGITAL & DATA TOOLS FOR LOBBYING

Infographics



DIGITAL & DATA TOOLS FOR LOBBYING

Infographics



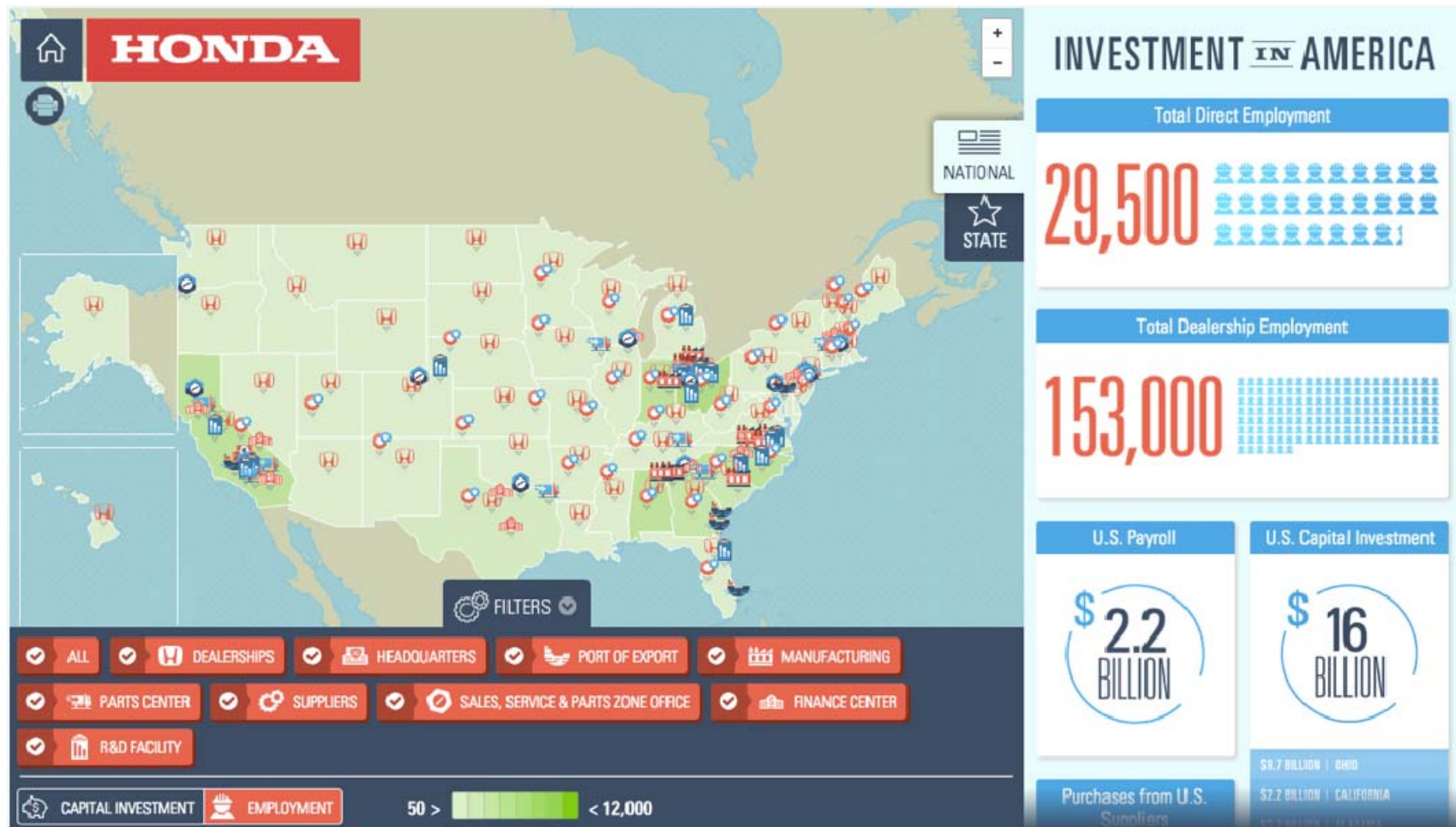
DIGITAL & DATA TOOLS FOR LOBBYING

Infographics



DIGITAL & DATA TOOLS FOR LOBBYING

Data Visualization



DIGITAL & DATA TOOLS FOR LOBBYING

Digital Storytelling

Social Proof

(social influence)

Humanize Your Policy Argument

Humanize Your Organization

Reminder of a Larger Purpose

Explore New Channels or Platforms



DIGITAL STORYTELLING

American Chemistry Council



AN ELEMENT OF SURPRISE

Ebola is just the latest outbreak that chlorine-based disinfectants have helped control. Closer to home, city leaders in Jersey City, New Jersey, over a century ago found themselves in a similar public health crisis as Sierra Leone's Dr. Fofanah. Urban areas faced high mortality rates due to waterborne illnesses such as typhoid fever. So in 1908, Jersey City took on a bold experiment in public health—it added a chlorinated disinfectant (calcium hypochlorite) to drinking water.

Today, more than 100 years later, diseases like

"THE FILTRATION OF DRINKING WATER PLUS THE USE OF CHLORINE IS PROBABLY THE MOST SIGNIFICANT PUBLIC HEALTH ADVANCE OF THE MILLENNIUM."

LIFE MAGAZINE

Delivering Life-Saving Supplies to Sierra Leone



World Vision coordinated a shipment of chlorine bleach, personal protective equipment and other supplies to help fight the Ebola outbreak.

DIGITAL STORYTELLING

BP

WP BrandStudio ⓘ CONTENT FROM BP



DIGITAL STORYTELLING

Obama Campaign

Five Years Ago Today

Barack Obama

Sent: Friday, February 10, 2012 6:35 AM

To: Friends

Friend –

Five years ago today, a few thousand of us gathered in Springfield, Illinois, to launch an improbable campaign for president.

The task was to build a grassroots movement capable of making the kind of **change we believe in**.

From the very start this has been an experiment in our political process, testing whether ordinary people really can still come together to change this country.

We proved that it's possible. But we've also learned that entrenched interests adapt and claw back even harder, which means this election will be even more of a challenge.

I can't wait to see **what you can do**.

Barack

This email is going around

Jeremy Bird, BarackObama.com to me

9/26/12

OBAMA  BIDEN

Steven –

If you think your \$56 isn't enough to make a difference in this campaign, take a minute to read the letter below – it's officially gone viral among campaign staff (with the sender's permission).

The most powerful thing about making a donation is that you're joining more than 3 million other Americans who believe ordinary people should decide this election.

It adds up. And it depends on each of us doing our part:

<https://donate.barackobama.com/Sandy>

Thanks,

Jeremy

Jeremy Bird
National Field Director
Obama for America

Dear President Obama,

I'm writing to tell you about the \$15 my family just donated to your 2012 campaign.

It was \$15. That's really all we could give.

My husband Steve is currently a student at Temple University. Since starting his degree, three years ago, we've been living considerably below the poverty level (I keep forgetting which percent ... does it matter?). But we aren't complaining. Two healthy daughters; dusty, well-travelled backpacks in the basement; a house full of memories – a future full of hope. We're the lucky ones.

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Why Use Digital Advertising for Public Affairs?

TOP



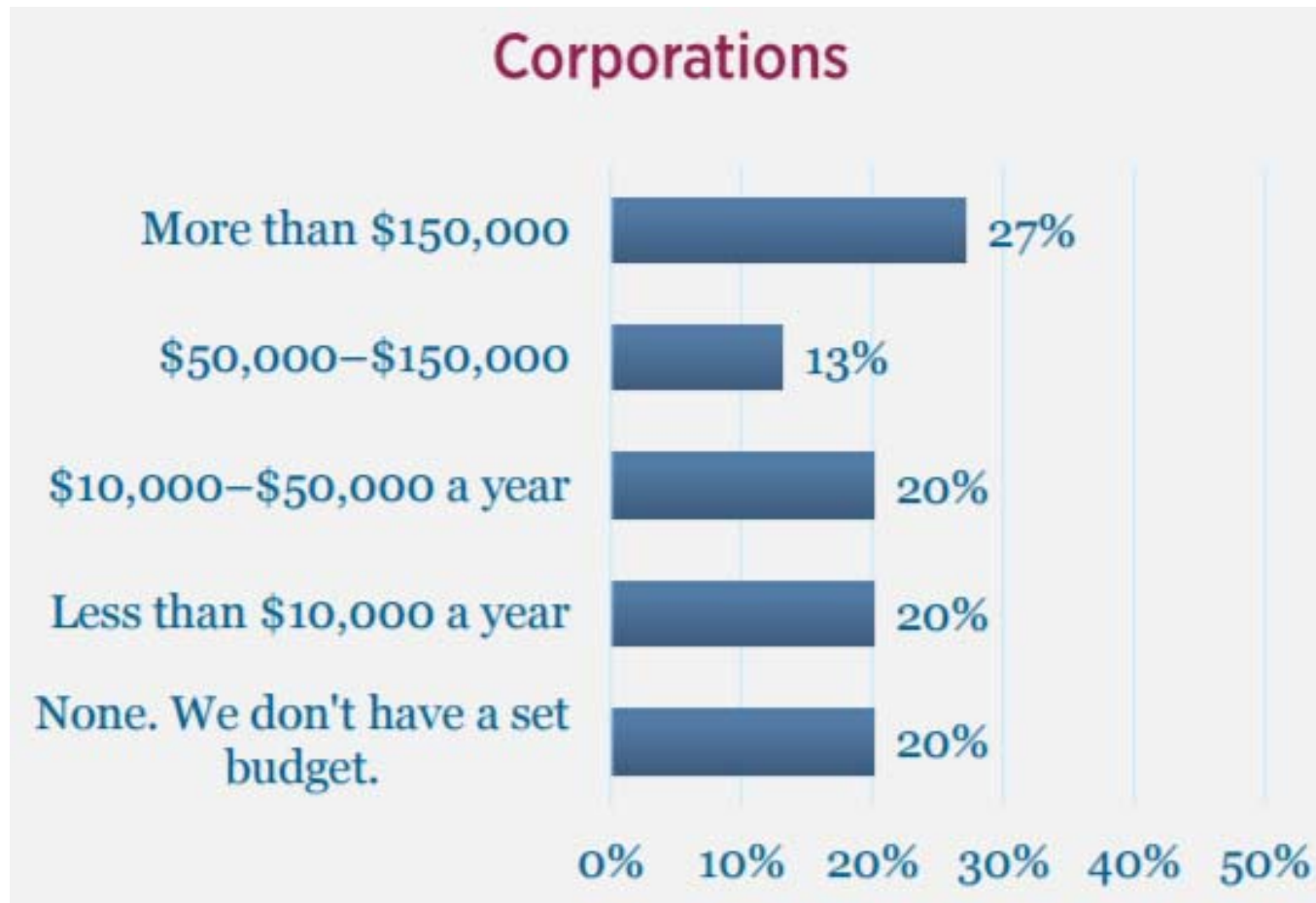
**Reasons to Use
Advertising for
Public Affairs**

1. Gain New Supporters/ Advocates
2. Increase Awareness About a Policy Issue/
Thought Leadership
3. Persuade Policymakers and Re-frame the
Debate
4. Increased Engagement with Employees,
Members or Current Advocate
5. Extend Earned Media Reach

DIGITAL ADVERTISING BUDGETS FOR PUBLIC AFFAIRS



DIGITAL ADVERTISING BUDGETS FOR PUBLIC AFFAIRS



DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Why Use Digital Advertising for Public Affairs?



Jamie Carracher
@JamieCa

Following



I would like to make a proactive statement about digital comms & advocacy.

Digital advertising doesn't do anything all by itself.

10:18 AM - 29 Mar 2017



1



DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Become a Thought Leader:

 **Lockheed Martin** 
@LockheedMartin


[REPORT] Discover how we foster innovation, protect the environment and propel responsible growth.

**SCIENCE
OF
CITIZENSHIP**


Download Sustainability Report
lockheedmartin.com


 Promoted
4/27/17, 10:40 AM





26 RETWEETS 49 LIKES

 **benandjerrys**
Sponsored

**IF IT'S MELTED,
IT'S RUINED!**



Learn More 

2,356 views

benandjerrys Join us in Washington DC April 29th and call on our leaders to deliver climate action now!

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Raise Awareness:

Comcast  @comcast

COMCAST

Title II ≠ [#netneutrality](#). Comcast continues to support open internet protections: comca.st/2rw9oOV



We **SUPPORT** Congressional action for a **FAIR** and **OPEN** internet.

COMCAST

2,830 2,143 7,345

 Promoted

AAOS Advocacy @AAOSAdvocacy

 [#Orthopaedic](#) surgeons help patients in your community get back to work. Learn why it's crucial for the economy.



		
440 Million missed work days in 2014	\$874 Billion in annual U.S. cost for treatment and lost wages	34 Days in bed due to back pain

Keeping Communities Strong and Working
aaos.org


1 14 24

 Promoted

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Change the Conversation:

New American Economy
Sponsored



6 Nobel Prize-winning economists agree:
Immigration strengthens the economy.

AMERICAN ACTION FORUM New American Economy

[Learn More](#)

81 likes

 **Toyota USA** 
@Toyota

I am one of the people who's helped Toyota build 25 million vehicles in the U.S.* I am Toyota USA.



Learn more at toyota.com/us
toyota.com

 Promoted
3/3/17, 8:25 PM

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Extend Earned Media Coverage :



AirbnbCitizen
@AirbnbCitizen

The Hotel Industry Plan: punish the middle class. Read it for yourself.



Inside the Hotel Industry's Plan to Combat Airbnb
mobile.nytimes.com

 Promoted

4/18/17, 3:19 PM

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Engage Your Advocates:

GEOFILTER PAID FOR BY THE NATIONAL GROCERS ASSOCIATION AND FOOD MARKETING INSTITUTE

3

Another day, another hearing

THE SUPERMARKET INDUSTRY CREATES NEARLY 4 MILLION JOBS IN THE COMMUNITIES WE SERVE.

DAY IN WASHINGTON
SUPERMARKET INDUSTRY FLY-IN

JanssenUS @JanssenUS

You can help a short video make a lasting impact. Every view supports @MentalHealthAm & helps ppl w/ #mentalillness

JUSTIN SHARES THE ART OF LIVING WITH SCHIZOPHRENIA
"You have to have patience with yourself and try to be strong, the best you can."

Justin shares the art of living with schizophrenia
invegastrinza.com

2 74 173

Promoted

AARP Advocates @AARPadvocates

The AHCA was bad in March. It's *worse* now.

We urge Congress to remain opposed...and remember 38 million AARP members are watching.

Promoted
4/26/17, 6:21 PM

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Understanding your goals will help you decide on:

Budget

Platforms

Creative

Audience

Targeting

Call to Action



DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Types of Digital Advertising:

Social Media

Video

Pre-Roll, Non-Skippable

Banner and Display

SEM

Pop-Up Ads

Email Ads

Sponsored Content

Native, Podcasts, Sponsored Op-Eds

Digital Radio Ads

Flash Ads

Page Takeovers

White Paper Model

Acquisition Model or Petition

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Types of Targeting:

Targeted Audience

Cookies

Device Ids

Geo-fencing

Geo-targeting

Behavioral Targeting

Demographic Targeting

Look-a-like targeting

Contextual Targeting

Social Media Based Targeting

Re-targeting (pixels)

Custom Audiences

DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Integrating Your Digital Advertising Efforts Into Your Campaign

Landing Page

Multiple Landing Pages

Message Testing

Targeted Messages delivered to Right Audience

Optimize Your (CTA) Call to Action

Proper Page Analytics

Retargeting



DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

Fraud, Waste and Abuse:

Blind-ads

Click-bots

Rate Card

Approved site list

Blacklisted sites

Ad blockers

Retargeting



The movement is already yielding results. Companies including Kellogg's, Warby Parker, and 3M have stopped running ads on the website.



QUESTIONS AND DISCUSSION

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