

# Digital Public Affairs Boot Camp

December 6, 2017

**Presenter:**

Nick DeSarno

Digital and

Communications Practice



Public Affairs Council

# TODAY'S AGENDA



- Introductions



- Digital Public Affairs Trends



- Digital Advocacy Strategies



- Social Media and Crisis Communications



- Tools for the Modern Lobbyist



- Digital Advertising



- Open Discussion and Q&A

# PUBLIC AFFAIRS COUNCIL OVERVIEW

## *Council Profile*

**Year Founded:** 1954

**Total Members:** Almost 750

**Total Active People:** Over 8,000

**Total Staff:** 24

**Office Locations:** Washington & Brussels

**Politics:** Nonpolitical & Nonpartisan

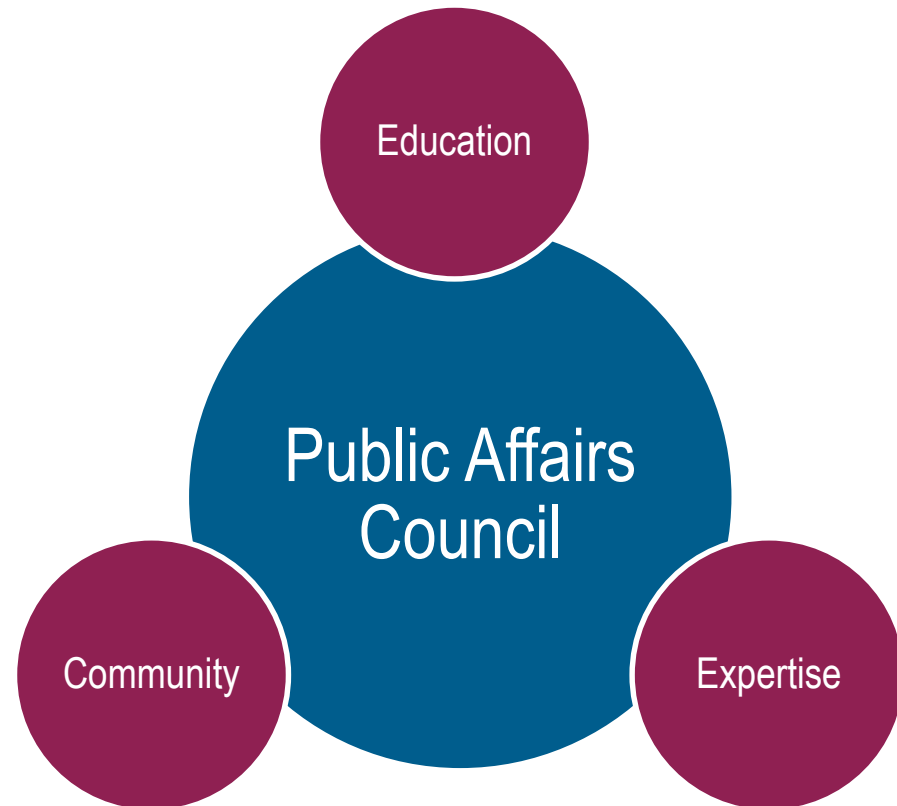


# PUBLIC AFFAIRS COUNCIL OVERVIEW

## *Council Knowledge Areas:*

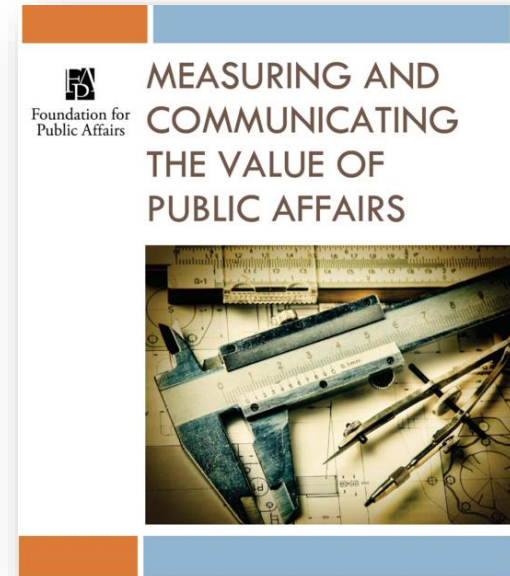
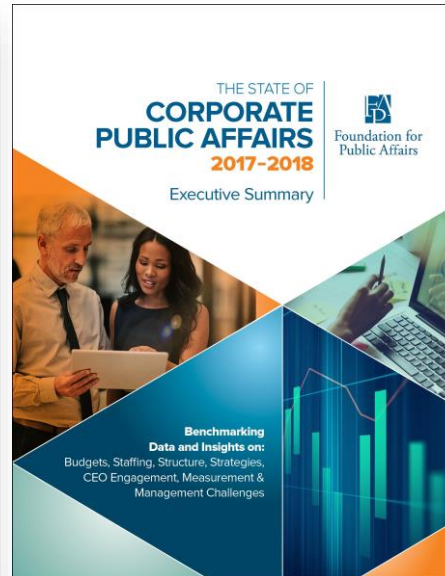
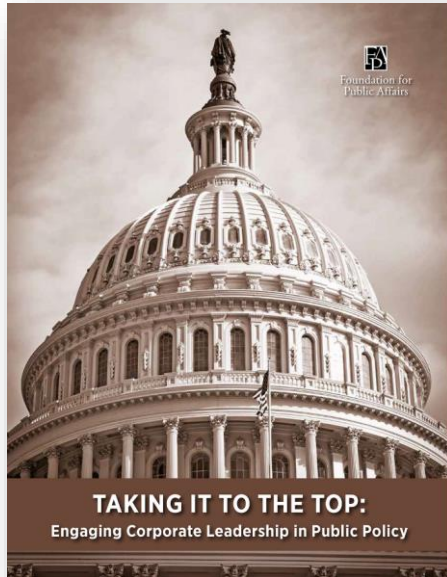
- Government relations and strategy
- Global public affairs
- Grassroots advocacy
- PACs and campaign finance
- Digital and social media
- Corporate social responsibility
- Communications
- Legal and ethics compliance
- Issues management

## *What does the Council do?*



# PUBLIC AFFAIRS COUNCIL OVERVIEW

## *Recent Publications*



# WHAT IS DIGITAL PUBLIC AFFAIRS?

## *What?*

The process of managing non-market forces by communicating, engaging, monitoring and influencing.

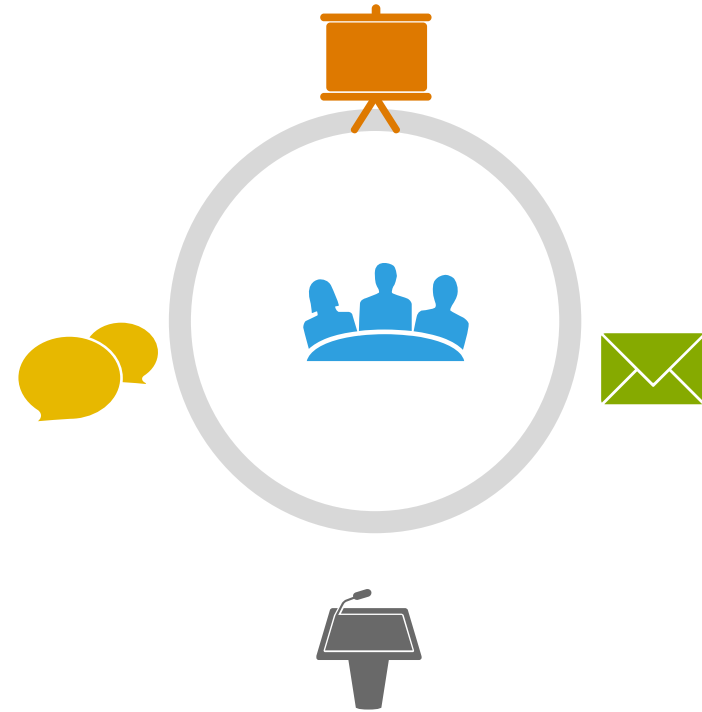
## *How?*

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	NEW POWER VALUES
Managerialism, institutionalism, representative governance	Informal, opt-in decision making; self-organization; networked governance
Exclusivity, competition, authority, resource consolidation	Open source collaboration, crowd wisdom, sharing
Discretion, confidentiality, separation between private and public spheres	Radical transparency
Professionalism, specialization	Do-it-ourselves, “maker culture”
Long-term affiliation and loyalty, less overall participation	Short-term, conditional affiliation; more overall participation

# WHY IS DIGITAL SO IMPORTANT

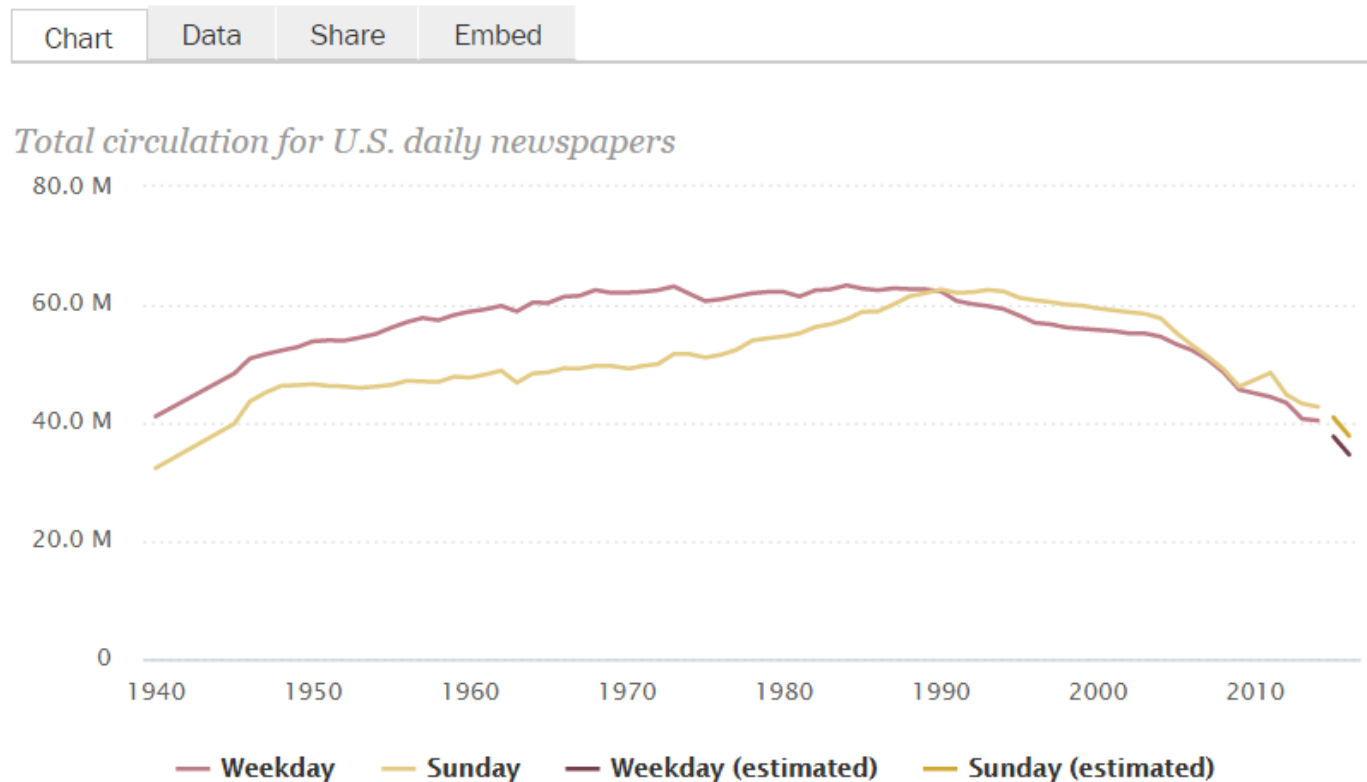




# DIGITAL PUBLIC AFFAIRS TRENDS

## Changing Media Landscape

### Total estimated circulation for U.S. daily newspapers



SOURCE: Pew Foundation 2016<sup>9</sup>

# DIGITAL PUBLIC AFFAIRS TRENDS

## Changing Media Landscape

### Newspaper website unique visitors

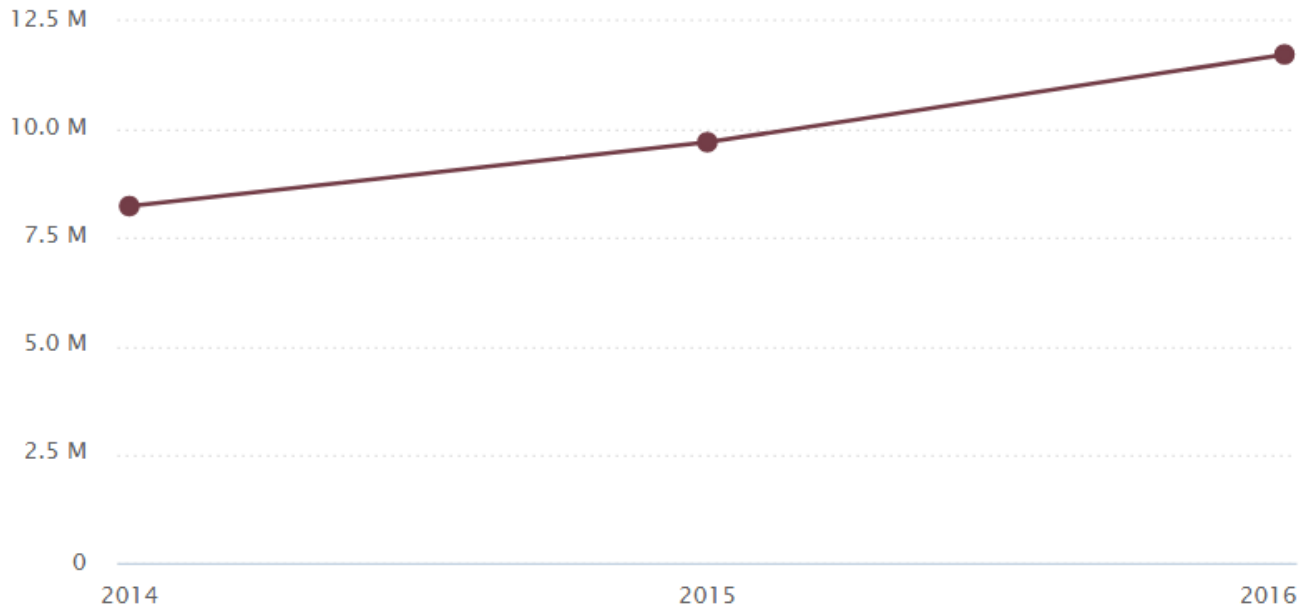
Chart

Data

Share

Embed

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



**\*2.5 minutes average website viewing  
time per user**

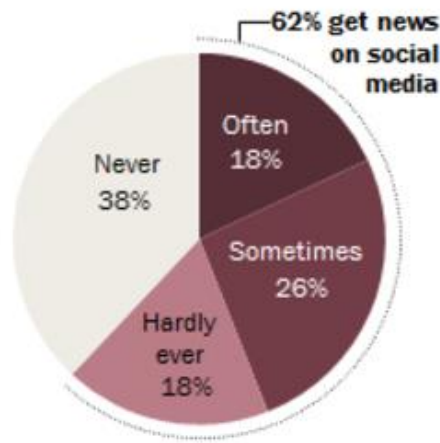
SOURCE: Pew Foundation 2016

# 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 ...*

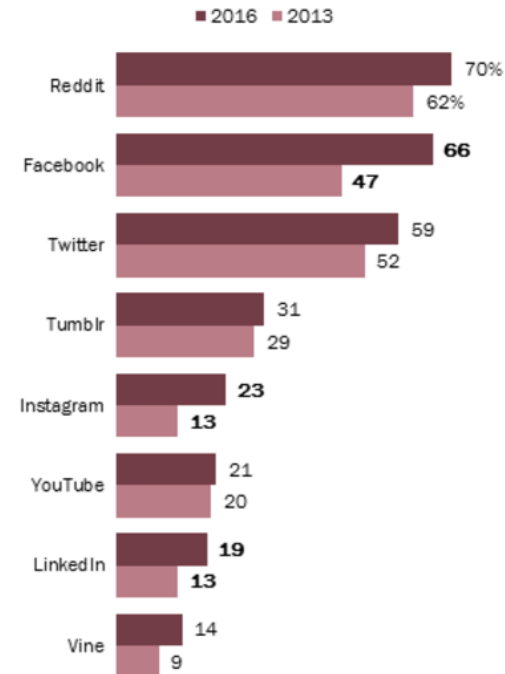


Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

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)

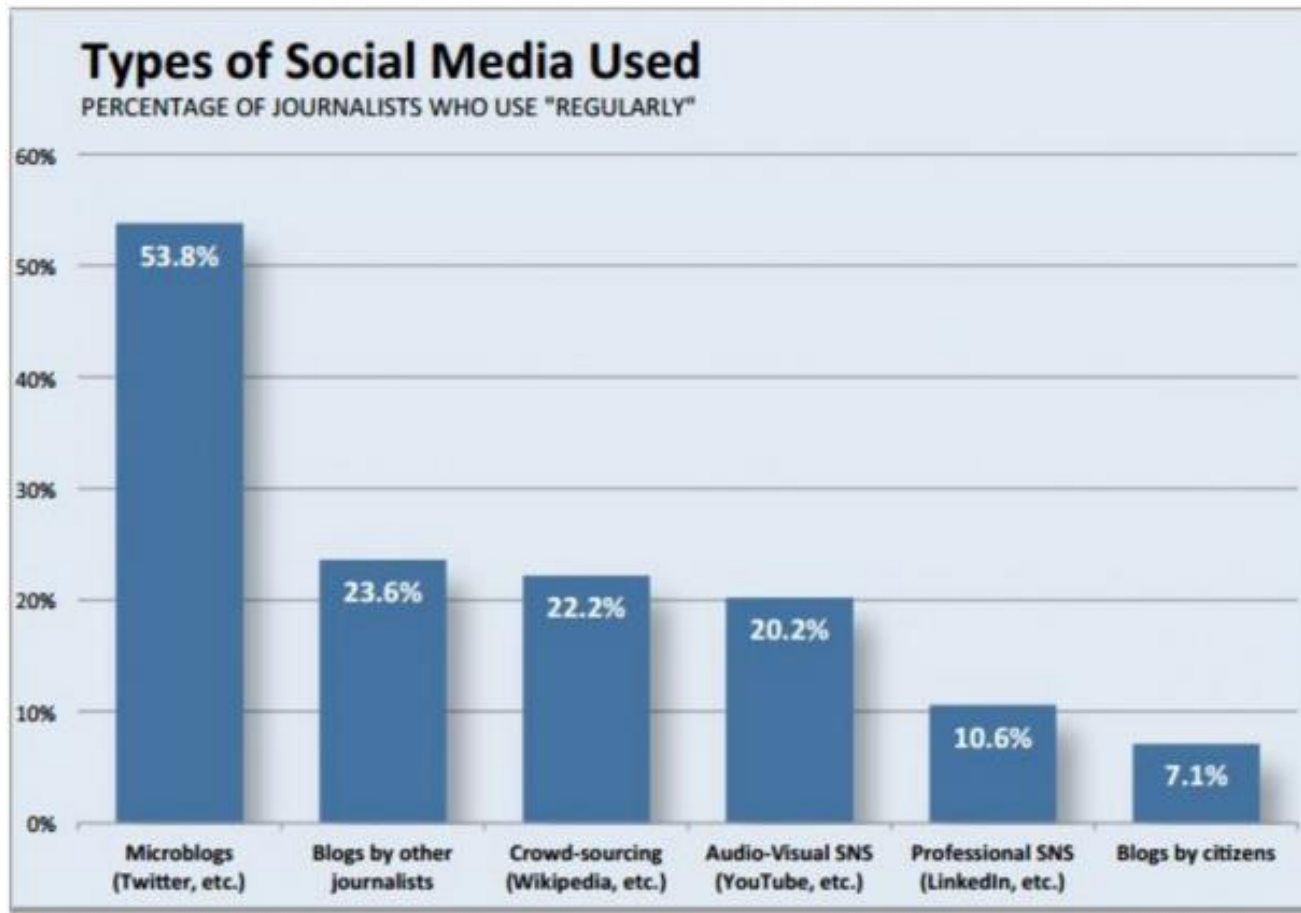
	2012	2013	2014
I would not be able to carry out my work without social media	28	41	51
Social media has improved the productivity of my work	37	50	57

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

SOURCE: 2015 SOCIAL JOURNALISM STUDY

# DIGITAL PUBLIC AFFAIRS TRENDS

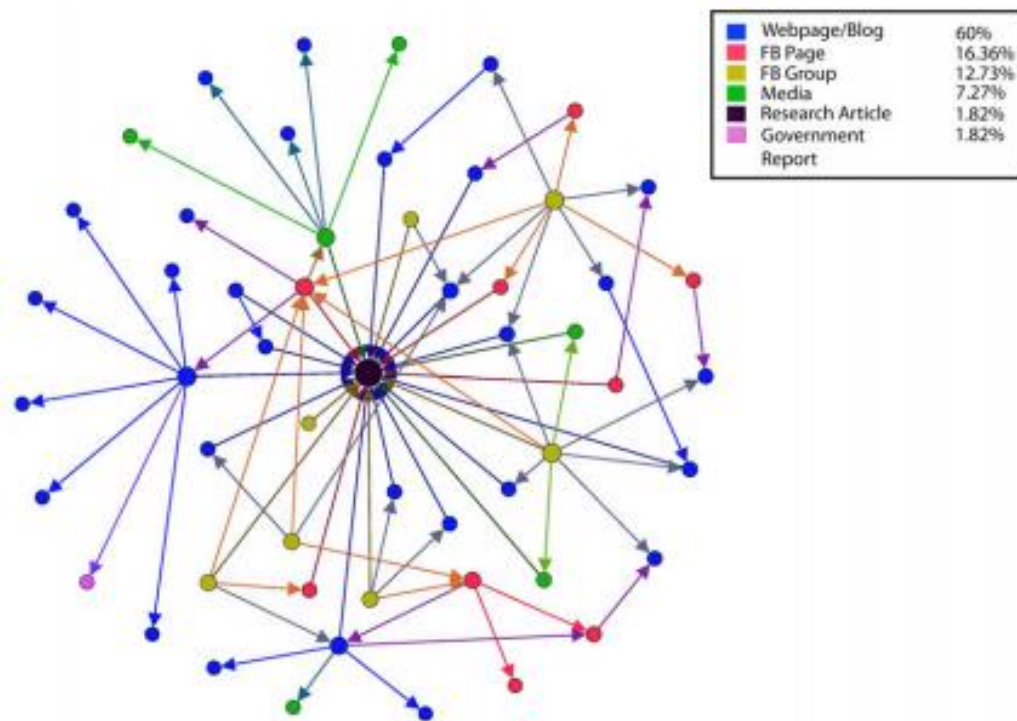
*Journalists are now “Chained to their Desks”*



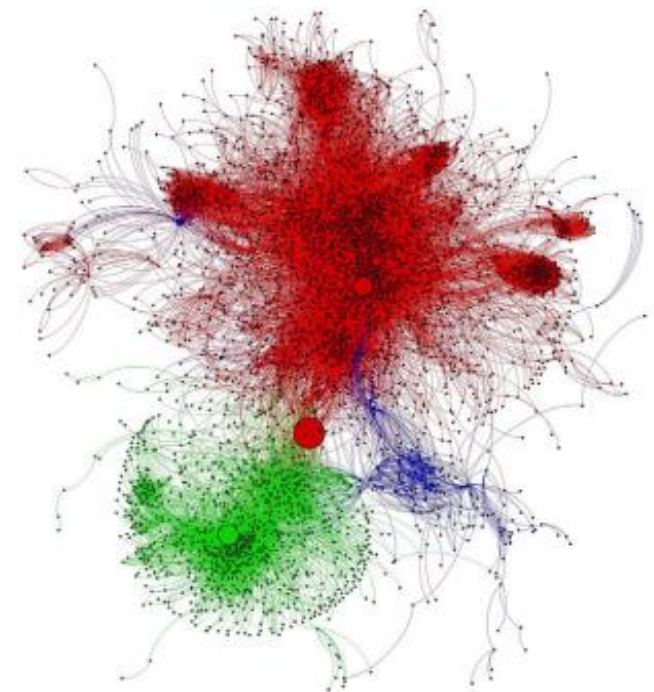
SOURCE: American Journalist in the Digital Age, University of Indiana School of Journalism, 2014

# DIGITAL PUBLIC AFFAIRS TRENDS

## *The Spread of Information Online*



**FIGURE 2—Social diffusion map of information from social media and digital platforms traced to the original scientific article being diffused or discussed: February to July 2014.**



**FIGURE 1—Social networks of 3 antifuoride groups, color-coded by Facebook group identification: July 2014.**



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

# DIGITAL PUBLIC AFFAIRS STRATEGY

## *Important Strategic Questions:*

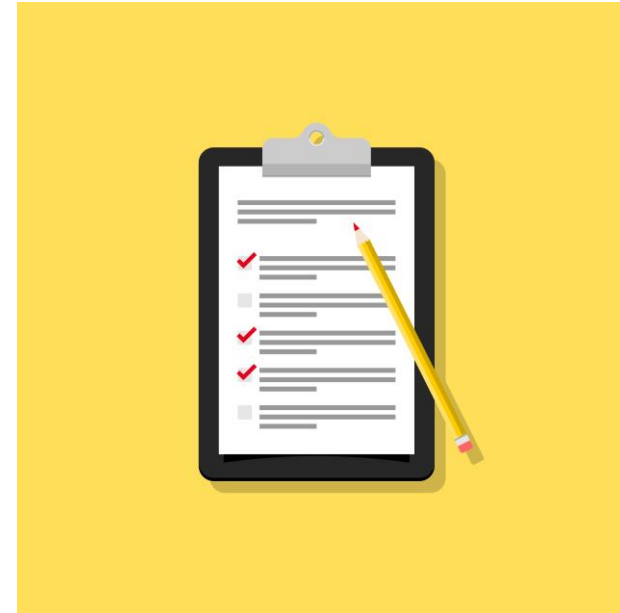
What do I have at my disposal?

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

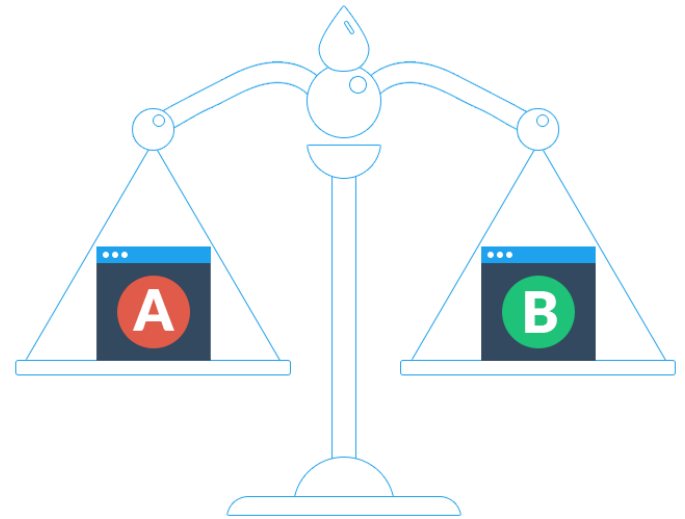
Scalability

Cost to Entry

Shareable and Self-organizing

Crowded and Unpredictable

Increased 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**

# KEY ELEMENTS TO LAUNCHING AN EMPLOYEE GRASSROOTS PROGRAM

## *The Five Pillars of Grassroots Engagement:*

1. Recruitment
2. Education
3. Activation
4. Communication
5. Tracking





# FIRST STEPS TO BUILD AN EMPLOYEE ARMY

## **Alignment with Government Affairs**

- Align with the Washington, DC Government Affairs team and assist in creating core advocacy principals
- Identifying the appropriate legislators and legislation to act on
- Develop the main messaging points for the issues
- Will identify which forms of communications and advocacy are most effective for the particular issue.

## **Ongoing Activation**

- Continuously provide employees with up-to-date information and activities on active legislation
- Move advocates up the engagement ladder
- Monitor, measure and optimize to increase engagement rates

## **Educate and Empower**

- Build and maintain advocacy database
- Identify and use advocacy tools to easily connect their employees with their legislators
- Create and maintain online advocacy content that might include a: website, blog, newsletter, issue sheets, toolkits, webinars, podcasts, newsletters, social media accounts, talking points and other educational or engagement materials.
- Empower grassroots members from each regional area through tightly coordinated interactions which may include site visits, lobby days, town halls, forums, roundtable events and other in-person or in-district advocacy events.

# BUILDING A BEST IN CLASS EMPLOYEE GRASSROOTS PROGRAM

*What are the ways programs become “best in class”?*

1. CEO and leadership engagement
2. Goal orientation-- Strong ties to ethos of the organization and aligns with overall business strategy
3. Forward thinking activation and year around engagement
4. Well developed issues management process
5. Building engagement beyond your base
6. Integration with external stakeholders

# BUILDING A CONSUMER OR MEMBER GRASSROOTS PROGRAM

*The most important things when considering launching a consumer facing advocacy campaign:*

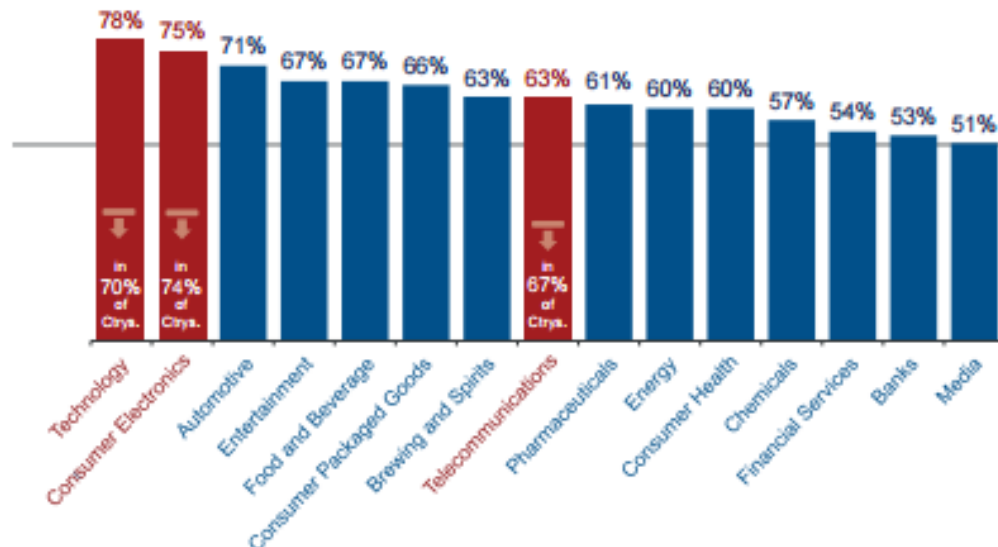
1. Principals
2. Authenticity
3. “It’s not about YOU”
4. Providing Value
5. Harnessing “Civic Tech”
6. Empowering consumers to take action
7. Crisis Communications
8. Outside Validators
9. Storytelling
10. Humanize

# OPERATING IN A LOW TRUST ENVIRONMENT

## *Increased Transparency and Credibility Issues*

### INDUSTRY SECTORS: TECHNOLOGY-BASED INDUSTRIES DECLINE

Trust in industries 2015, declines compared to 2014

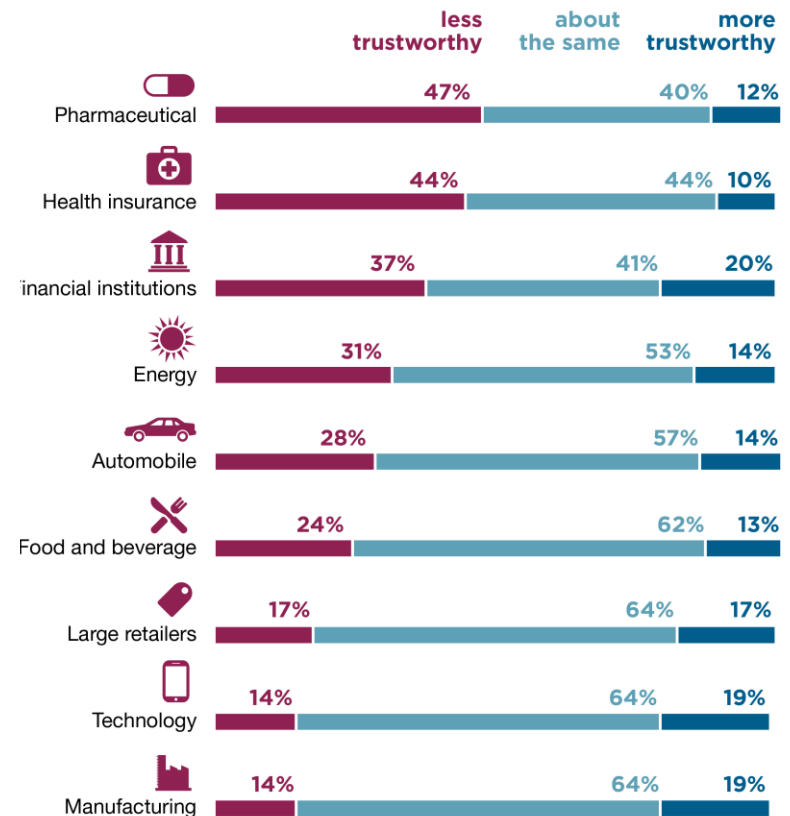


Source: Edelman Trust Barometer 2015

## Which Companies Are Trustworthy?

Some industries — such as pharmaceuticals, health insurance, financial institutions and energy — are considered less trustworthy than average. But manufacturing and technology companies score much better for trustworthiness.

### Industries Considered Less Trustworthy Than Average



Source: Public Affairs Council Pulse Survey 2015

# GRASSROOTS

ebay™ MAIN STREET

## FEATURED MEMBER



**John Stack**

ACITYDISCOUNT

Norcross, Georgia, USA

[View Featured Members](#) >

## COMMUNITY

Become a part of our growing  
community

**655,291**

Main Street Members

**450,291**

Letters Sent to Legislators since 2015

[Learn More](#) >

SIGN UP FOR EBAY MAIN STREET



**HEALTH CENTER  
Advocacy Network**

RSVP

## March Policy & Advocacy Update Webinar

Tuesday, March 21, 2017 at 03:30 PM

Join NACHC advocacy and federal affairs staff for a policy & advocacy update webinar to give you the latest on the post-election environment in Washington, DC, policy priorities for the Hea (show all)

# WHY DO YOU

## #VALUECHCS?

LET LEGISLATORS KNOW WHAT YOUR HEALTH CENTER MEANS TO YOU!

PARTICIPATE IN THE  
#VALUECHCS SOCIAL MEDIA CAMPAIGN  
MARCH 27- APRIL 7



SNAP A PHOTO



POST IT  
ON TWITTER OR  
FACEBOOK



USE THE  
HASHTAG  
#VALUECHCS

Tweets with extraordinary social media  
influence will be featured by the  
Health Center Advocacy Network!

[www.hcadvocacy.org](http://www.hcadvocacy.org)



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Stand together to shape  
the future of the Internet.

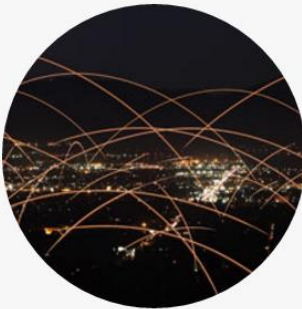
email address

postal code

JOIN US

We'll keep you updated on Internet legislation and initiatives.  
[How we use your information](#)

## What we believe



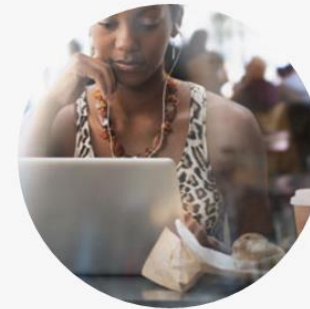
### Information empowers people

We need to protect the free flow of information and help make sure the Internet is available to everyone, everywhere.



### Everyone is an innovator

The Internet makes it easy for anyone, anywhere to create, share, and exchange new ideas. It enables everyone to participate without needing permission from a gatekeeper.



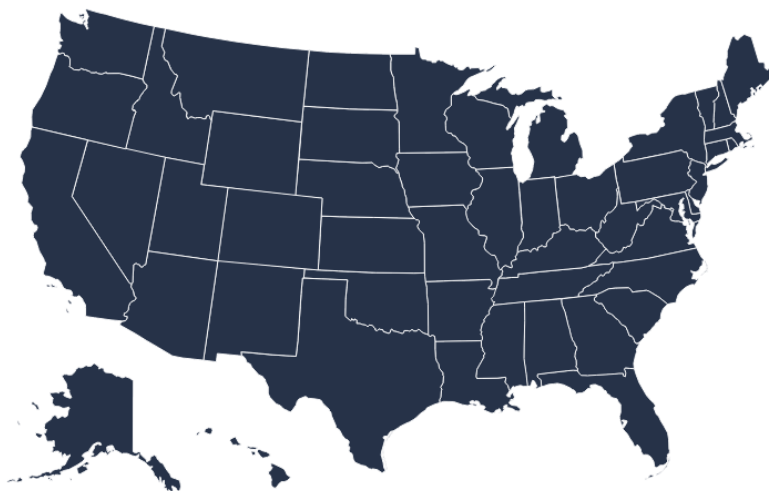
### Security & privacy are essential

The stuff you keep online merits the same protection as your stuff offline. Everyone has a role to play in keeping the Internet safe and secure.

SEE WHAT WE'VE DONE



# FANTASY SPORTS FOR ALL

[FANTASY SPORTS FOR ALL](#)[ABOUT ▾](#)[TAKE ACTION ▾](#)[REGISTER TO VOTE](#)

## FANTASY SPORTS IN YOUR STATE

*Find your state on the map and get involved.*

Fantasy Sports For All is committed to protecting the rights of all Americans who play fantasy sports. We believe fantasy sports foster community, camaraderie, and healthy competition. And with 50 million Americans playing, we think it's safe to say that fantasy sports are our country's new national pastime.

We support any effort to fairly and reasonably regulate fantasy sports, and we will oppose all measures that unjustly prevent law-abiding Americans from participating in the games they love. Click below to learn how you can do your part to protect fantasy sports for all.

[LEARN MORE](#)

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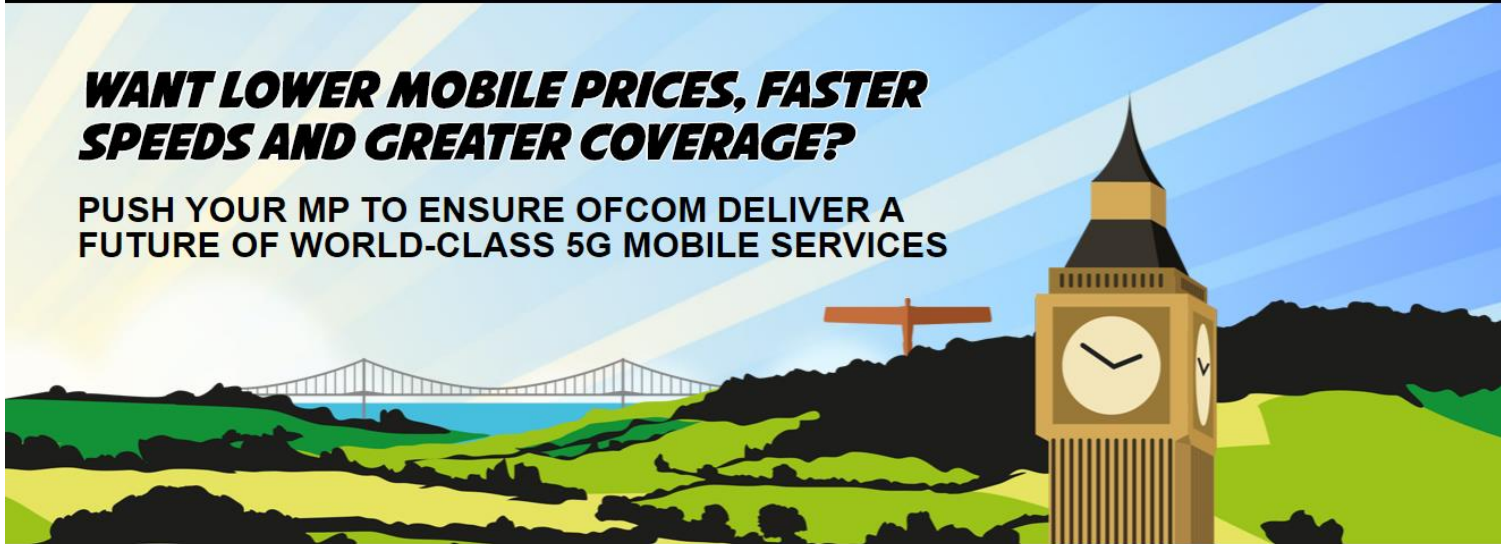
**MakeTheAIRFAIR.org**

SHARE THIS  
CONSULTATION:



## ***WANT LOWER MOBILE PRICES, FASTER SPEEDS AND GREATER COVERAGE?***

**PUSH YOUR MP TO ENSURE OFCOM DELIVER A  
FUTURE OF WORLD-CLASS 5G MOBILE SERVICES**



# **CALL FOR A 30% CAP**

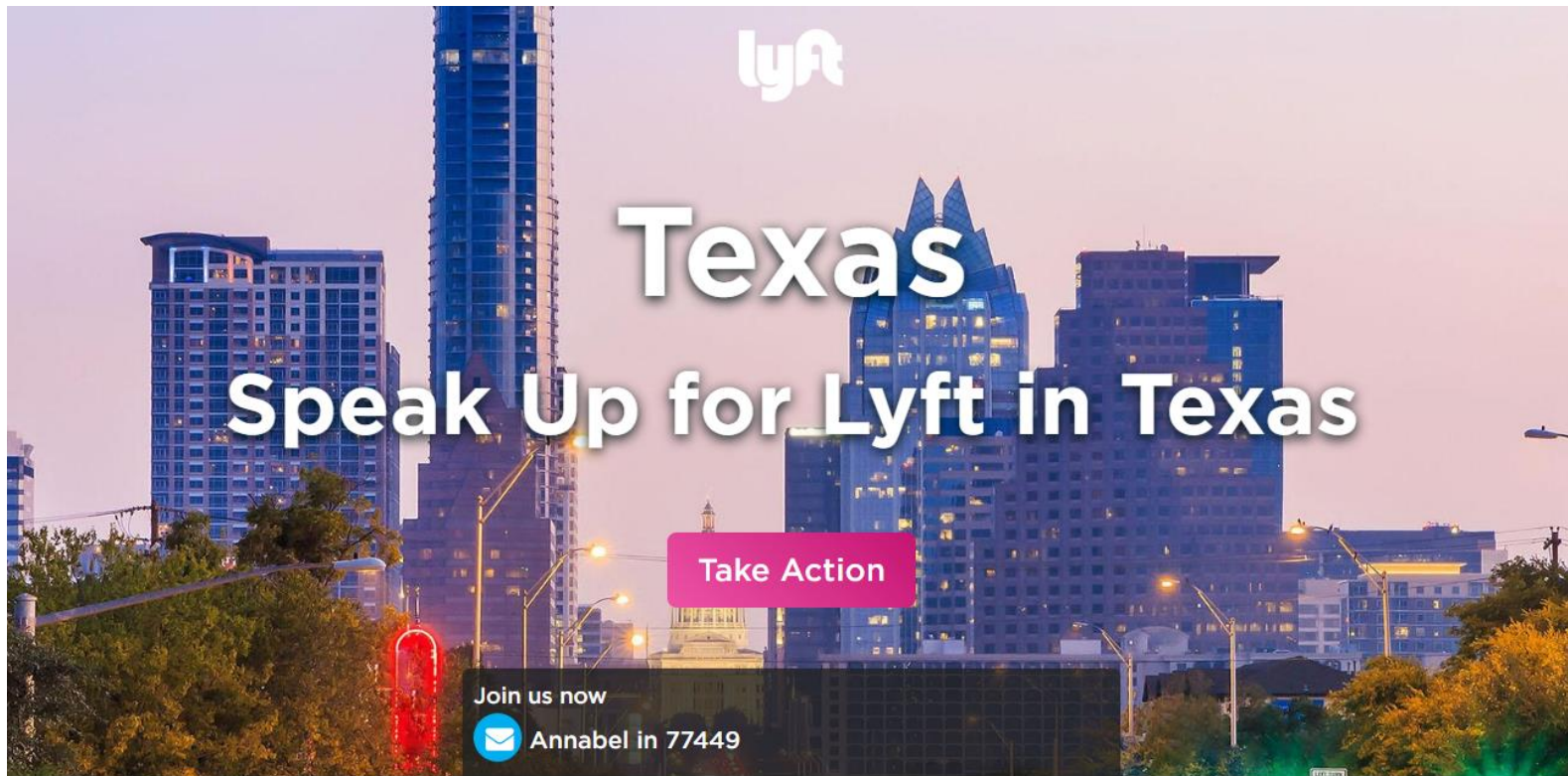
**SIGN THE LETTER NOW.**

Later this year, the government will auction more of our nation's airwaves to the



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**Lawmakers could soon give Lyft the green light to operate throughout Texas, but we need your help to make it happen.**

Currently, ridesharing is governed by a patchwork of local rules in Texas. As a result, Lyft cannot operate in every community in the Lone Star State.

for life without limits™



Asthma and Allergy  
Foundation of America



**KIDS WITH  
FOOD ALLERGIES**  
A Division of the Asthma and Allergy  
Foundation of America

Home

Issues ▾

Take Action

Resources ▾

Advocacy in Action

Share Your Story

## Protect Your Health and Keep Access to Health Insurance

### Call to Action: Do Not Repeal the ACA without First Protecting Patients

Congress is moving forward to repeal the Affordable Care Act (ACA) without a plan in place to ensure that Americans will continue to have access to the health insurance they need.

The ACA guarantees that people with chronic conditions have access to affordable health insurance, and Congress could take this away. This means our nation risks going back to a time when people with chronic conditions like asthma and allergies could be denied health insurance or forced to pay outrageous premiums or dropped from coverage just when they need it most.

AAFA needs your help now. Many lawmakers have begun the process to repeal the Affordable Care Act. Contact your members of Congress (your senators and representative) and urge them to fight on behalf of you and all their constituents who depend on the Affordable Care Act.

Click [here](#) to tell Congress not to repeal the Patient Protection and Affordable Care Act until there is a guarantee that you will still have access to equal or better coverage.

How has the Affordable Care Act improved life for you or your loved ones? Please share your story by personalizing the email.



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**PATIENTS  
BEFORE POLITICS**



Fix America's health system. [>](#)

**Cuts to medical education could limit patients' access to care and jeopardize the ability of residency programs to train physicians.**

Learn more [>](#)

**#Truth in Rx**



**Drug price transparency**  
**Uncover the truth behind prescription drug pricing.**

[>](#)

## Recent Updates

### *Physicians of the 115th Congress*

There are currently 13 physician members of the 115th Congress including three senators and 10 representatives. Learn more about the physician members of Congress.

### *The next chapter in Medicare: MACRA*

The AMA continues to work tirelessly to ensure that MACRA implementation provides the best possible care for patients.

### *AMA works to curb opioid abuse*

Opioid misuse, addiction, overdose and death have become an epidemic in America.

[View all](#) [>](#)

## Tweets



**PatientAction**  
[@PatientAction](#)



Has [#opioidabuse](#) taken a toll on your



## Urge the Senate to Protect Your Company from Frivolous Lawsuits that Waste Your Resources and Harm Your Ability to Grow

Legislation that will protect manufacturers from the harmful effects of frivolous lawsuits has passed the U.S. House of Representatives and is now being considered by the Senate. The NAM is actively supporting the Lawsuit Abuse Reduction Act (LARA) and is asking that you add your voice to our efforts by reaching out to your Senators.

**Act now by sending a pre-drafted email to your Senators telling them to support manufacturers by protecting them against frivolous lawsuits.**

LARA protects businesses, particularly small business, who fall victim to frivolous claims by:

- Requiring monetary sanctions against plaintiffs' lawyers who file frivolous lawsuits;
- Restoring the ability of federal judges to use sanctions to reimburse the fees and costs incurred by a victim; and,
- Removing the 21-day window that allows opportunistic lawyers to withdraw frivolous lawsuits aimed at extracting settlements for nuisance value without fear of sanctions.

**The Senate needs to know that manufacturers like you support LARA. Act now!**

**Enter your information to take action now!**

Send an email to your officials with one click!

Mr. \*

Nicholas DeSarno \*

ndesarno1@gmail.com \*

Mobile Phone ? \*

3444 Fairfax Dr., Apt. 705 \*

22203 \*

 **Send Email**

Dear Official,

LARA would also eliminate the 21-day safe harbor that allows lawyers who file frivolous claims to walk away without a judge even considering a victim's request for reimbursement. This free pass adds

Regards, *Nicholas DeSarno*

☒ Send me emails about this campaign

# COALITIONS



[MEDICARE ADVANTAGE 101](#) | [STORIES](#) | [NEWS](#) | [PARTNERS](#) | [CONTACT YOUR LAWMAKERS](#)

[f](#) [Twitter](#) [YouTube](#) [Blog](#)

*2 Million Voices & Growing to Protect Medicare Advantage*



## Join the Coalition to protect Medicare Advantage

We're a national grassroots organization of 2 million Americans working together to protect Medicare Advantage. Join Today!

EMAIL

ZIP CODE

JOIN

OR

SIGNUP WITH FACEBOOK



LEARN MORE

## 2 MILLION SENIORS PROTECTING MEDICARE ADVANTAGE

CMC Seniors Mobilize Ahead of New Administration's Changes to Medicare Advantage

# **EXERCISE 1: BUILDING AN INTEGRATED DIGITAL CAMPAIGN**



# **SOCIAL MEDIA AND CRISIS COMMUNICATIONS**



# 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](http://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](http://bit.ly/1wVFJIC)  
#40isfulltime

TELL CONGRESS

 **FULL TIME = 40 HOURS**

TAKE ACTION >



# 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

# 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 LEADERSHIP



UPS Public Affairs @UPSPolicy · Apr 16

#TPP allows small businesses to think big about going global. [bit.ly/1Rw2yCJ](http://bit.ly/1Rw2yCJ)



4



LillyPad @LillyPad · 24h

Cheers to female scientists who break gender barriers and discover medicines. [elil.ly/pgg0](http://elil.ly/pgg0) #WomenInSTEM



12 20



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# THOUGHT LEADERSHIP



**Howard Buskirk**

@hbuskirk



. @ATTPublicPolicy has a solution for the smart grid, using neglected WCS band [bit.ly/1ZLjJkE](http://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](https://aka.ms/yui1f1) [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



Breaking News: Speaker John A. Boehner will resign from Congress at the end of October, aides say [nyti.ms/1KDhnKN](https://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](https://nytimes.com)

2,273 845



**Byron Tau** ✓  
@ByronTau



Following

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!



“

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](#)

”



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# SOCIAL LISTENING TOOLS

*There are a million tools out there:*

Google Analytics

Google Alerts

TweetDeck

Buzz Sumo

Facebook Insights

SalesForce Marketing

SproutSocial

Hootsuite Pro

Zygnal Labs

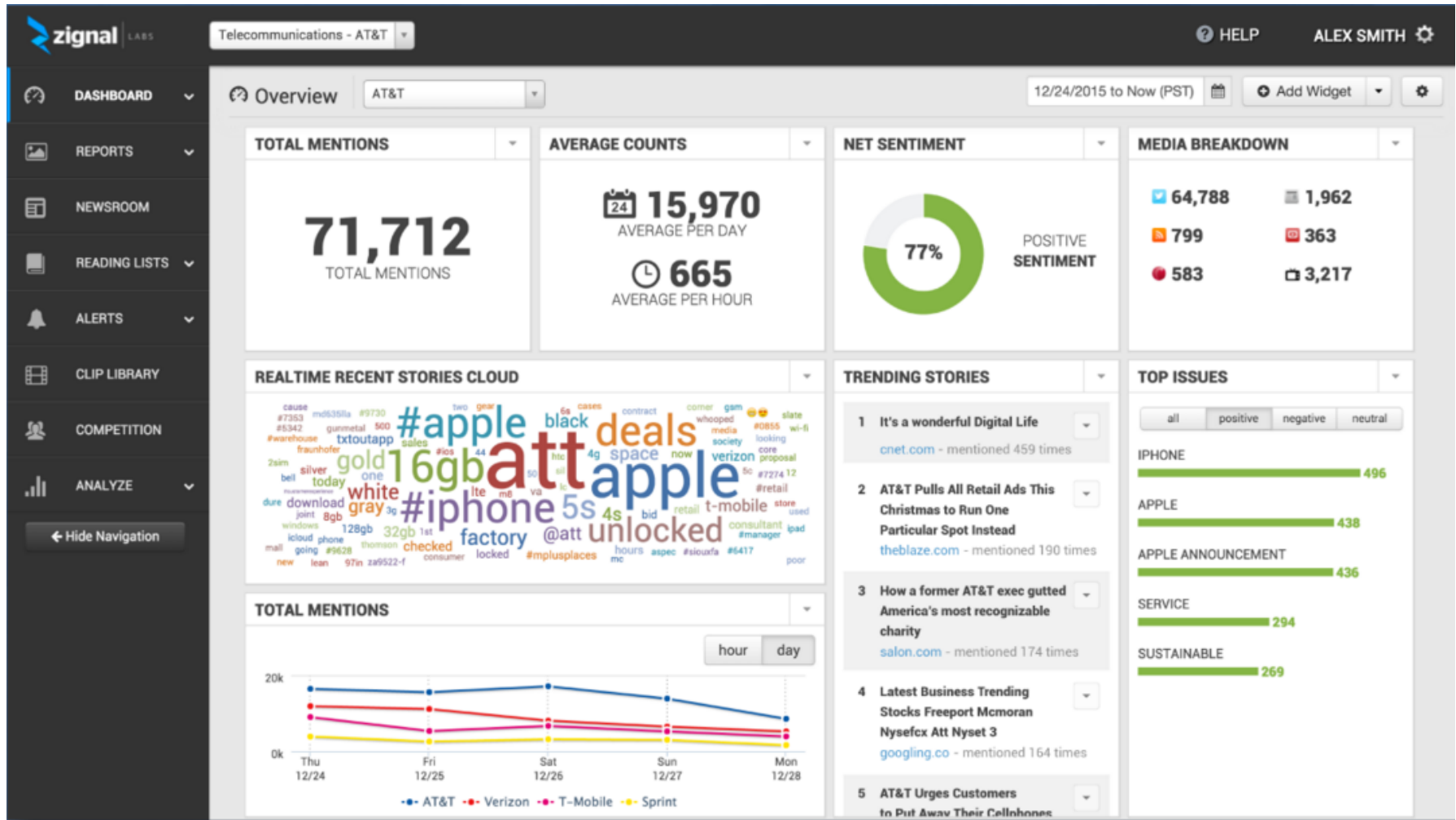
Cision's Vocus

Expion

SimplyMeasured



# DIGITAL LISTENING TOOLS



From Zygnal Lab's Analytics Dashboard

# SOCIAL MEDIA FOUNDATIONS

## *Unique Characteristics of Social Media*

Authenticity

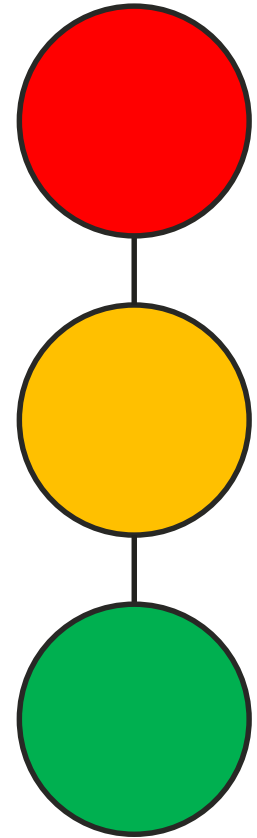
Platform and Audience Specific

Ability to Listen to the Consumer

Two-Way Communications

Rapid Spread of Information

User Generated Content





# CRISIS COMMUNICATIONS IN THE AGE OF SOCIAL

*Once you establish that you need to respond*

Make your first statement short and shareable

*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



5,236



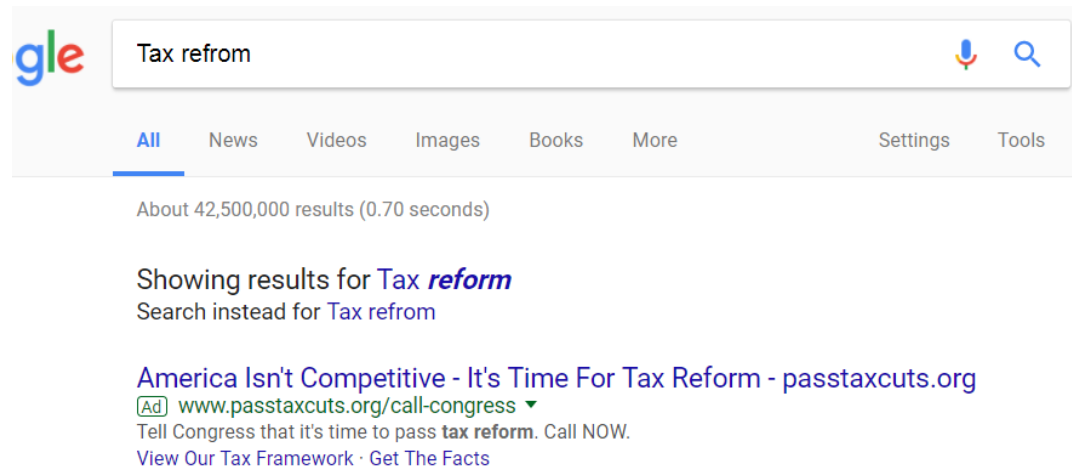
7,805

# CRISIS COMMUNICATIONS IN THE AGE OF SOCIAL

*Online search engines can be one of the most important tools for public affairs professionals*

89%

Congressional Staff  
“Almost Always or Frequently”  
**use internet search** to learn more  
about public policy issues.





# CRISIS COMMUNICATIONS IN THE AGE OF SOCIAL

## *Humanize your organization*

Video can be more powerful than a written statement and it can just as far as a tweet.

There are times when a statement from the CEO is important but they are usually the least trusted person for a company.

Don't let your lawyer draft a statement.

No more good will banked up, your competitors negative press can bleed through your industry into your company

Every rule has a caveat.

# CRISIS COMMUNICATIONS IN THE AGE OF SOCIAL

*After each crisis here are the important questions to ask?*

Is our organization successfully using social listening software to better understand the conversation online?

Can we empower our social media manager to respond without direct oversight?

Did we meet our response time goal (which for many organizations is 30 minutes)?

Can we improve the approval process with our legal department?

# EXERCISE 2: ONLINE CRISIS RESPONSE

# TOOLS FOR THE MODERN LOBBYIST



# CREATING ADVOCACY CONTENT FOR DIGITAL AND SOCIAL

## *Tools for the 21<sup>st</sup> Century Lobbyist*

Infographics

Data Visualization

Sponsored Content

Digital Storytelling



# DIGITAL & DATA TOOLS FOR LOBBYING

## Infographics

Long vs. Snackable

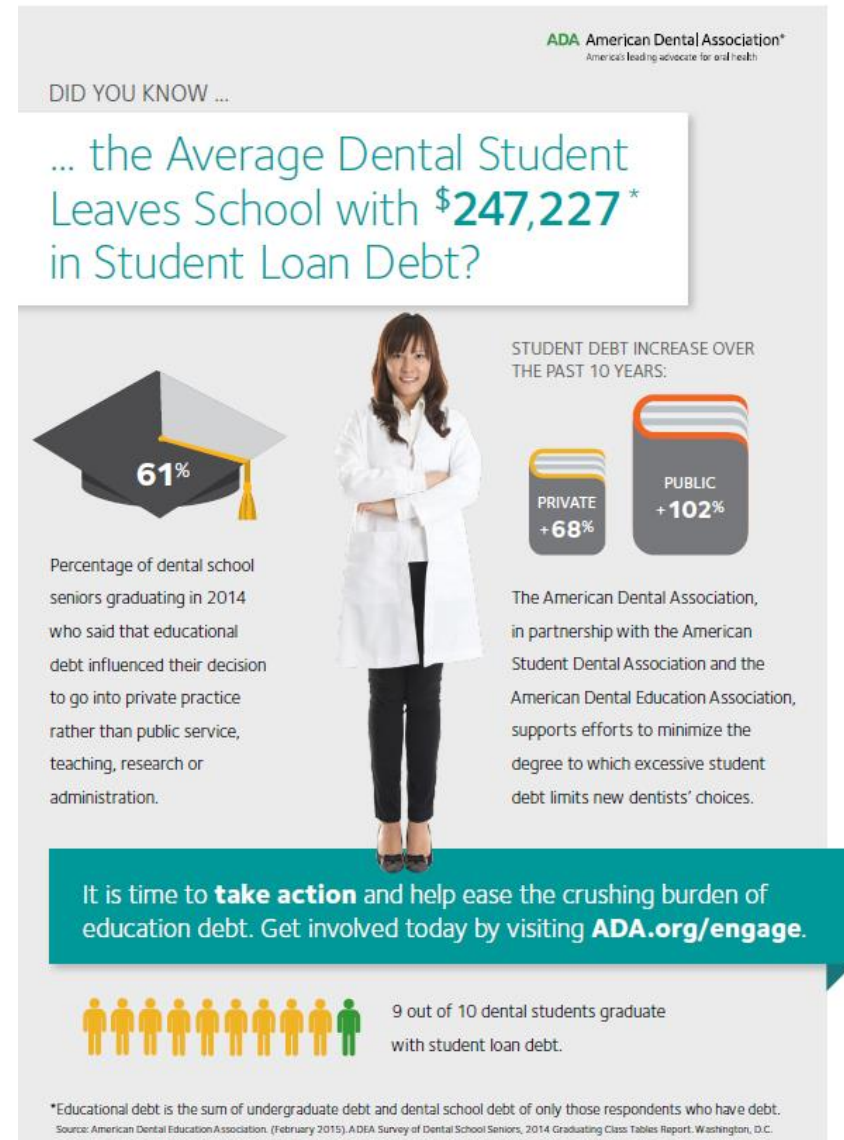
Data Driven vs. Story Driven

Creative use of imagery and color

Action Oriented

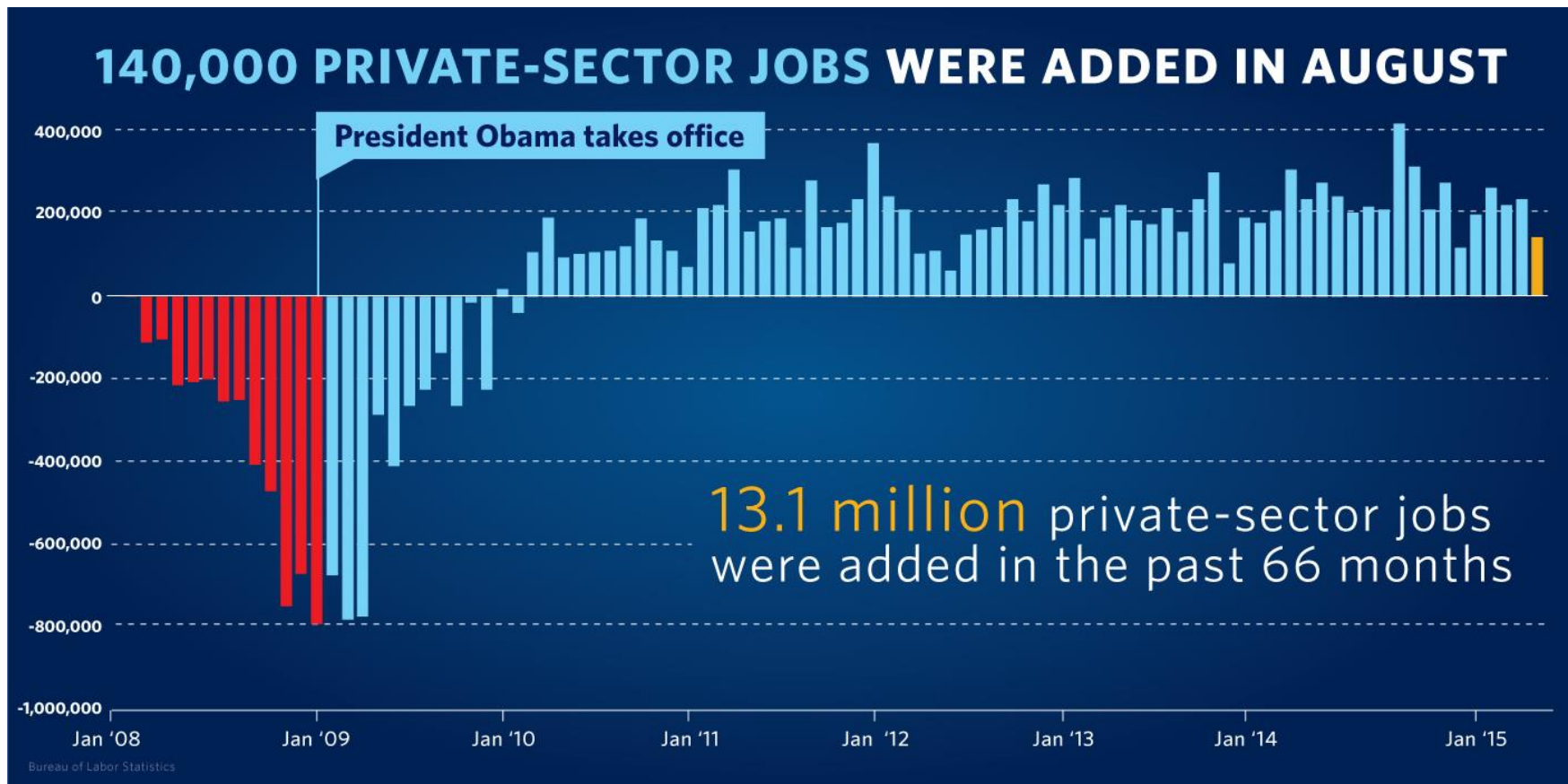
Shareable

Evergreen or Easily Adaptable



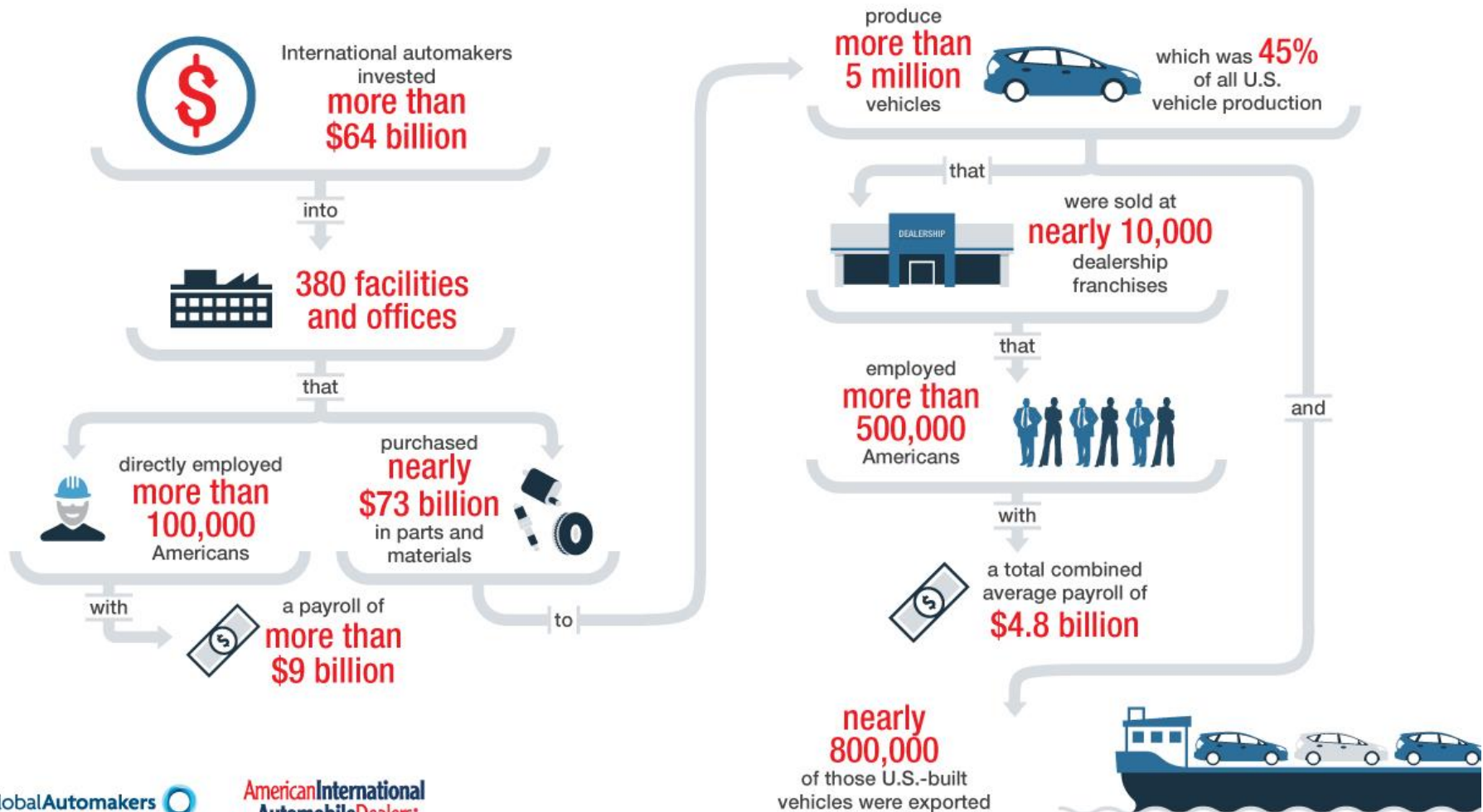
# DIGITAL & DATA TOOLS FOR LOBBYING

## Infographics



# DIGITAL & DATA TOOLS FOR LOBBYING

## Infographics





# DIGITAL & DATA TOOLS FOR LOBBYING

## *Infographics*



More than **70%** of voters

SUPPORT HELP WITH OUT-OF-POCKET  
HEALTH CARE COSTS

**HARDWORKING AMERICANS NEED CONGRESS TO ACT.**

Fund the cost-sharing reduction program now

In 2016, more than **6.4 million** people were enrolled in a plan that offered reduced cost sharing.

6,400,000

# DIGITAL & DATA TOOLS FOR LOBBYING

## *Infographics*

IN 2017,  
ALZHEIMER'S WILL COST THE COUNTRY  
**\$175 BILLION**  
IN MEDICARE AND  
MEDICAID PAYMENTS.

SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ

alzheimer's  association  
THE BRAINS BEHIND SAVING YOURS.

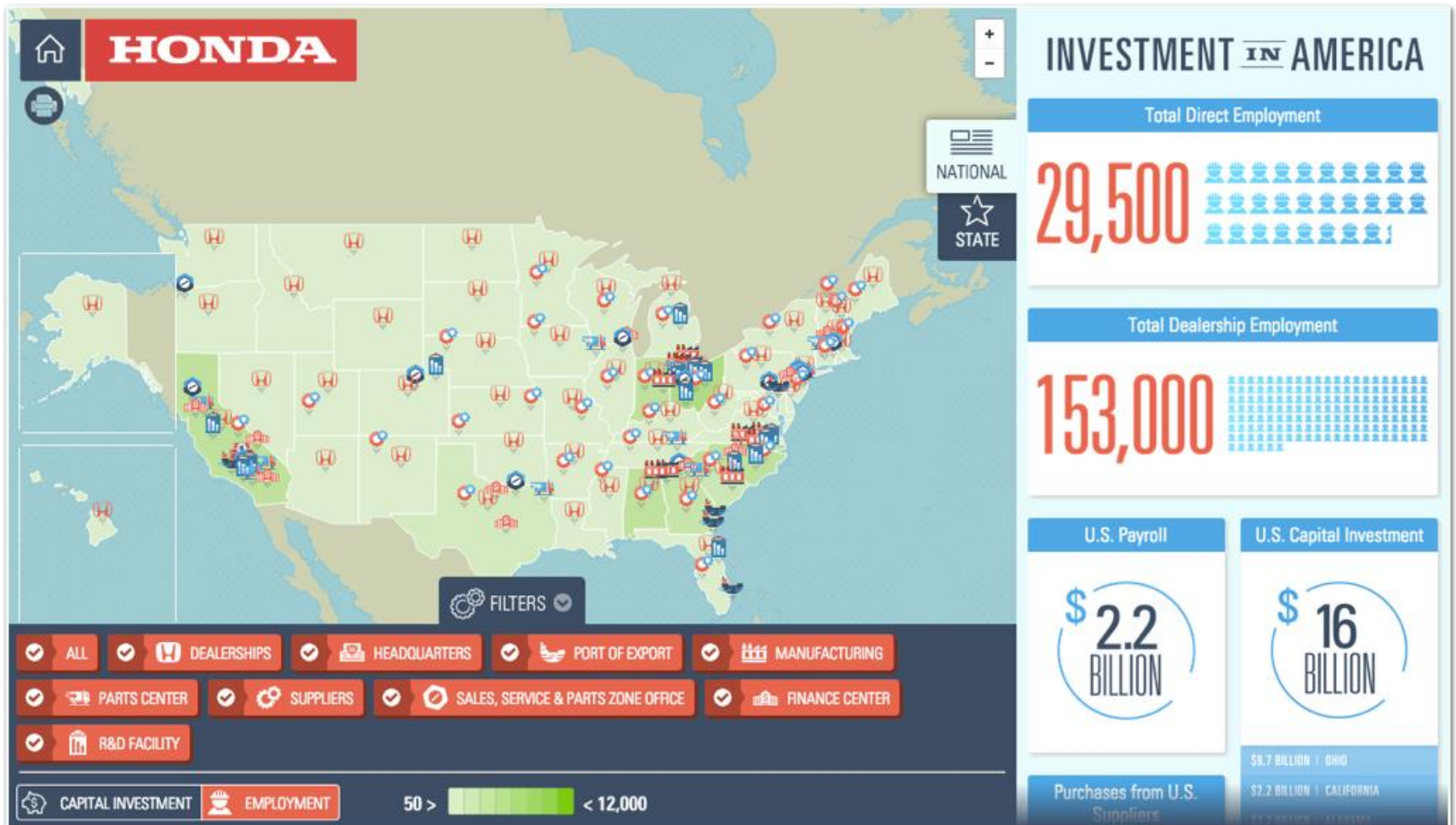


**EVERY 66 SECONDS**  
**SOMEONE IN THE**  
**UNITED STATES** DEVELOPS  
**ALZHEIMER'S DISEASE.**

SHARE THE FACTS AND JOIN THE FIGHT. #ENDALZ

# 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*

FROM THE SALT OF THE EARTH  
a lifeline for humanity

### 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

LIFE MAGAZINE

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

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



**ALL EYES ON SAFETY**



# 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

Targeting and Optimization

Metrics

Enhanced Accountability

Cost

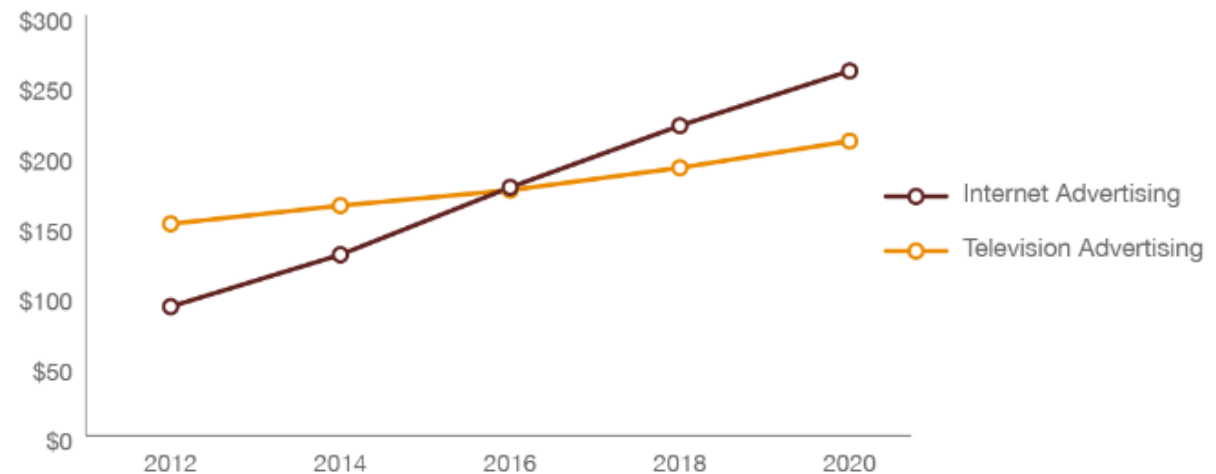
Increased Engagement

Social Proof

Mobile Friendly

**In 2016, Global Internet advertising revenue will surpass TV advertising**

Global Internet advertising and Television advertising revenue (US\$bn), 2011-2020

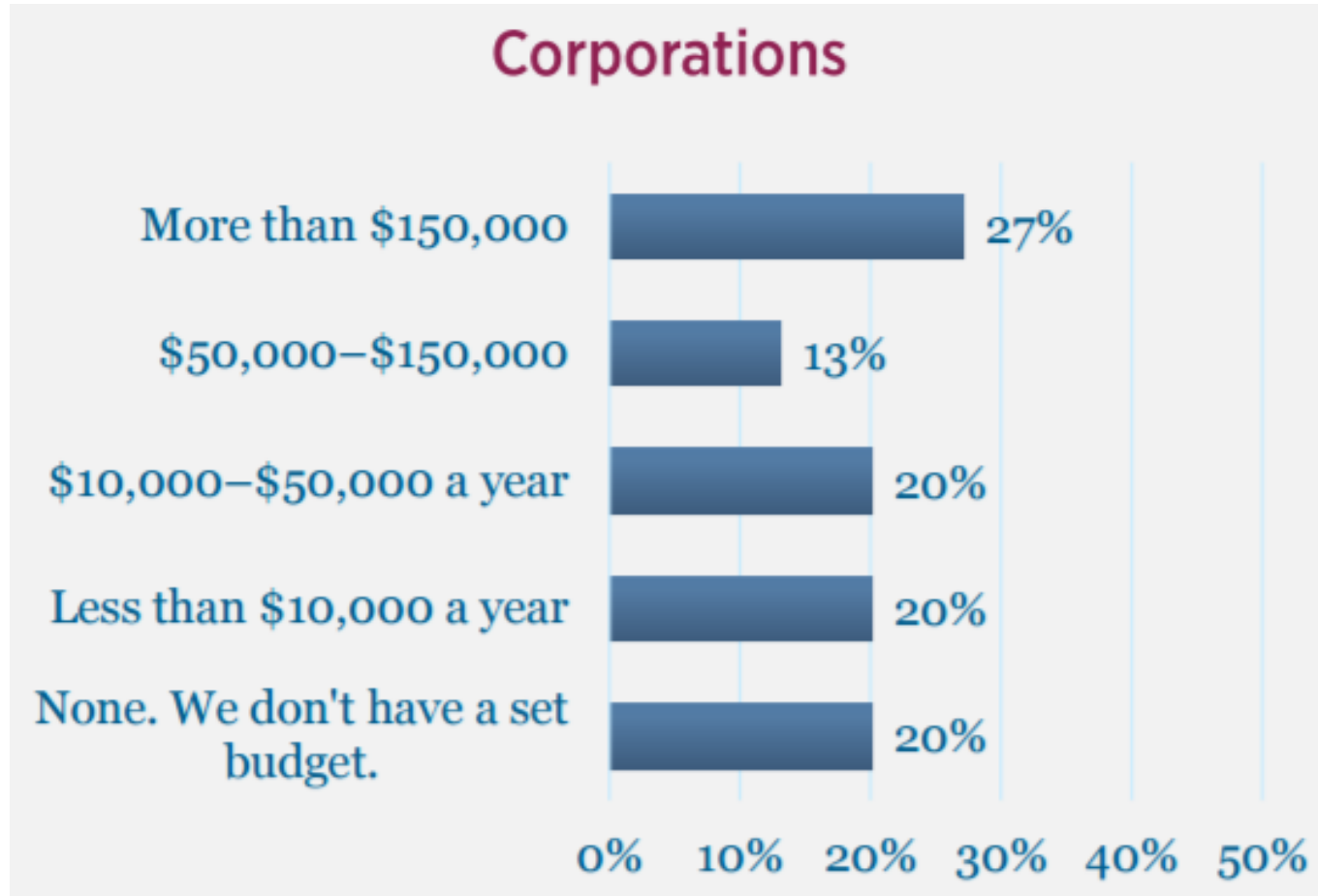


Source: Global entertainment and media outlook 2016-2020, PwC, Ovum

# DIGITAL ADVERTISING BUDGETS FOR PUBLIC AFFAIRS



# DIGITAL ADVERTISING BUDGETS FOR PUBLIC AFFAIRS



# 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 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.



Download Sustainability Report  
[lockheedmartin.com](http://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

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



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.



Keeping Communities Strong and Working  
[aaos.org](http://aaos.org)

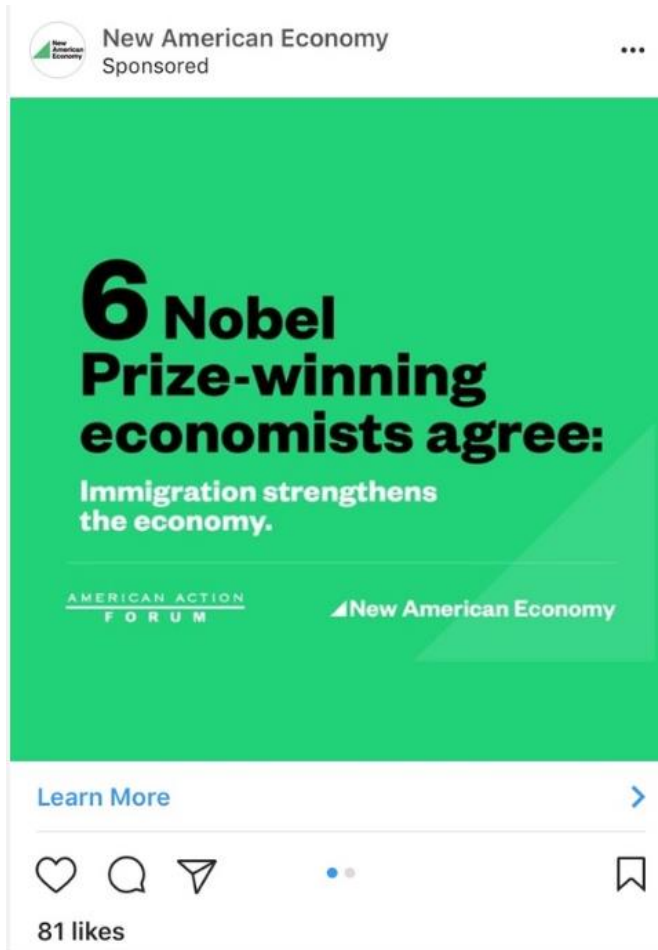
1 14 24

 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.



**I AM TOYOTA USA.**

Learn more at [toyota.com/us](https://toyota.com/us)  
[toyota.com](https://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](https://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  
invegatrinza.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

## *Look for Key Advertising Integration Points:*

Retargeting

In-person events

“News-jacking”

Release of new findings

What should you be looking to create:

“Surround-sound”

Device ID and multiplatform



# DIGITAL ADVERTISING FOR PUBLIC AFFAIRS

## *Fraud, Waste and Abuse:*

Blind-ads

Click-bots

Rate Card

Approved site list

Blacklisted sites

Ad blockers

Retargeting



PHOTO ILLUSTRATION BY THE DAILY BEAST

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



# BUILDING A FACEBOOK AD CAMPAIGN

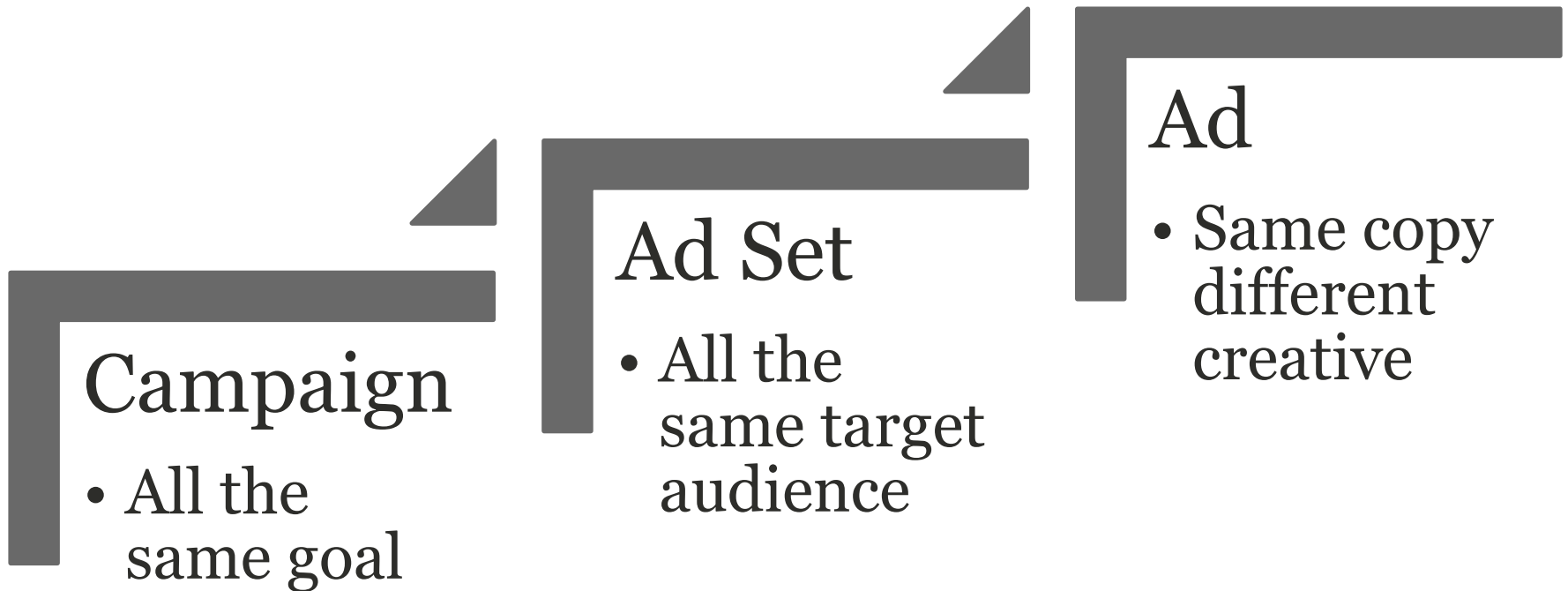
## *What do you need ?*

1. Facebook Ad Account or Business Manager Account
2. Facebook Page to Promote
3. Credit Card or Banking Information



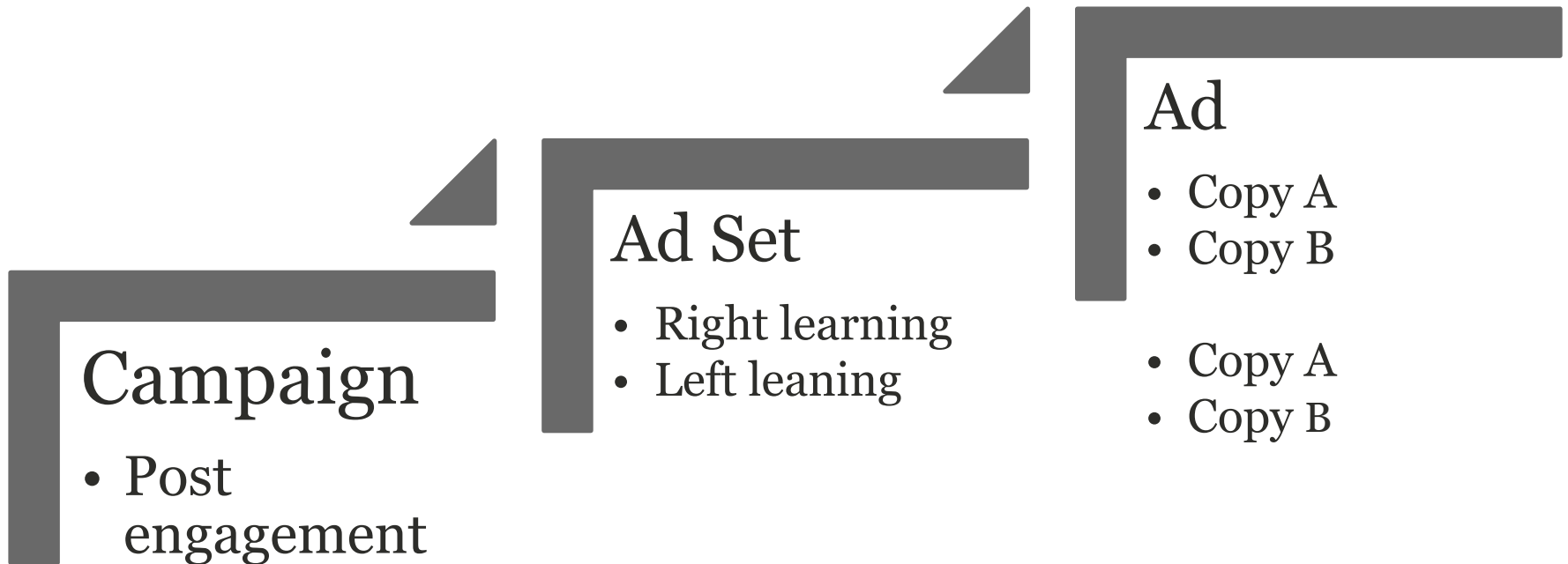
# BUILDING A FACEBOOK AD CAMPAIGN

## *Setting it up*



# BUILDING A FACEBOOK AD CAMPAIGN

## *Setting it up*













# BUILDING A FACEBOOK AD CAMPAIGN

## *Campaign Objectives*

**Campaign:** Choose your objective.

[Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Product catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	

# BUILDING A FACEBOOK AD CAMPAIGN

## *Crafting the Actual Ad*

Each Ad Type is different but you must always need:

1. Post Text
2. Image
3. Headline
4. News Feed Link Description
5. URL

Facebook



- Image: 1200 x 630 px or 470 x 470 px
- Image Text: Less than 20% of image
- Video: 16:9 or 1:1 aspect ratio
- Headline Text: Less than 90 characters

# BUILDING A FACEBOOK AD CAMPAIGN

## *Target and Name the Ad*

1. Create a Campaign Name – Brexit Banking Issue, Awareness

2. Describe your targeted audience

a. 18-24 Liberal Londoners

b. 34-46 Highly Educated City-Dwellers'

3. Describe how the ad copy differs

a. Video by CEO

b. Picture of empty desks

Select your audience STEP 2 OF 4

AUDIENCE PROFILE

Select locations (required)

☒ Target specific locations ☐ Show ads in all available locations

Search for locations, e.g. United States or [Import multiple locations](#)

Target users located in...

Country ☒ United States

Select gender

☒ Any gender ☐ Male ☐ Female

[Select languages](#)

[Select devices, platforms, and carriers](#)

SELECT ADDITIONAL AUDIENCE FEATURES

[+ Add keywords](#)

[+ Add followers](#)

[+ Add interests](#)

# BUILDING A FACEBOOK AD CAMPAIGN

## *Measuring and Retargeting Your Ad*

Creating the funnel:

General Pixels

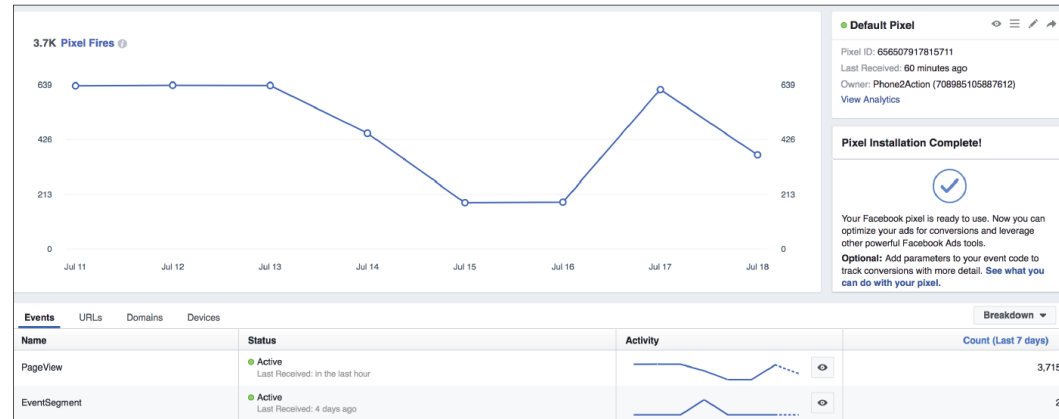
Event Pixels

Took an action (conversion)

Audience Pixels

Who visited a particular page.

Google Ad Analytics





# BUILDING A FACEBOOK AD CAMPAIGN

## *Measuring and Retargeting Your Ad*

Creating the funnel:

General Pixels

Event Pixels

    Took an action (conversion)

Audience Pixels

    Who visited a particular page.

Google Ad Analytics

# Exercise 3: Online Advertising Campaign



**CONTACT ME:**  
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202.787.5971