

hanover

An abstract graphic featuring a complex network of interconnected nodes and lines. The nodes are represented by small dots, and the lines are thin, connecting them into a web-like structure. The network is composed of two main color schemes: a blue/purple hue on the left side and a red/purple hue on the right side. The lines and nodes are distributed across the entire frame, with a higher density in the center where the text is located.

DIGITAL — STORYTELLING IN PUBLIC AFFAIRS

BEFORE WE START!



What does your organisation/your clients **use**
digital for in public affairs?

Share your thoughts and comments on the
webinar chat!

WHO IS THIS PERSON?

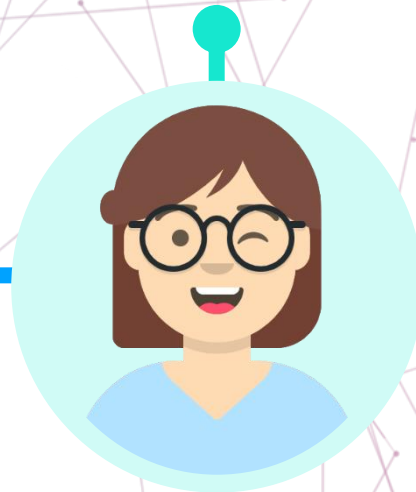
Very pale but **100% Spanish**

Experience in **Spanish, UK, EU and global** healthcare public affairs

Consultant at **Hanover Communications'** Brussels healthcare team

Ali(cia) Rojo Santos

Major interest in **all-things digital**



TODAY'S SESSION

The issue:

- Slow digitalisation in PA
- Still reticence from leadership of organisations to do this

Today's session:

Understanding how you can use digital to tell your stories in public affairs from beginning to end

You have to be a digital champion
and make a clear case on how digital
can help you improve your public
affairs work

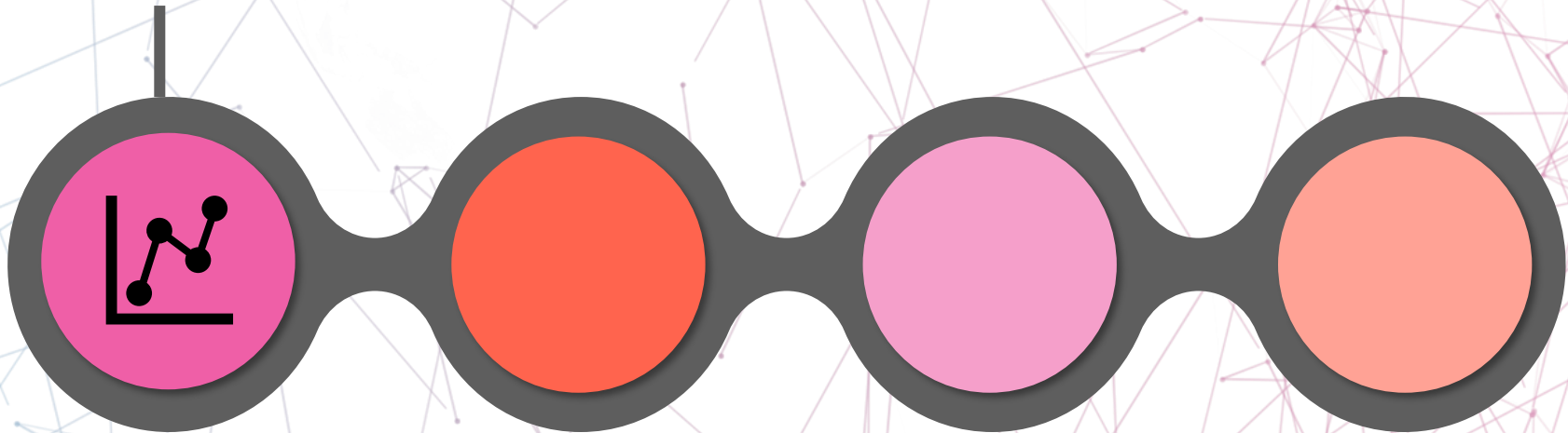
“WE DON’T WANT TO
TWEET”



Digital public affairs is **not**
only about presence

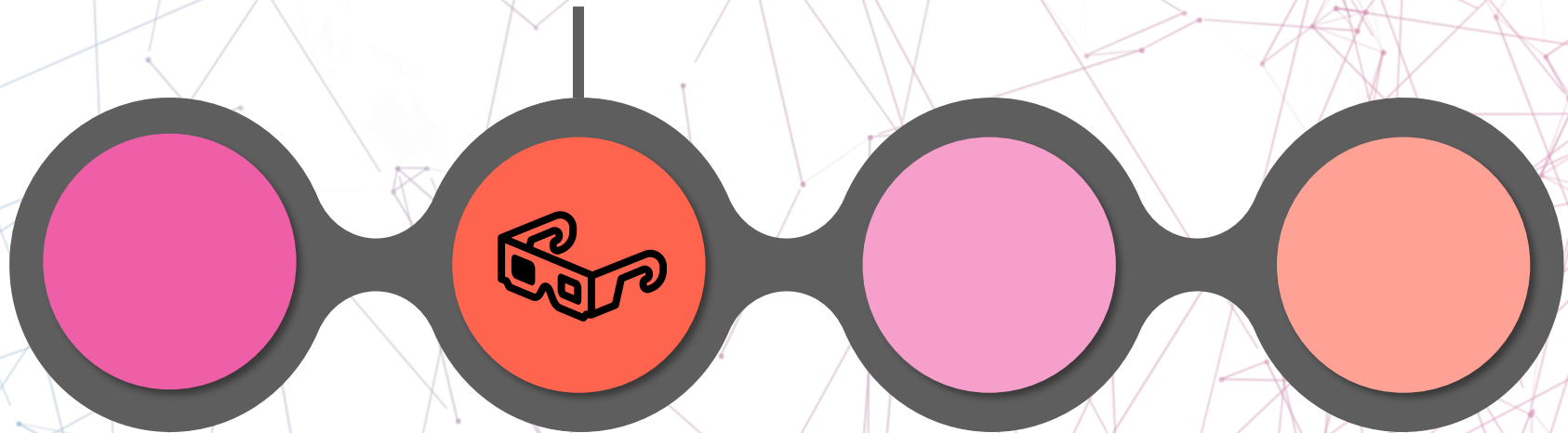
USING DIGITAL TO TELL YOUR STORY

Gather insights



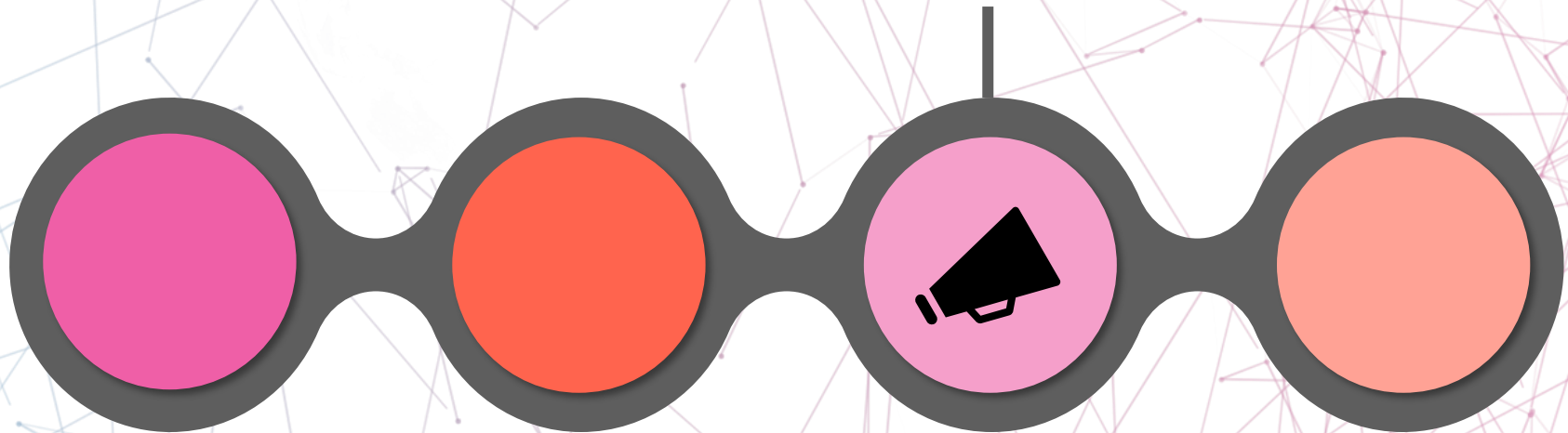
USING DIGITAL TO TELL YOUR STORY

Visualise your story



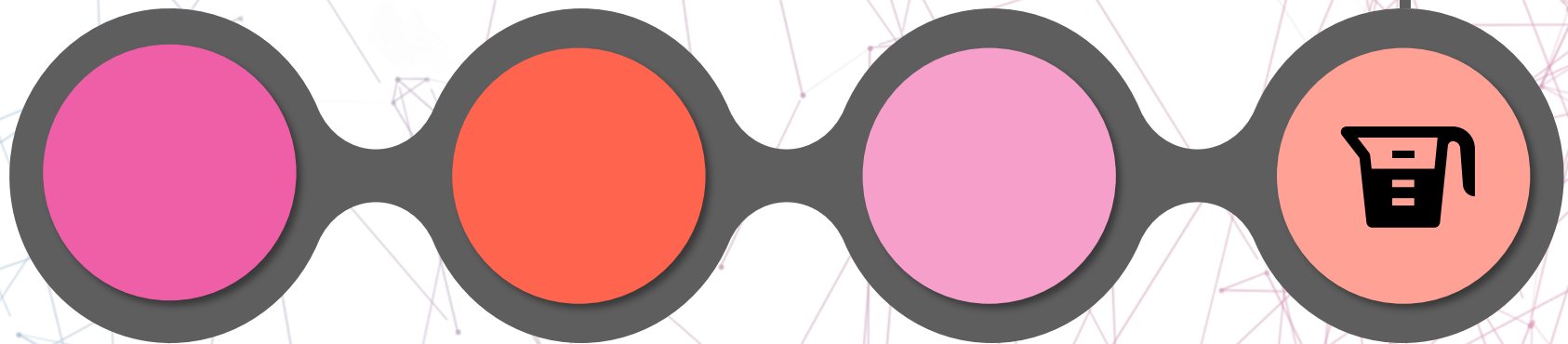
USING DIGITAL TO TELL YOUR STORY

Put your story out

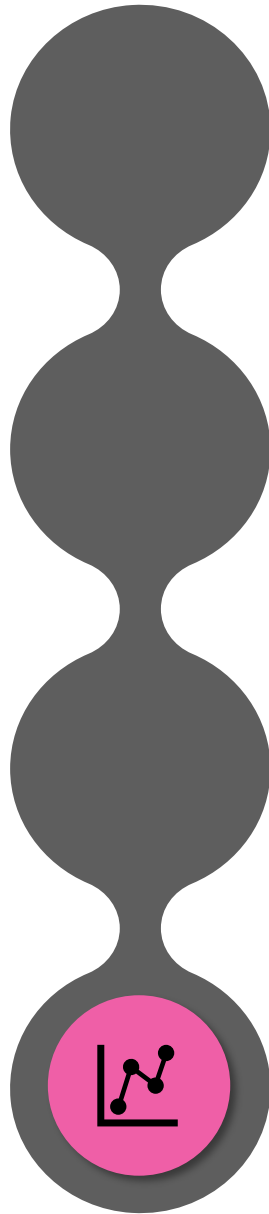


USING DIGITAL TO TELL YOUR STORY

Evaluate the
engagement and
uptake



1. GATHERING INSIGHTS

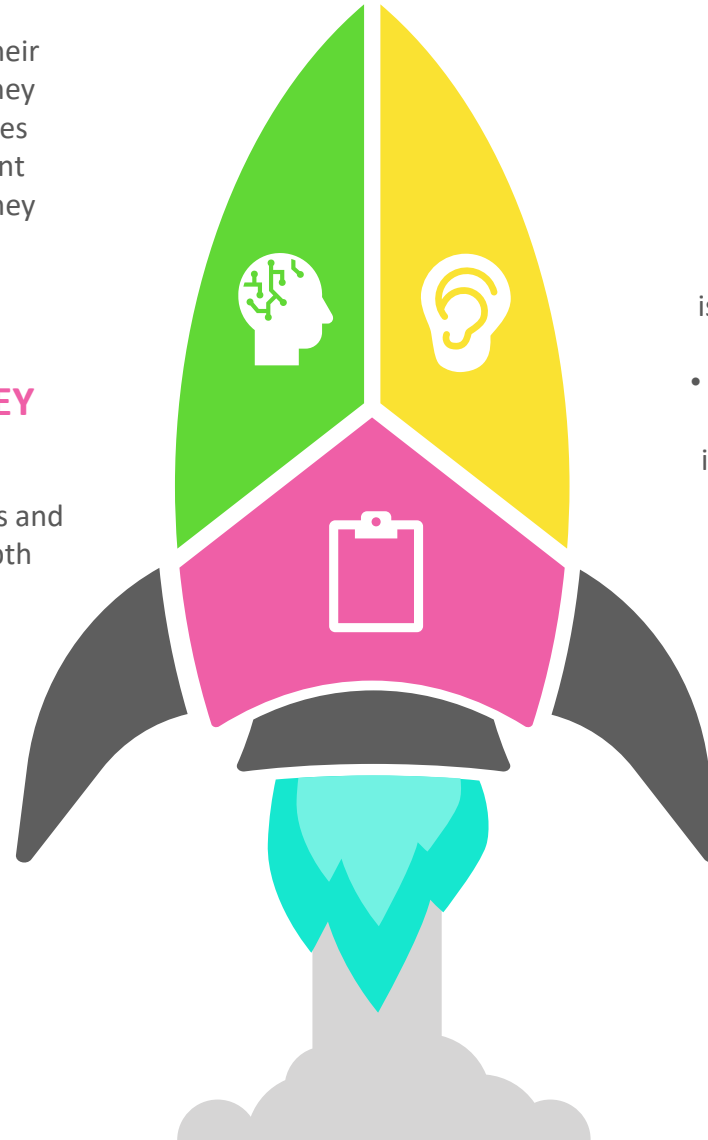


AUDIENCE INTELLIGENCE PLATFORMS

Understand audiences – their personalities, the topics they care about, what influences them, what kind of content they consume, and how they consume it

INNOVATIVE SURVEY PLATFORMS

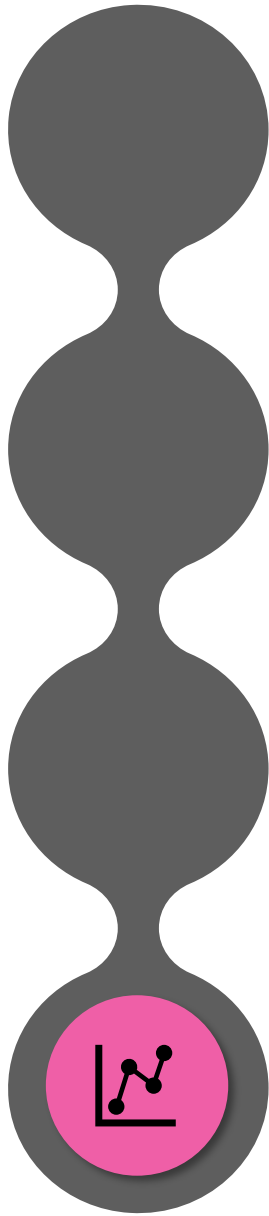
Understand key stakeholders and proxy policymakers in-depth



SOCIAL MEDIA LISTENING

- Listening to online conversations about key issues and topics in public policy
- Identify and track key online supporters, influencers, policymakers and opponents

1. GATHERING INSIGHTS



Keywords; will; be;
essential

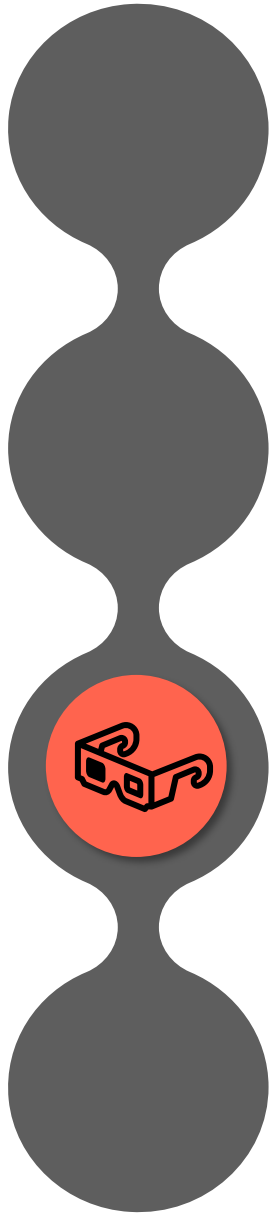
Don't assume
anything

KEY
PILLARS

Reconsider
your
audiences

Interpret,
interpret,
interpret

2. VISUALISING THE STORY



Make the complex simple

1

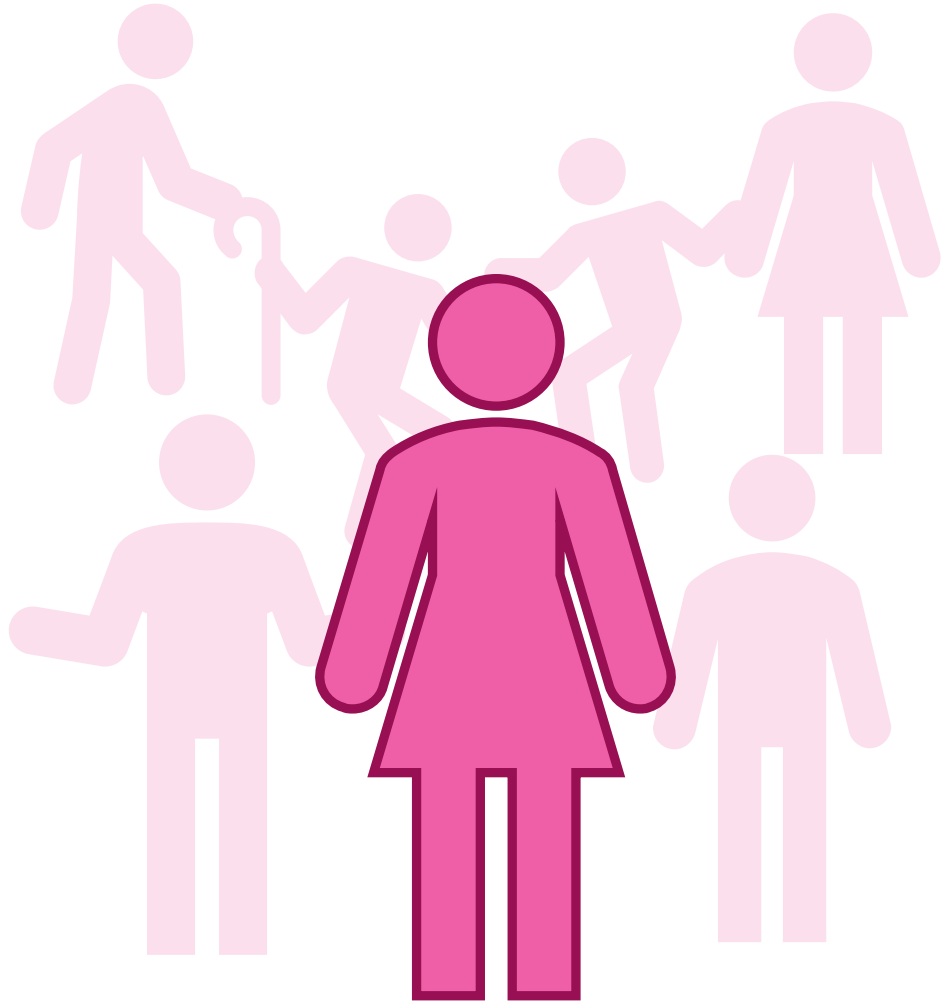
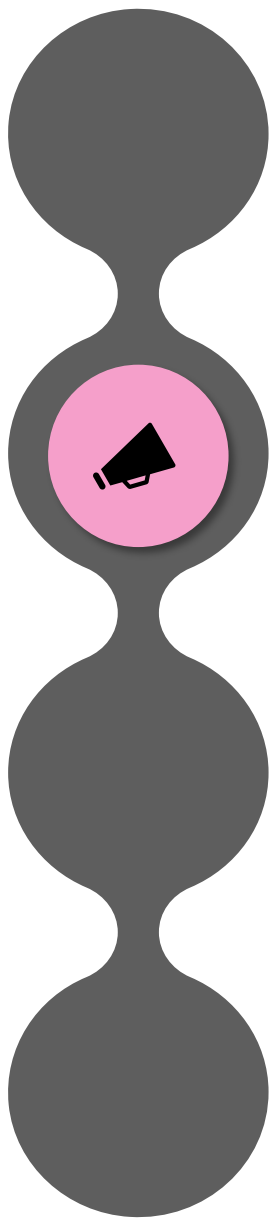
Put things into context

2

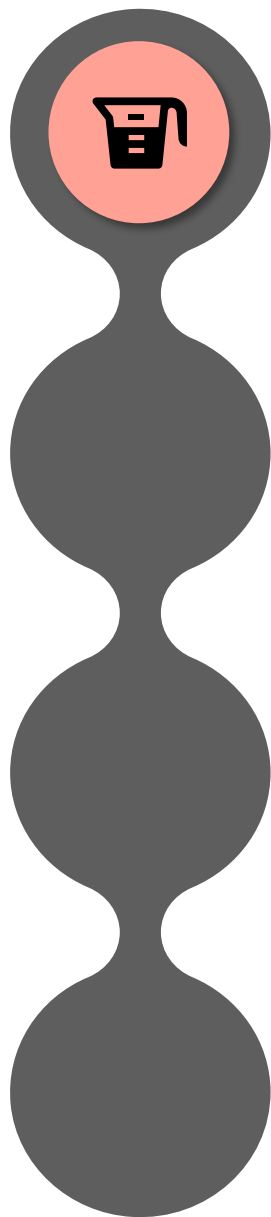
Make it dynamic

3

3. PUTTING YOUR STORY OUT



4. EVALUATE THE IMPACT



Effective measurement and reporting are crucial elements to ensuring your efforts are both **properly recognised** and **aligned with your overall government affairs and public affairs strategy**.

Set goals for your digital advocacy campaigns

Understand how to measure beyond simple likes, impressions and retweets

Use digital measurement tools that provide specifically tailored insights to identify when your tactics are advancing your public policy priorities

DO GET IN TOUCH!



Ali Rojo Santos

Consultant – Hanover International Policy and Market
Access

arojosantos@hanovercomms.com