

The Value of Online Advocacy & Social

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1. Hello
2. Strategy
3. Tactics
4. Tools
5. Q&A

Agenda





Strategy

Step 1: Internal

Understand the Landscape

Be Real About Benchmarks

- ☐ What is your content mix?
- ☐ What does your community want from you?
- ☐ What expectations have you set?
- ☐ What is your organizational need?
- ☐ Where do you have flexibility?

Frame Success



Step 2: Collaborative Set Benchmarks

Present the Plan

Rally your stakeholders

- Who among leadership is directly invested in success
- What goals are you helping them meet
- Can you meet their goals while recognizing potential community limitations?

Campaign Brief

Overview

Key Points

- Team
- Audience
- Audience Insights
- Potential Obstacles

Goals

- Message Platform
- Calls to Action
- Deliverables
- Measurement Plan
- Milestones

Step 3: Executive Support

Set Expectations & ID Opportunities

Frame Value Proposition: Benefits



Identify and Promote Peripheral Benefits



Frame Measurable Approach

Facebook

Total Engagements	
Clicks	
Likes	
Comments	
Shares	

Twitter

Total Engagements	
Clicks	
Likes	
Comments	
RTs	

Email

Total Sent	
Open Rate	
Click Through Rate	
Opt Out	

Actions

Total Advocates	
Connections Made	
Emails Sent	
Calls Made	
Social Posts	

Identify and Mitigate Organizational Risk

1. Community backlash/ disagreement with stance
 - Empower community advocates
 - Prepare talking points
2. Mission creep
 - Explain contribution to achieving mission
 - Prepare talking points
3. Negative media attention/ Reputational Risk
 - Only move forward if risk level is acceptable
4. Revenue loss
 - Assess potential impact and provide analysis

Step 4: Debrief

Share Outcomes





Tactics

Channels, Content, Cross-pollination

Designing Integrated Campaigns

Channels

Educate
Activate
Thank



...after each action

Content

National

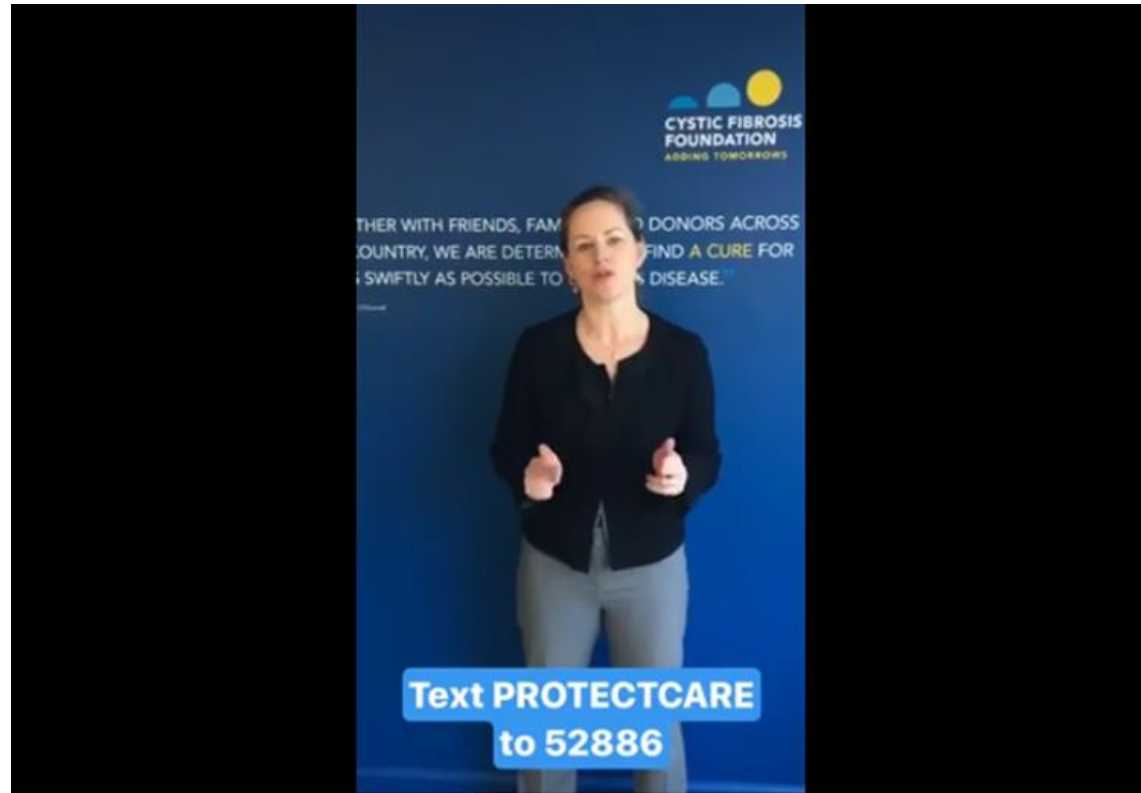
- Top-Line Messaging
- Key policy points
- Broad Impact

State

& Local

- State-specific data
- Constituent stories
- Local Impact

Content Mix: Video



Post Totals:

Clicks: 311

Likes: 530

Comments: 79

Shares: 539

Video Views: 18,464

Reach: 77,664

Impressions: 131,672



Cystic Fibrosis Foundation

Published by Patrick Hackett [?] · March 23 at 5:41pm ·

Congress will soon vote on the American Health Care Act. People living with cystic fibrosis need high-quality, specialized care and adequate insurance and the proposed legislation fails to protect our community.

Your calls and voice matter! Getting in touch with your member of Congress is easy -- you can text "PROTECTCARE" to 52886 or share your opposition here: <http://act.cff.org/XZVStJV>

Content: Share Your Story, Take Action

 **CF Foundation** 
@CF_Foundation

What does your coverage mean to you?
Share your story & tell Congress ppl w/
[#cysticfibrosis](#) need quality insurance:



Tell Congress to Protect Your Coverage
Take action by entering your information and your personal story!
act.cff.org

RETWEETS
11

LIKES
11



7:10 PM - 10 Jan 2017

 **Cystic Fibrosis Foundation**
March 22 · 



Do you or does someone you love have cystic fibrosis? Take action to protect their health care, and tell Congress to oppose the American Health Care Act. People living with CF need access to high-quality, specialized care and affordable, adequate health insurance and the proposed legislation fails to adequately protect our community.



Take Action

Tell Congress to Oppose the American Health Care Act
Take action by entering your information and your personal story!
ACT.CFF.ORG

@ErinFlor

Content: Thank You!



Dear Friend,

Thank you for advocating on behalf of everyone living with cystic fibrosis.

Your inspiring stories were heard and last week, the House of Representatives withdrew the American Health Care Act when it became clear that there were not enough votes to pass the bill. Our community's voice is so powerful.

Together, we will continue **our work** to help ensure that people with CF have access to high-quality, specialized care and adequate, affordable insurance.

Thank you for all that you do,

Cystic Fibrosis Foundation



Cross-Pollination



kevin mccane

@Kevin_McCane

Follow

I just asked my members of Congress to join the Congressional Cystic Fibrosis Caucus! You should too act.cff.org/E2mAcyB!



Tell Your Elected Officials: Join the Cystic Fibrosis Caucus

Enter your information to ask your members of Congress to join, or thank them for joining, the Congressional Cystic Fibrosis Caucus!

act.cff.org

1:33 PM - 22 Mar 2017



@ErinFlor



CF Foundation

@CF_Foundation

Austin, a dad to a child w/CF, reflects on the importance of advocacy after attending March on the Hill: on.cff.org/2mb60pD #CFadvocacy



Tools



Phone2Action



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DONATE

Tell Your Elected Officials: Join the Cystic Fibrosis Caucus



Remz

@RemiOrlinsky

Follow

Robust NIH & FDA funding is crucial in the fight against [#cysticfibrosis](#). [@marcorubio](#) please vote to increase funding for FY2017.

2:01 PM - 13 Sep 2016



Both the House of Representatives and the Senate have established the Congressional Cystic Fibrosis Caucus. Join the House and show their support for members who have already joined.



Enter your information to ask your members of Congress to join, or thank them for joining, the Congressional Cystic Fibrosis Caucus!

Send an email to your Senators with one click!

Mr. * Full Name *

Email (jsmith@mail.com) *

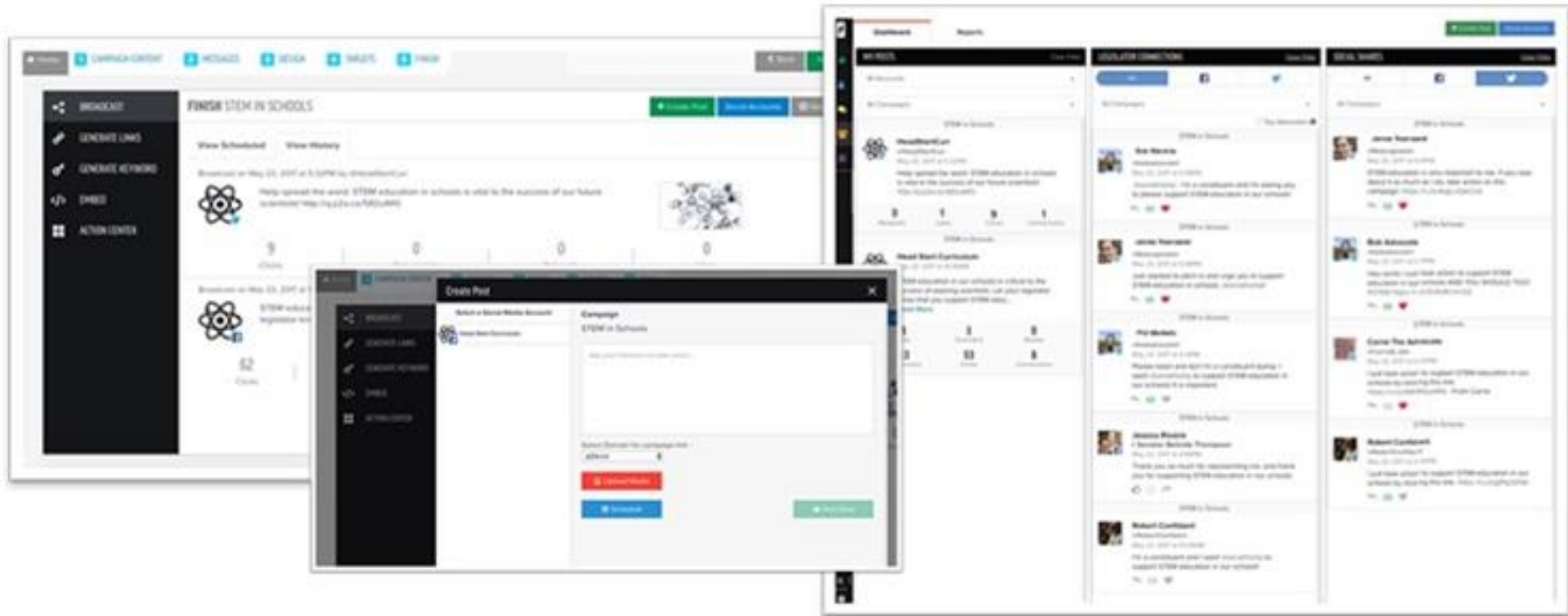
Mobile Phone ? *

Home Address (123 Any St) *

Zip Code *

Preview Email

Phone2Action: Analytics



Free/ Low-cost Tools



Thank you!