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Ivanka Trump © @IvankaTrump May 1 A major thank you to @CTATech for pledging 392,214 NEW opportunities for reskilling, training and apprenticeships in America!

Our #PledgetoAmericasWorkers Campaign has reached 7,844,684 commitments.. and counting!



Leveraging Social Media for Policy Positioning and Advocacy

Presented by @BronwynFlores Specialist, Policy Communications @CTAtech



Consumer Technology Association™

Tina Anthony 2:50 PM



Don Schaefer 2:50 PM when you walk into po

when you walk into policy-post-on-social, it's like walking into your own home



Bronwyn Flores 3:11 PM

1/2 Kudos to @WhiteHouse and @AjitPaiFCC for promoting a thoughtful, s https://cta.tech/News/Press-Releases/2019/April/CTA-Applauds-Trump-Ac

🧮 СТА

CTA Applauds Trump Administration for Approach to 5G Development We thank President Trump and Chairman Pai for their leadership on our

nation's 5G deployment, especially driven approach to 5G implementa free market – not government com make us the world's most innovativ private sector to deliver broadband nation's rural-urban 'digital divide.'

2/2 To win the #5G race, we must do barriers to broadband deployment)

13 Ajit Pai Retweeted



Show this thread

A look at CTA's social media planning.

- Slack is life changing
- Can this press release be a tweet?
- Is there a link associated?

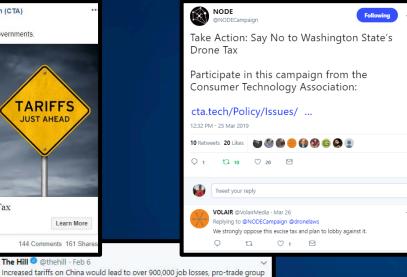


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1 2 2 443



Our key tactics.

- Always: tag handles, include a link and an • image
- Monitor for posts worth sharing •
- Paid for time sensitive, organic for steady • drumbeat

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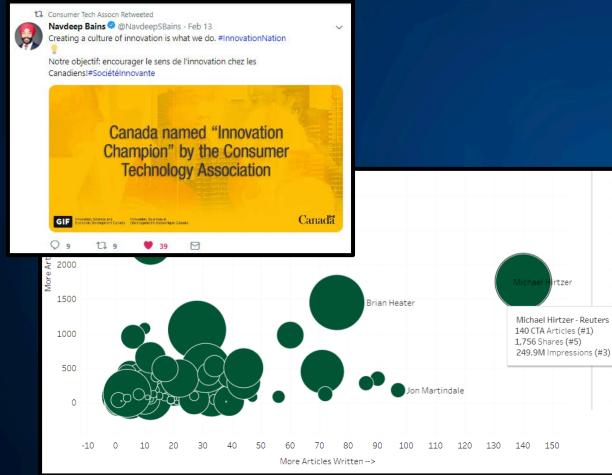
144 Comments 161 Share

The Hill 🥝 @thehill · Feb 6

says hill.cm/mgoVKPT



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Communicate success to leadership.

- Don't wait send screenshots right away.
- Incorporate into yours corporate goals.
- Use it to tell a bigger story.



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Jennifer Taylor @JenniferTaylorM · Feb 13 .@CTATech applauds @Walmart for publishing its new report AMERICA AT WORK. A great read! Automation is reshaping work across America. A new report explores the impact – and how communities might respond.



Ailish Campbell @Ailish_Campbell · Apr 9 It was an honour to meet you @TiffanyMMoore! Can't wait to do more together Headership #tech

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Tiffany M. Moore Control Contr

Help executives use social to become thought leaders.

- Again, slack is life changing
- Brand ambassadors before 9 and after 5
- Weekly all-staff emails of top performers
- Freedom to be creative



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Last w

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Hall at t

01.14.19 in Politics

Tech and tariffs in Sin City

Inside the CTA's efforts to educate and rally companies at CES 2019.

engadget CES 2019

COMES TO CES

Sebastian Herrera @ @SebasAHerrera · May 31 Last year, 76% of the desktop PCs and servers imported into the U.S. arrived from Mexico, along with 62% of television sets, according to the Consumer Technology

More on the Mexican tariffs news here:

Association.



U.S. Auto, Energy Industries Among Most Exposed to Mexico Tariffs President Trump's plan to impose escalating tariffs on Mexican imports threatens to increase costs for auto makers, raise prices at the gas pump f.. wsj.com

♀ t↓ 5 ♡ 2 ☑

Use social media to get earned media.

The small station at the South Hall corridor is fairly easy to miss, especially if you're rushing to a business meeting or an appointment. Still, Flores and her colleagues had helped send over 100 emails from the kiosk in under two days.

7 Comments 176



This was a different CES for Flores. Normally, policy work takes up most of her year, and CES is a break of sorts, where she mostly deals with media requests and helps facilitate interviews. This time, she spent the majority of the show reaching out to member companies to try to get them to talk to the press or share information that would help the CTA in its lobbying. "The CTA can talk, but we want them to tell their story," she told Engadget.

- Engage with reporters online and off-line
- Work with comms to pitch your campaign

Thanks.

@BronwynFloresSpecialist, Policy Communications@CTAtech

