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Leveraging Social Media for Policy Positioning and Advocacy

Presented by
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A look at CTA's social media planning.

Tina Anthony 2:50 PM
this is the greatest slack channel every so there is that

Don Schaefer 2:50 PM
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, strategic, free-market approach to #5G. American ingenuity and our unmatched innovation culture will ensure we remain the world's tech leader <https://cta.tech/News/Press-Releases/2019/April/CTA-Appraises-Trump-Administration-for-Approach-to-5G-Development>

CTA
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 their strategic, free-market approach to 5G implementation. We look forward to working with the administration to make us the world's most innovative nation, and to encourage the private sector to deliver broadband to all Americans, including our nation's rural-urban 'digital divide.'

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

Ajit Pai Retweeted

Consumer Tech Assocn @CTATech 2d
1/2 Kudos to @WhiteHouse and @AjitPaiFCC for promoting a thoughtful, strategic, free-market approach to #5G. American ingenuity and our unmatched innovation culture will ensure we remain the world's tech leader [cta.tech/News/Press-Rel...](https://cta.tech/News/Press-Releases/2019/April/CTA-Appraises-Trump-Administration-for-Approach-to-5G-Development)

3 5 7

Show this thread

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



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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

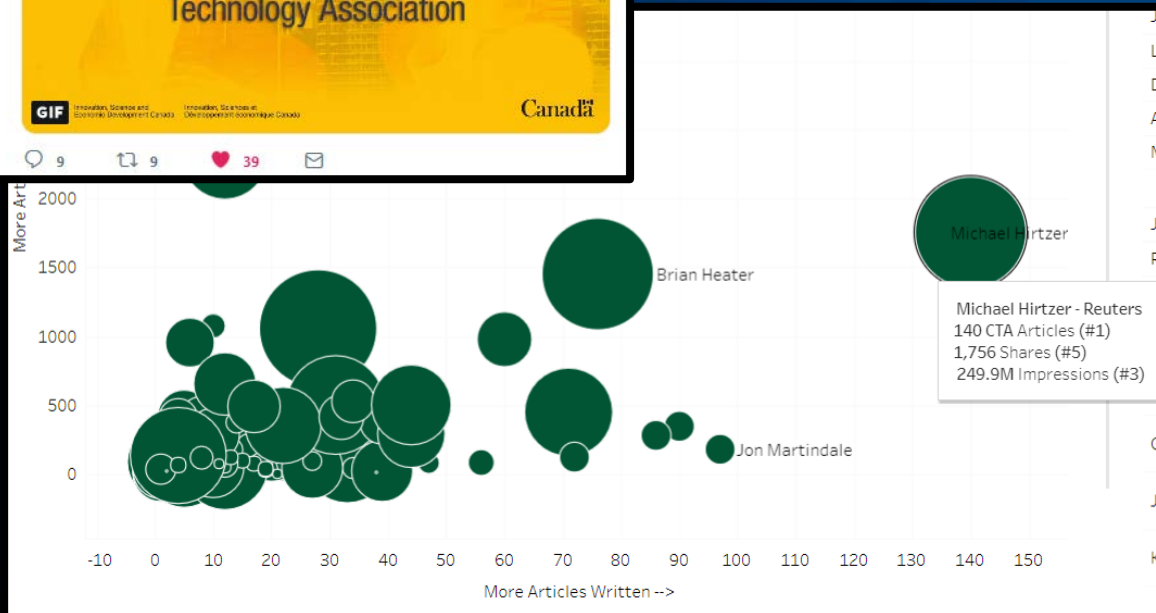


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Communicate success to leadership.

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





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Help executives use social to become thought leaders.

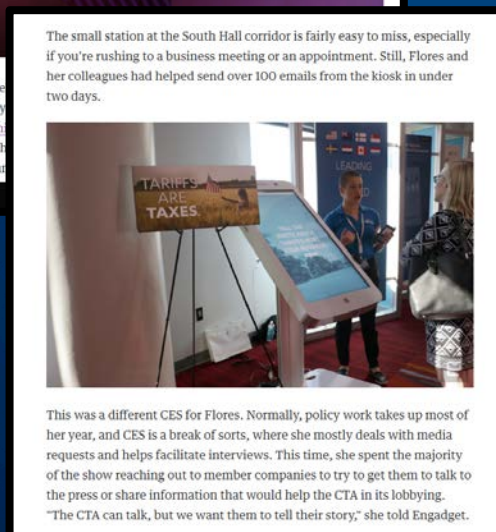
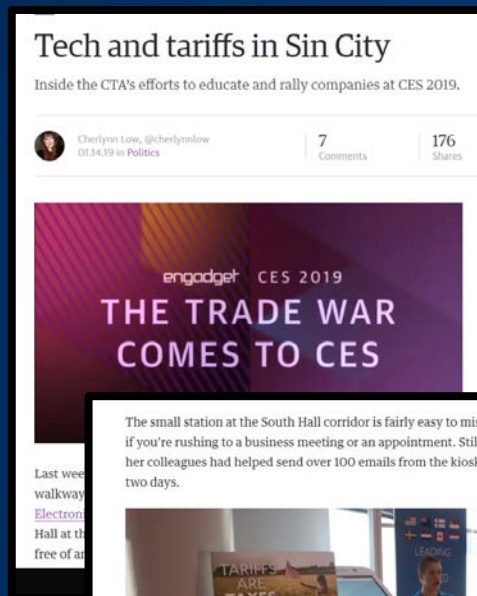


- Again, slack is life changing
- Brand ambassadors before 9 and after 5
- Weekly all-staff emails of top performers
- Freedom to be creative



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Use social media to get earned media.



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

Thanks.

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