Leveraging Social Media for Policy Positioning and Advocacy

Blair Foy Public Affairs Manager, Health and Public Policy







Our Story: Giving Government Affairs a Voice

- Shifting perspective from cross functional support to a thought leader
- Securing executive buy-in to define and establish our public voice
- Build internal and external audience to develop diverse advocacy base

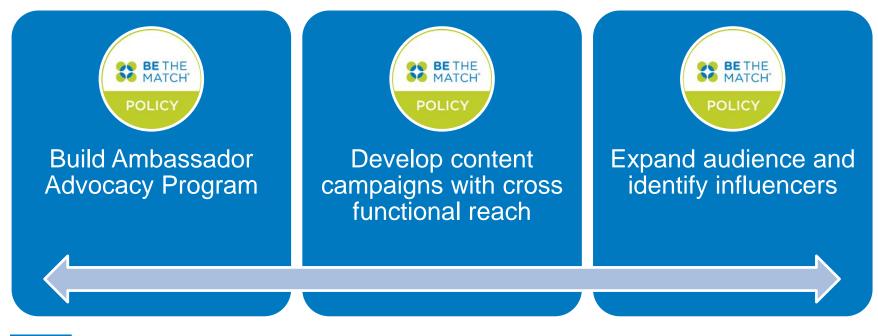


Identifying our Audience

External			
Advocates Commercial Payers Policy and Regulatory SMEs Media Influencers Healthcare Non-Profits BMT Partner Organizations	Internal Advocates Be The Match employees NMDP/Be The Match Board	Members of Congress Lawmakers Congressional staffers	BE THE MATCH [®] POLICY
	of Directors Network Partners		



Engagement Strategy

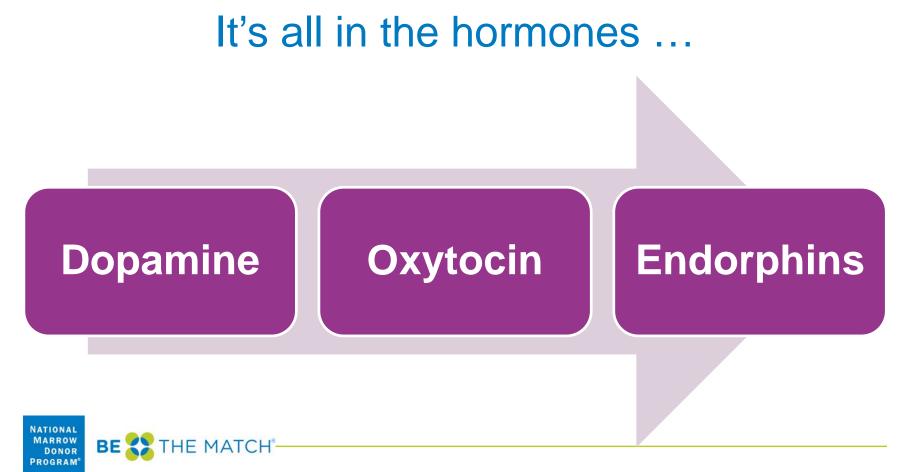




Ambassador Advocacy Program







Functional Storytelling Strategy

Narrative Transportation Theory

Genderlect Communication Theory

Reuse, Recycle, Repurpose



So ... what has all of this done for us?





On the Ground Content - State of the Union

- In February, we were on Capitol Hill for an Appropriations Fly-In.
- One of our ambassadors, Kristin Akin, was invited by her Congresswoman to attend the State of the Union.
- Kristin's story is one of the most difficult in our organization's history.
- Our goal was to honor her experience, thank the Congresswoman for the opportunity and highlight the need to fully fund our Program.
- https://twitter.com/BTMPublicPolicy/status/1092934149722329088





Influencer Engagement



Great meetings this morning with the offices of NY Senators @SenGillibrand & @SenSchumer for #ASTCTHillDay19 to talk about access to care for patients receiving stem cell transplants or cellular therapy @ASTCT #CARTcells #bmtsm #HealthPolicy #PACTAct S.1268/H.R.2498 #CMS



11:20 AM - 21 May 2019 from Washington, DC



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You, ASTCT, Be The Match and 5 others

NATIONAL MARROW DONOR PROGRAM







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It is a privilege. This is about giving patient's access to the treatment options which work best for them.



Key Takeaways ...

- Altruistic supporters will step in to further your cause
- Strategy in Storytelling
- Make government affairs feel human
- Get yourself a seat at the leadership table with concrete gains

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