



Leveraging Social Media for Policy Positioning and Advocacy

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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



Engagement Strategy



Ambassador Advocacy Program



It's all in the hormones ...



Dopamine

Oxytocin

Endorphins

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>

Produced Content – PACT Act



Influencer Engagement



Miguel Perales M.D.
@DrMiguelPerales

Following

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

5 Retweets 22 Likes



You, ASTCT, Be The Match and 5 others



Gus Bilirakis
@RepGusBilirakis

Following

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



NMDP/Be The Match Public Policy @BTMPublicPolicy

Thank you @RepGusBilirakis for co-sponsoring the #PACTAct and working to give #Medicare beneficiaries equal access to life-saving #CellularTherapy.

Show this thread

9:37 AM - 10 May 2019

1 Retweet 15 Likes



Tweet your reply



NMDP/Be The Match Public Policy @BTMPublicPolicy · May 10

Replying to @RepGusBilirakis

It is an honor to have your support @RepGusBilirakis as we work to ensure #EqualOutcomesForAll for #Medicare beneficiaries through the #PACTAct. ❤️❤️ - Blair



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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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