Digital Advocacy

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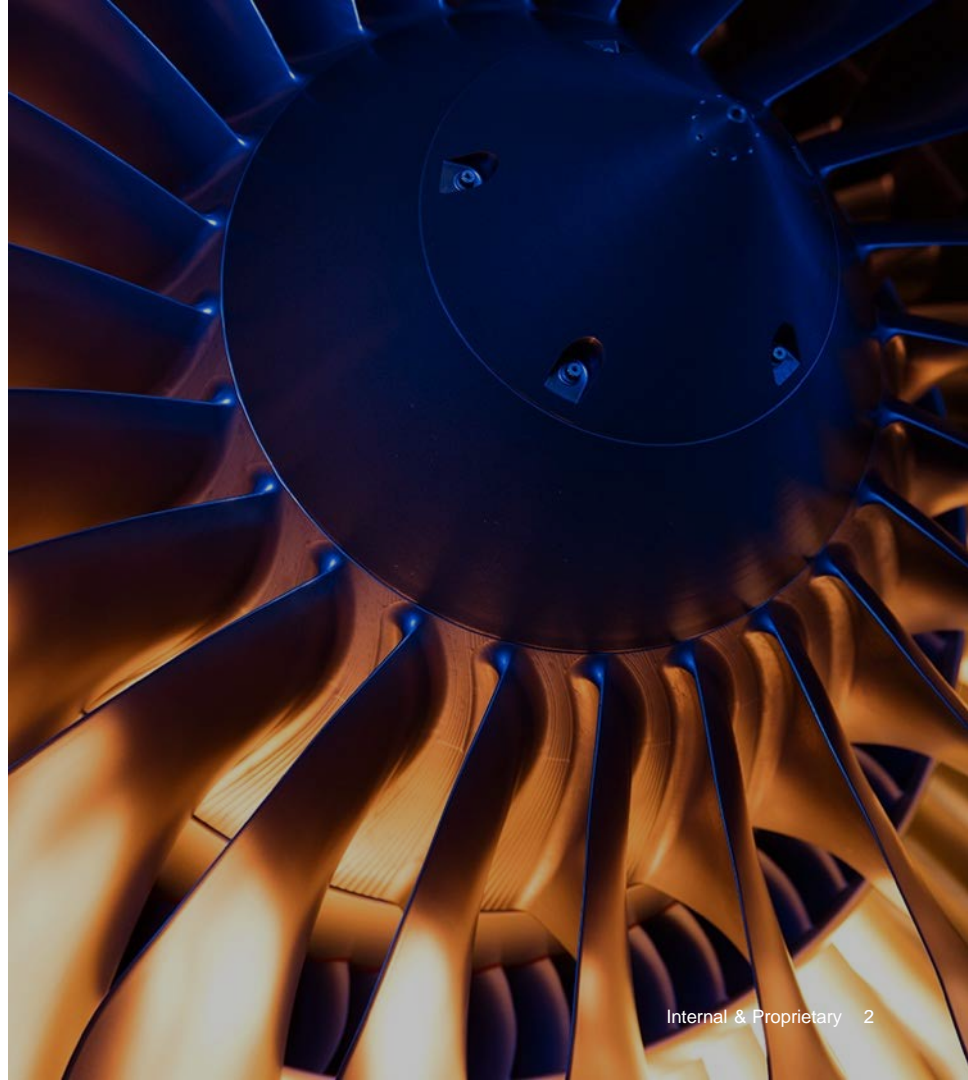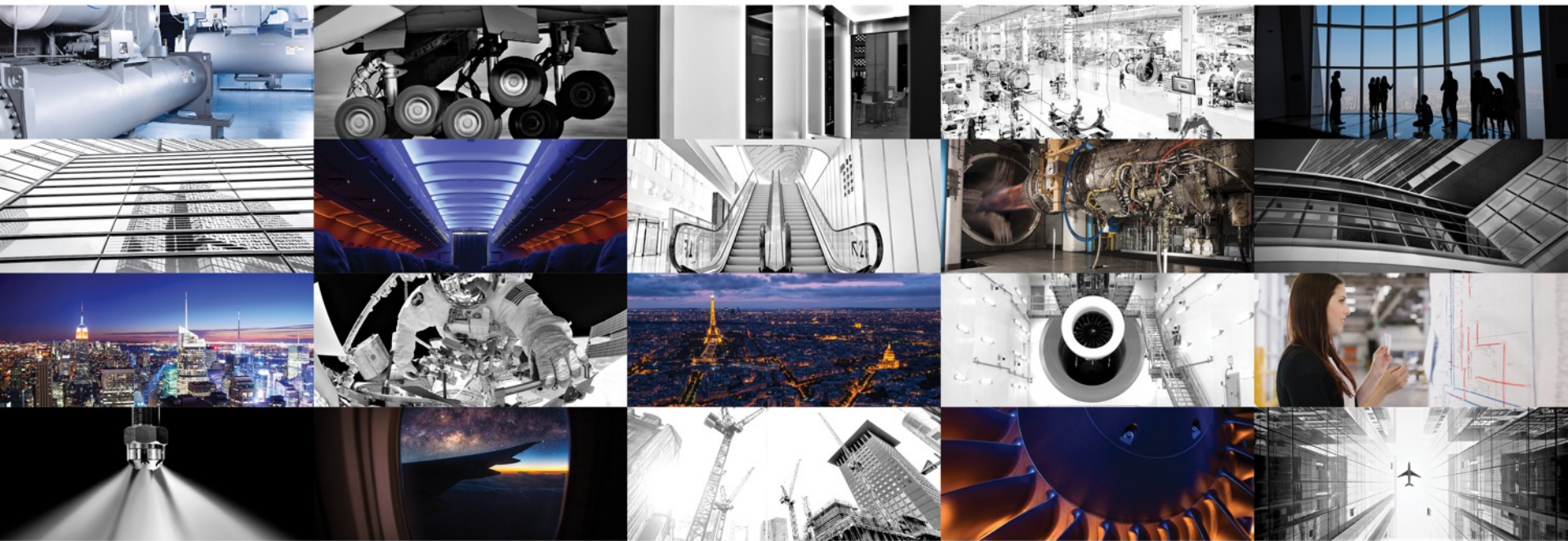
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#DMAS19

Leveraging Social Media for Policy Positioning and Advocacy

1. UTC Overview + UTC Social Media
2. Digital Advocacy + @UTCpolicy
3. Resources + Tools
4. Engagement
5. Content
6. Modern Metrics + Measurement
7. Takeaways

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We are innovating an extraordinary future. We are a global technology company founded by some of the world's greatest inventors and committed to tackling some of society's biggest challenges.
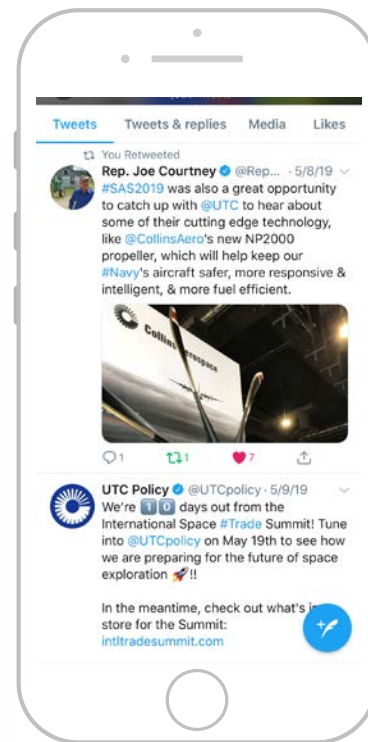

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Digital Advocacy + UTC Government Relations

➢ Relationships with elected officials and political staff are critical for GR professionals. Ensure you're cultivating and maintaining these relationships both on and off-line.

➢ Get digital with your team's priorities. Put the complex into context before creating content.

Twitter Usage
➢ 100% of U.S. Representatives
➢ 100% of U.S. Senators
➢ 100% of Governors

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Resources + Tools

SM Consultant
CRAFT Digital Media

SM Management Tool
Sprinklr

Industry Group
SocialMedia.org

Media Analytics
Zignal Labs

Associations

Public Affairs Council

Business Round Table

National Association of Manufacturers

Aerospace Industries Association

Air-Conditioning, Heating, & Refrigeration Institute

National Elevator Industry Inc.

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Engage off-line

| 1	2	3	4	5
Connect with key political staff	Share @UTCpolicy strategy	Identify collaboration opportunities + process	Ask for a Twitter follow	Flag, flag, flag

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Content. Creative?

➢ Test different content

➢ Diversify media assets

➢ Develop your own sourcing guide

➢ Set standards, then exceed them
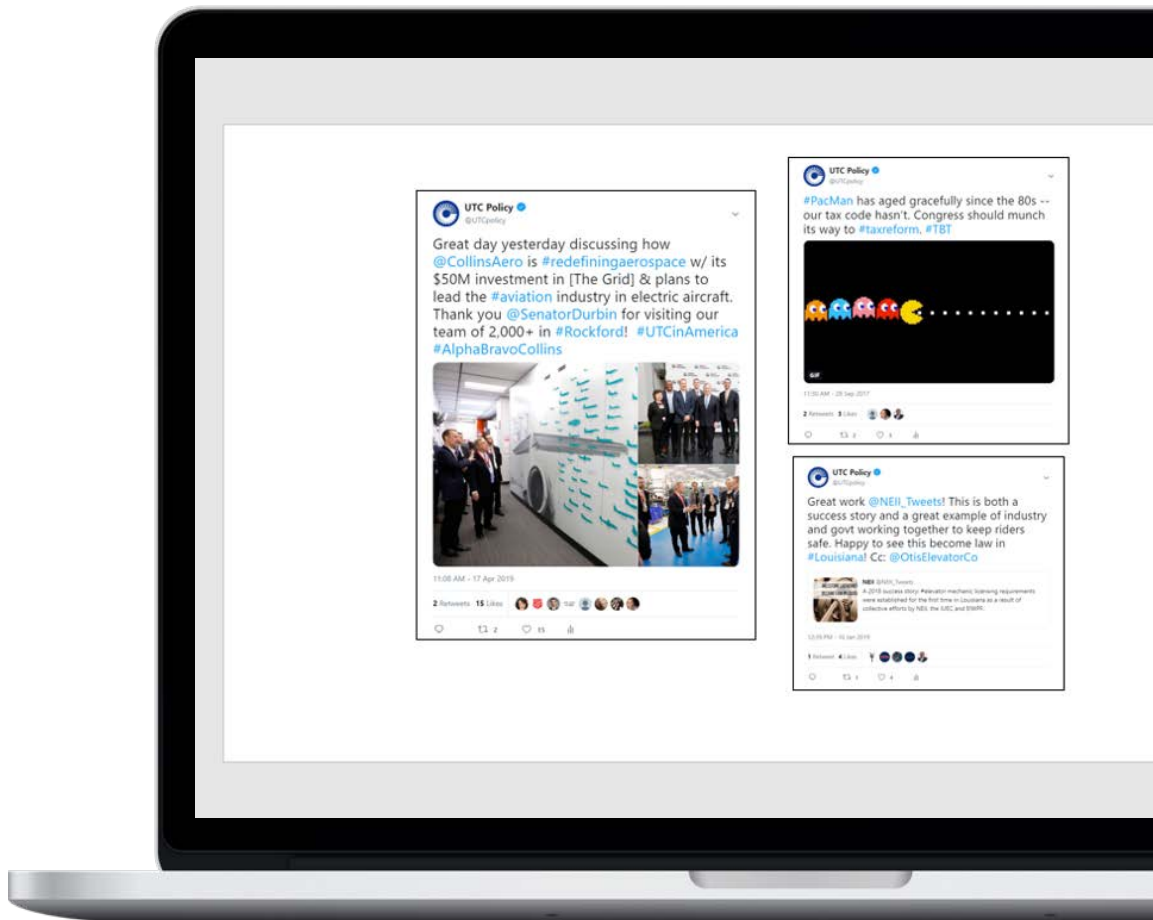
Modern Metrics + Measurement

➢ Goal | Objective | Desired Outcomes/KPIs

➢ Adjust methodology depending on campaign or priority

➢ Develop shared language

➢ Ownership + expertise

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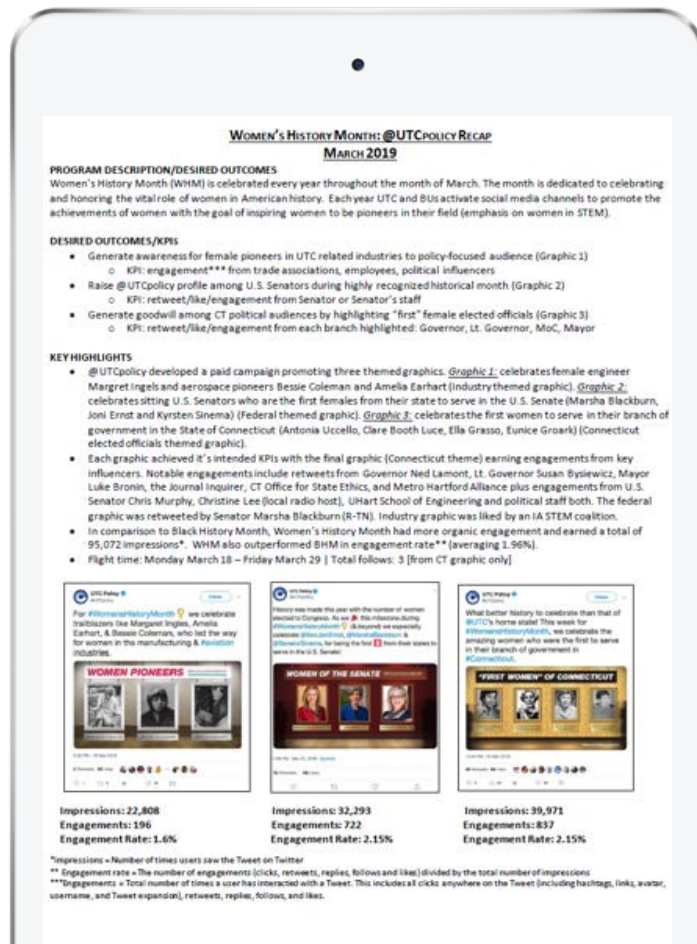
Takeaways

➤ A successful social strategy is one that is **organized**

➤ Build a comprehensive inventory of capabilities and resources; leverage this for your specific measurement approach

➤ Know yourself, know your targets

➤ Attach personal goals to project goals

➤ Be confident

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Thank you.

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