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United Technologies





#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





United Technologies Corporation

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.





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.



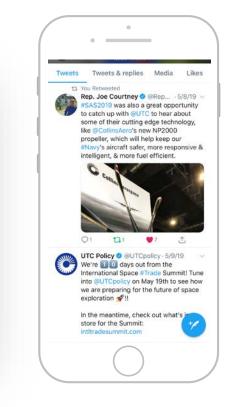
Twitter Usage ➤ 100% of U.S. Representatives ➤ 100% of U.S. Senators ➤ 100% of Governors



Media

Likes

 \uparrow





Resources + Tools





Public Affairs Council



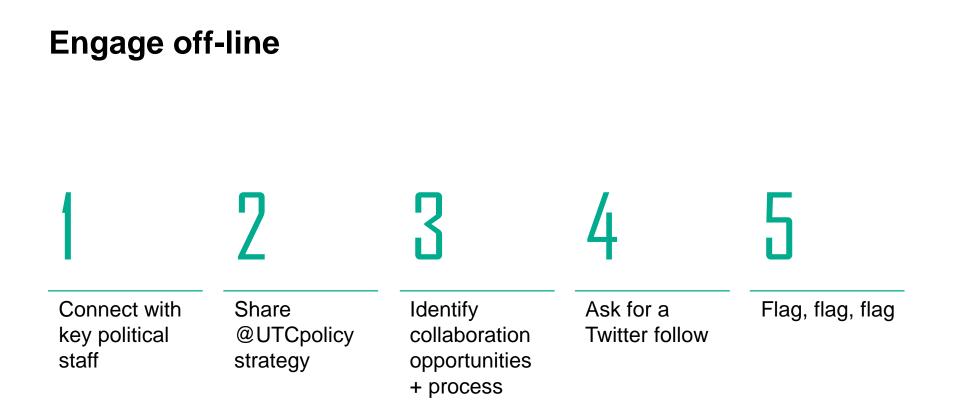




& Refrigeration Institute



Industry Inc.

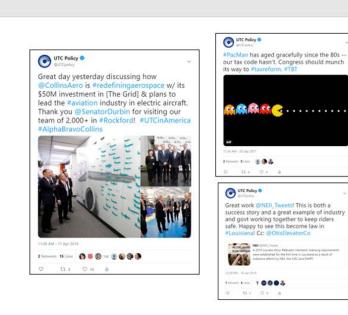




Content. Creative?

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

WOMEN'S HISTORY MONTH: @UTCPOLICY RECAP MARCH 2019

PROGRAM DESCRIPTION/DESIRED OUTCOMES

Women's History Month (WHM) is celebrated every year throughout the month of March. The month is dedicated to celebrating and honoring the vtairiote of women in American history. Each year UTC and BUs activate social media channels to roomote the achievements of women with the goal of mapring women to be poincers in their field (emphasis on women in STEM).

DESIRED OUTCOMES/KPIS

- Generate awareness for female pioneers in UTC related industries to policy-focused audience (Graphic 1)
 KPI: engagement*** from trade associations, employees, political influencers
- Raise @ UTCpolicy profile among U.S. Senators during highly recognized historical month (Graphic 2)
 KPI: retweet/like/engagement from Senator or Senator's staff
- Generate goodwill among CT political audiences by highlighting "first" female elected officials (Graphic 3)
 KPI: retweet/like/engagement from each branch highlighted: Governor, LL. Governor, MoC, Mayor

KEY HIGHLIGHTS

- @UTCpolicy developed a paid campaign promoting three themed graphics. <u>Graphic 1</u>: celebrates female engineer Margret Ingels and acrospace pioneers: Bessie Coleman and Amelia Earhard (Industrythemed graphic). <u>Graphic 2</u>: celebrates stifting U.S. Senatos who are the first females from their state to serve in the U.S. Senate (Marsha Blackburn, Joni Ernst and Kyrsten Sinema) (Federal themed graphic). <u>Graphic 3</u>: celebrates the first women to serve in their branch of government in the State of Connecticut (Antonia Uccello, Clare Booth Luce, Ella Grasso, funice Grank) (Connecticut elected difficials themed graphic).
- Backgraphic achieved it's intended RPIs with the final graphic (Connecticut theme) earning engagements/mon key
 influencers. Notable engagements include retweets from Governor Ned Lamont, Lt. Governor Susan Bysiewicz, Mayor
 Luke Bronin, the Journal Inquiter, CT Office for State Ethics, and Metro Hartford Alliance plus engagements from U.S.
 Senator Chris Murphy, Christine Lee Blocal radio host), UHart School of Engineering and political staff both. The federal
 arabit was retweeted by Senator Marsha BlockburnG-RPIL, Industry graphic was liked by an IA STEM coalition.
- In comparison to Black History Month, Women's History Month had more organic engagement and earned a total of 95,072 impressions*. WHM also outperformed BHM in engagement rate** (averaging 1.96%).
- Flight time: Monday March 18 Friday March 29 | Total follows: 3 [from CT graphic only]



****Toggement rate a line number of engagements (cick), reveets, reveets, boows and ske) avoide by the total number of engagement are the focal number of times a user has interacted with a Tweet. This includes all cicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expanding), reveets, replies, follows, and likes.



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







