

October 3, 2019



Public Affairs  
Council

## Digital Public Affairs

John Brandt, Public Affairs Council

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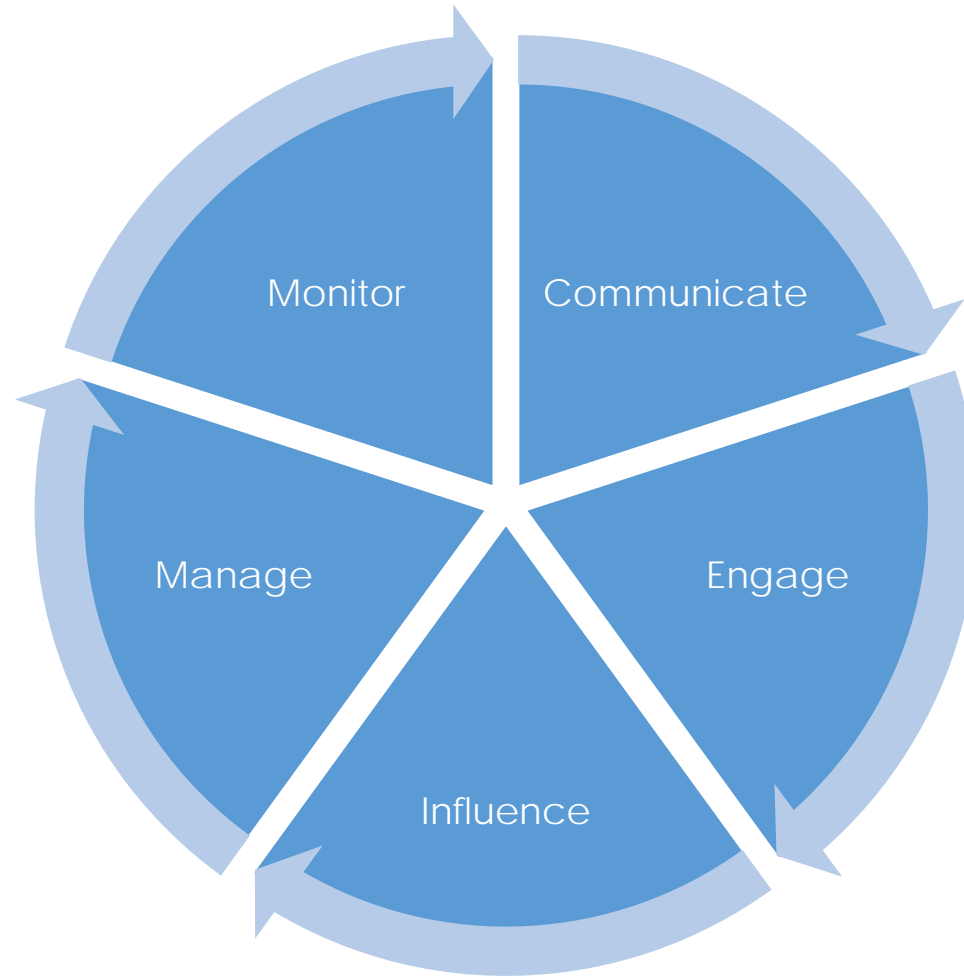
- Planning
- Execution

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- Execution

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# What Is Digital Public Affairs?



# What Is Digital Public Affairs: How To Do It

- **Inform:** Tell your side of a story and illuminate your policies.
- **Grow:** Find and activate grassroots supporters.
- **Maintain:** Reputation is the most valuable currency in “cancel culture” moment.
- **Target:** Locate and cultivate key digital contacts.

# Why Is Digital Public Affairs Important?

## Power Dynamics in Society



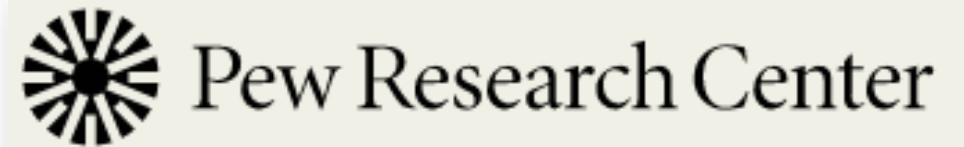
SOURCE JEREMY HEIMANS AND HENRY TIMMS

HBR.ORG

# Why Is Digital Public Affairs Important?

## Follow the Audience

### Key findings about the online news landscape in America



The share of Americans who prefer to get their news online is growing. In 2018, 34% of U.S. adults said they preferred to get news online, whether through websites, apps or social media. That's compared with 28% in 2016. (Television remains the most popular source of news, with 44% of Americans citing a preference for TV.)

<https://www.pewresearch.org/fact-tank/2019/09/11/key-findings-about-the-online-news-landscape-in-america/>

# Why Is Digital Public Affairs Important?

Follow the Trend

## **Trump is unleashing money on digital ads ahead of 2020 election**

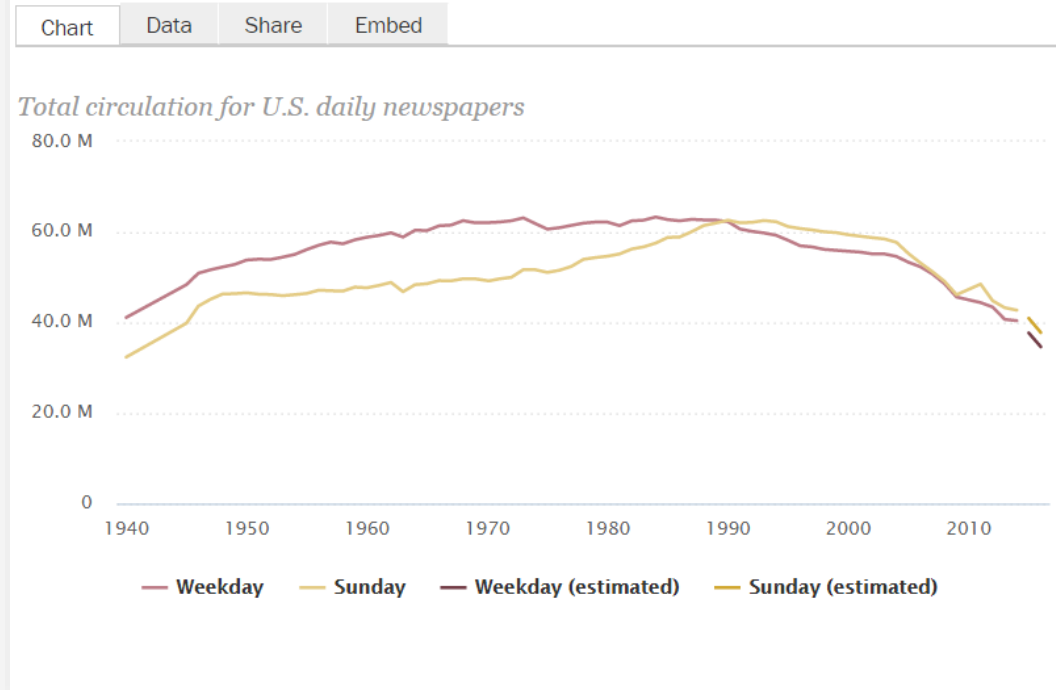
Published: June 13, 2019 4:20 p.m. ET

(Democrats are) worried by the more than \$10 million Trump and his allies have already spent on digital advertising, a drop compared with the \$1 billion his campaign could spend by Election Day.

<https://www.marketwatch.com/story/some-democrats-concerned-about-trumps-massive-digital-ad-spending-ahead-of-2020-2019-06-13>

# Digital Public Affairs Trends

Total estimated circulation for U.S. daily newspapers



Newspaper website unique visitors



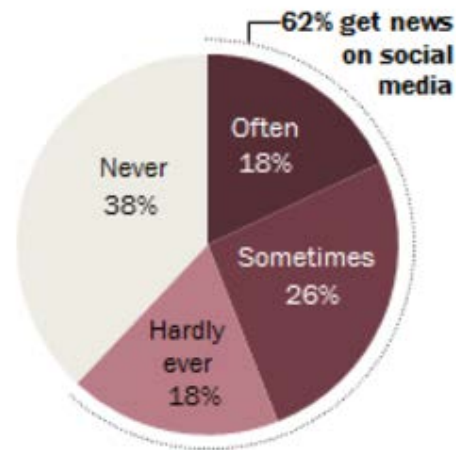
Source: Pew Research Center



# Digital Public Affairs Trends

## About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...

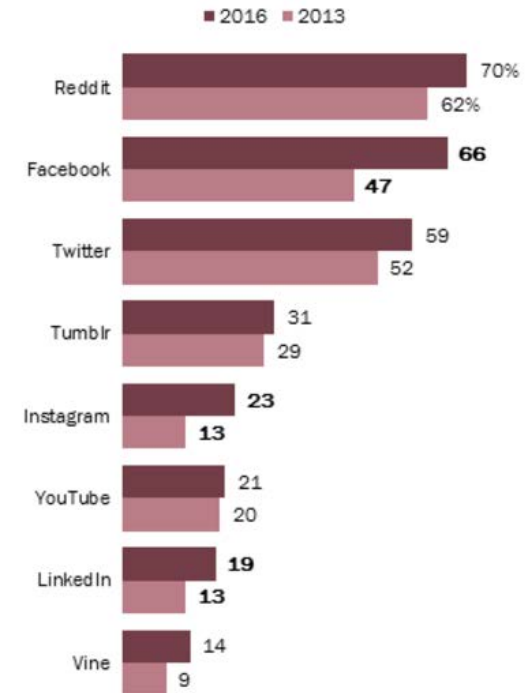


Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

## Growth in use of social media for news

% of users of each social networking site who get news there



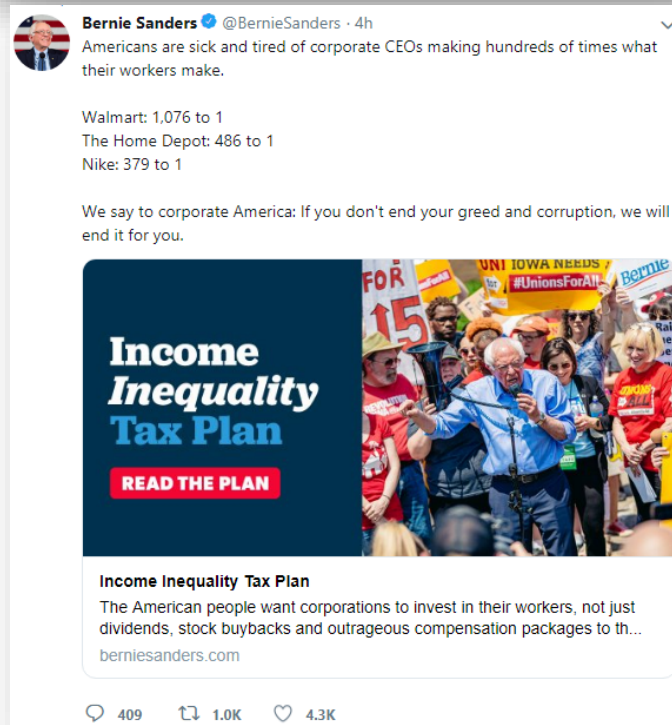
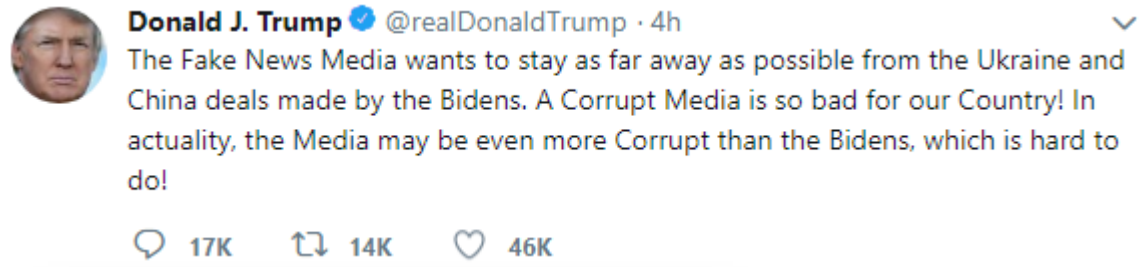
Note: Statistically significant differences in **bold**.  
Source: Survey conducted Jan. 12-Feb. 8, 2016.  
"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER

# Digital Public Affairs Trends

	2012	2013	2014	2016	2017
<b>I would not be able to carry my work out without social media</b>	37 percent	41 percent	53 percent	48 percent	48 percent
<b>Social media has improved the productivity of my work</b>	44 percent	54 percent	57 percent	41 percent	37 percent
<b>Because of social media I am more engaged with my audience</b>	74 percent	76 percent	N/A	78 percent	80 percent

# Digital Public Affairs Trends



Direct to constituent messaging via social is now the norm for elected officials



# Why Is Digital Different?

## PROS:

- Real-time analytics and optimization
- Scalability
- Low cost of entry
- Sharable and self-sorting

## CONS:

- Crowded and noisy
- Increased transparency and visibility
- Potential for all tactics, no strategy

# Digital Public Affairs Strategy: The Big Questions

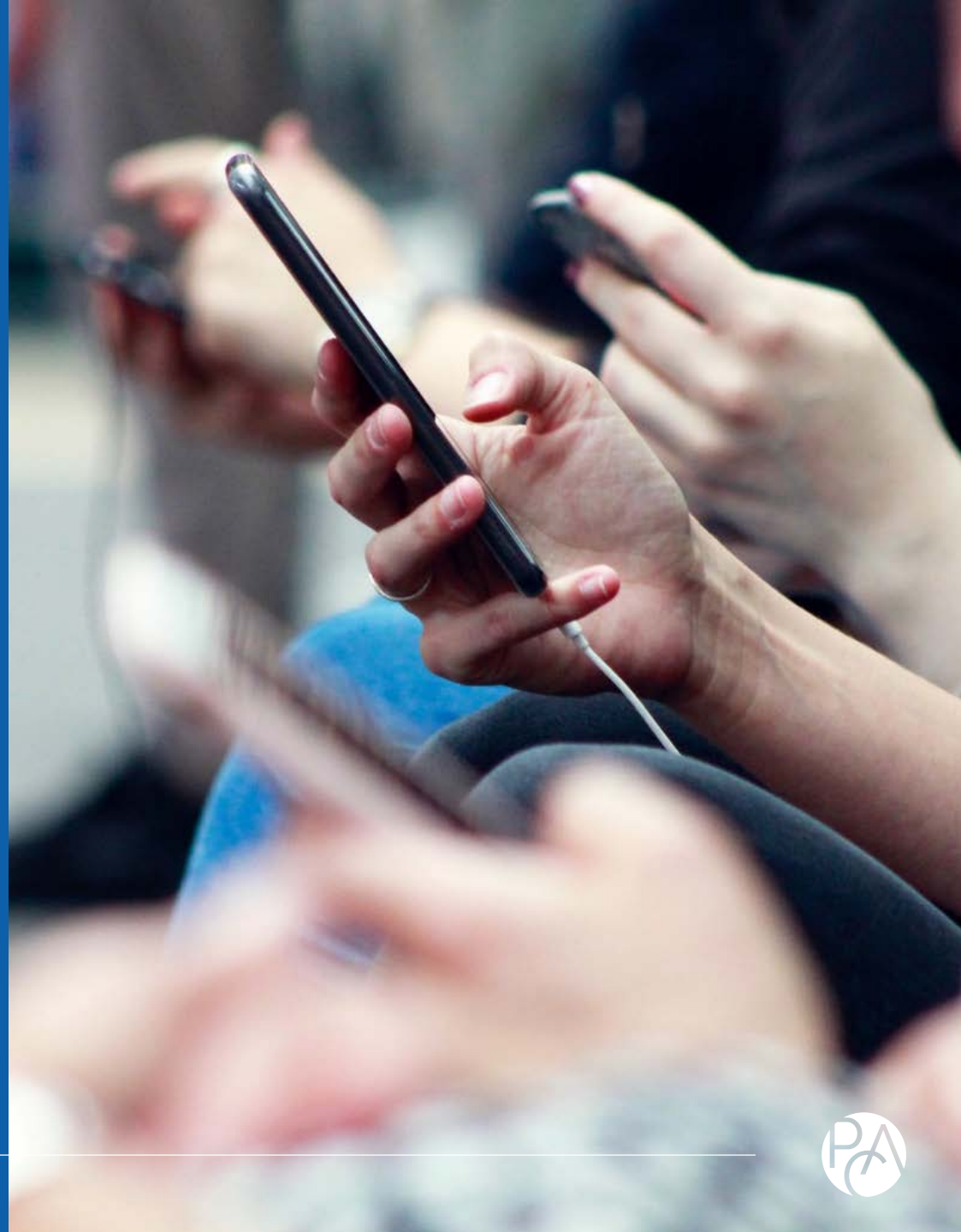
- What assets do we have at our disposal?
- Who supports our goals and how can we leverage them?
- How can I effectively communicate the issues at stake?
- Where are my advocates and targeted audience?
- How can I find an angle to get into the news cycle?

# Digital Public Affairs Strategy: Build an Integrated Campaign

- **Plan:** Use a content calendar to plan regular posting and coordinate with area experts.
- **Curate and Develop:** Serve as a content curator for your organization, develop new content for the organization and optimize other content for social
- **Optimize and Measure:** Digital provides a constant stream of metrics and analytics. Optimize your efforts for your goals.
- **Channels:** Website, Blog, Email, Social Media, Earned Media

# Unique Characteristics of Social Media

- Platform and Audience Specificity (don't tweet on LinkedIn)
- Authenticity/Audience Listening/Two-way Communication
- Rapid Spread of Information
- User Generated Content





# Top Five Reasons to Use Social Media

1. **Engage with Grassroots Advocates:** Give/get source material.
2. **Thought Leadership:** How we give back, how we're excellent, and why it matters.
3. **Engage with Key Contacts:** Correcting the record and influencing the debate.
4. **Get the Latest:** News often hits social before the home page.
5. **Social Listening:** See and hear how your issues are discussed in the digital town square.



# Engage With Advocates



**U.S. Chamber** ✓  
@USChamber

Retweet to join us in telling Congress to support a 40-hour work week! --> [bit.ly/1wVFJIC](https://bit.ly/1wVFJIC)  
#40isfulltime



**TELL CONGRESS**

 **FULL TIME = 40 HOURS**

**TAKE ACTION >**



**American Dental Association**  
Published by Connect [?] · June 20 at 4:59pm ·

Thank you to our supporters who, over the last two weeks, sent over 2,700 messages to Capitol Hill! #MedicalDeviceTax



**Medical Device Tax Repeal Passes in the House!**

**U.S. House approves device tax repeal**  
The U.S. House of Representatives on a bipartisan 280-140 vote June 18 approved a repeal of the excise tax on medical devices.

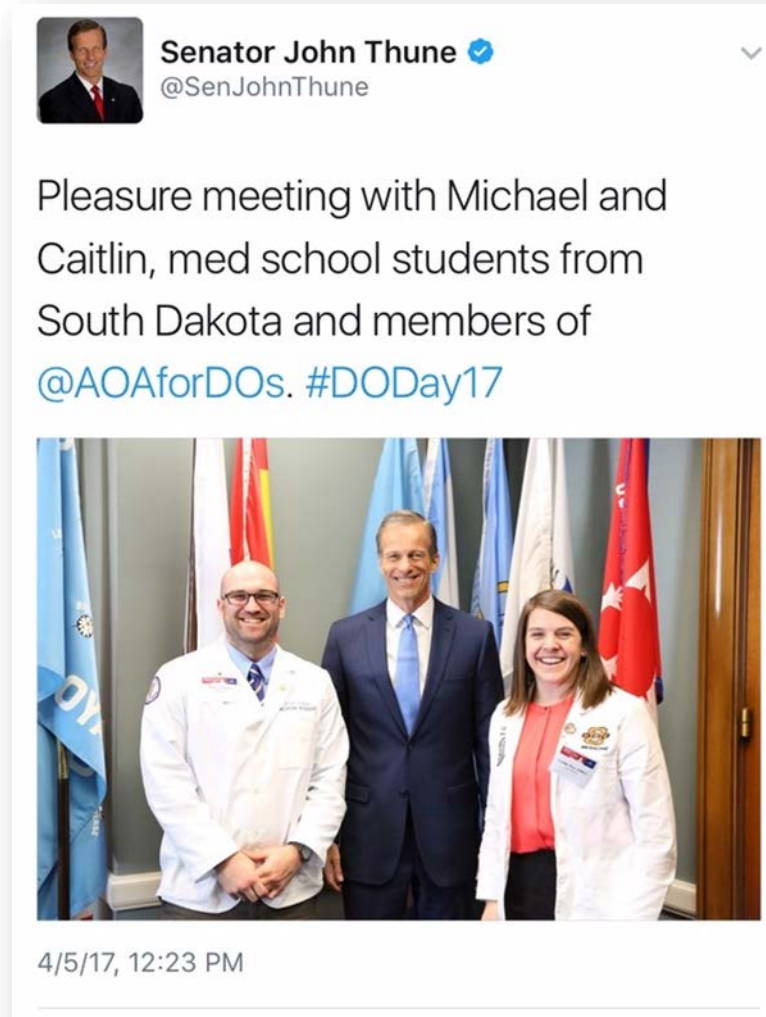
13,984 people reached **Boost Post**

Unlike · Comment · Share

👍 You and 172 others like this. **Most Relevant**

🔗 34 shares

# Engage With Advocates



# Thought Leadership



Evergreen



"Today Peg"



# Thought Leadership



Repurposing Earned Media



Offering Solutions

# Engaging With The Media/Key Contacts

*Skittles are candy; refugees are people. It's an inappropriate analogy. We respectfully refrain from further comment, as that could be misinterpreted as marketing*



**Mars, Incorporated** ✓  
@MarsGlobal

Follow

1:13 AM - 20 Sep 2016

↩️ ↺️ 5,238 ❤️ 7,815



**General Motors** ✓  
@GM

Follow

The offer we presented to the UAW prioritizes employees, communities and builds a stronger future for all. It includes improved wages and health care benefits, over \$7B in U.S. investments and 5,400 jobs. Let's come together and secure our shared future:  
[s.gm.com/ezm5](https://s.gm.com/ezm5)

## GM's Offer to the UAW:

### Over \$7 Billion in Investments and more than 5400 Jobs:

- Solutions for unallocated assembly plants in Michigan and Ohio
- Investments in eight facilities in four states
- Introduction of all-new electric trucks
- Opportunity to become the first union-represented battery cell manufacturing site in the U.S.
- Additional new vehicle and propulsion programs

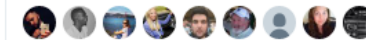
### Best-in-Class Wages and Benefits:

- Wage or lump sum increases in all four years
- Improved Profit Sharing Formula
- Ratification payment of \$8,000
- Retain nationally-leading health care benefits
- New coverage for autism therapy care, chiropractic care and allergy testing

GENERAL MOTORS

10:42 AM - 15 Sep 2019

64 Retweets 155 Likes



💬 264 ↺️ 64 ❤️ 155

# Engaging With The Media/Key Contacts



**Kristin Byrne**  
@Kristin\_Byrne

Follow

.@SocialSecurity Hello! I am a consumer reporter in Milwaukee for @tmj4 I am looking to connect with a spokesperson in my area for a story I am working on -- Can someone help? Thanks! Kristin.byrne@tmj4.com

8:11 AM - 25 Sep 2019



**Byron Tau** ✓  
@ByronTau



Following

Wanted: Twitter user fluent in election law speak awake at this hour. My tired eyes are seeing double.

RETWEETS

2

LIKES

8



10:10 PM - 15 Mar 2016

Washington, DC



Reply to @ByronTau



**Robert Kelner** @robkelner · 10h  
@ByronTau I'm awake.... We never sleep.



1





**Byron Tau** @ByronTau · 10h  
@robkelner I'll email you!



# Get The Latest




# Social Listening




**Eugene Gu, MD**   
@eugenegu Follow

If e-cigarettes are only supposed to be for smoking cessation in adults and not as a clever way to get a whole new generation of kids addicted to nicotine, then Juul Labs and other vaping companies should support legislation to make e-cigarettes available by prescription only.

2:19 PM - 11 Sep 2019

284 Retweets 1,422 Likes



 155  284  1.4K

**rudy mustang**  
@rudy\_mustang Follow

first walmart bans guns, then it bans vapes. what's next? they're gonna ban those blue cookie monster pajama pants??

**CNN**  @CNN

BREAKING: Walmart, America's largest retailer, says it will stop selling e-cigarettes as the number of deaths tied to vaping grows [cnn.it/30vuxJb](https://cnn.it/30vuxJb)

11:39 AM - 20 Sep 2019

36 Retweets 417 Likes



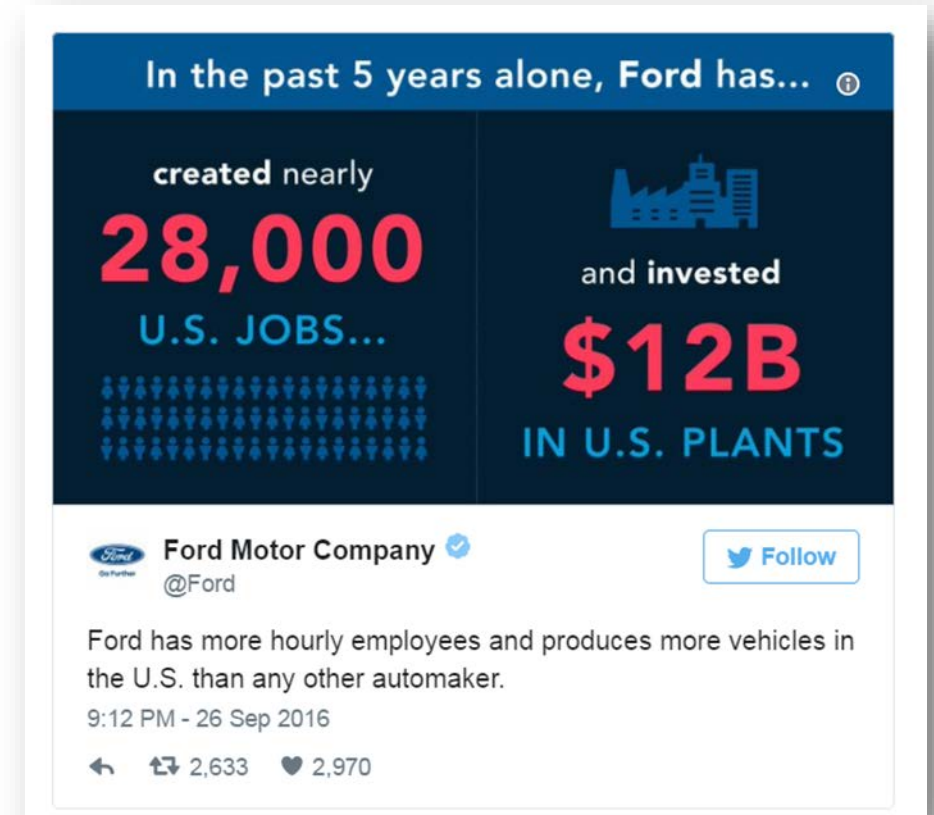
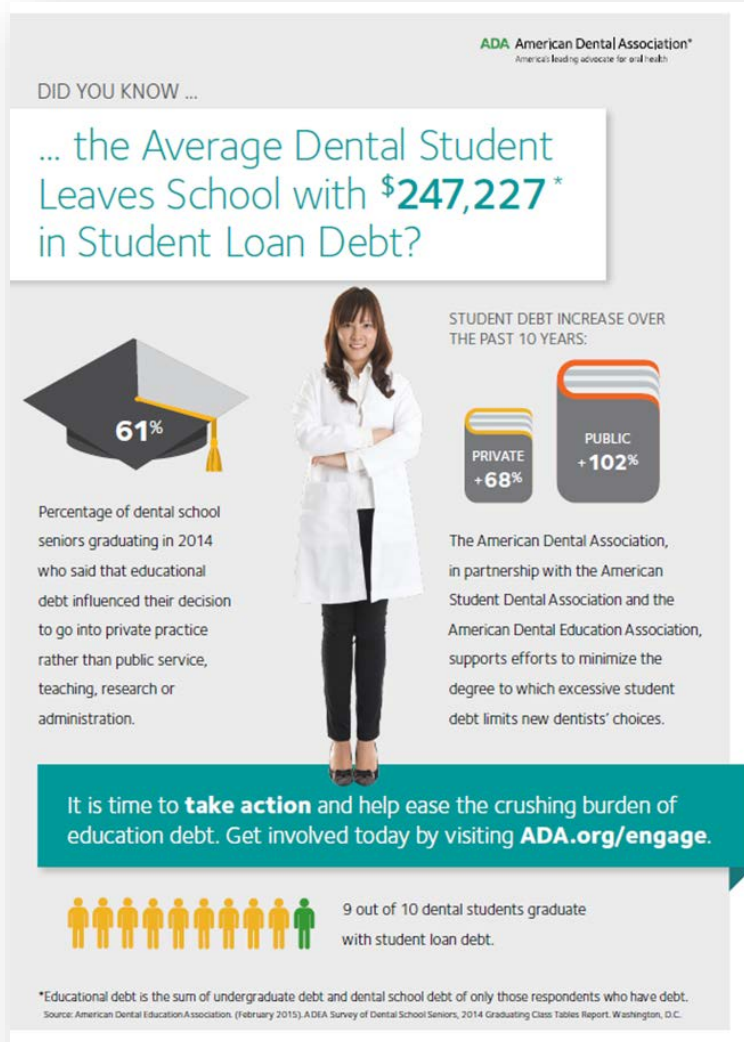
 5  36  417



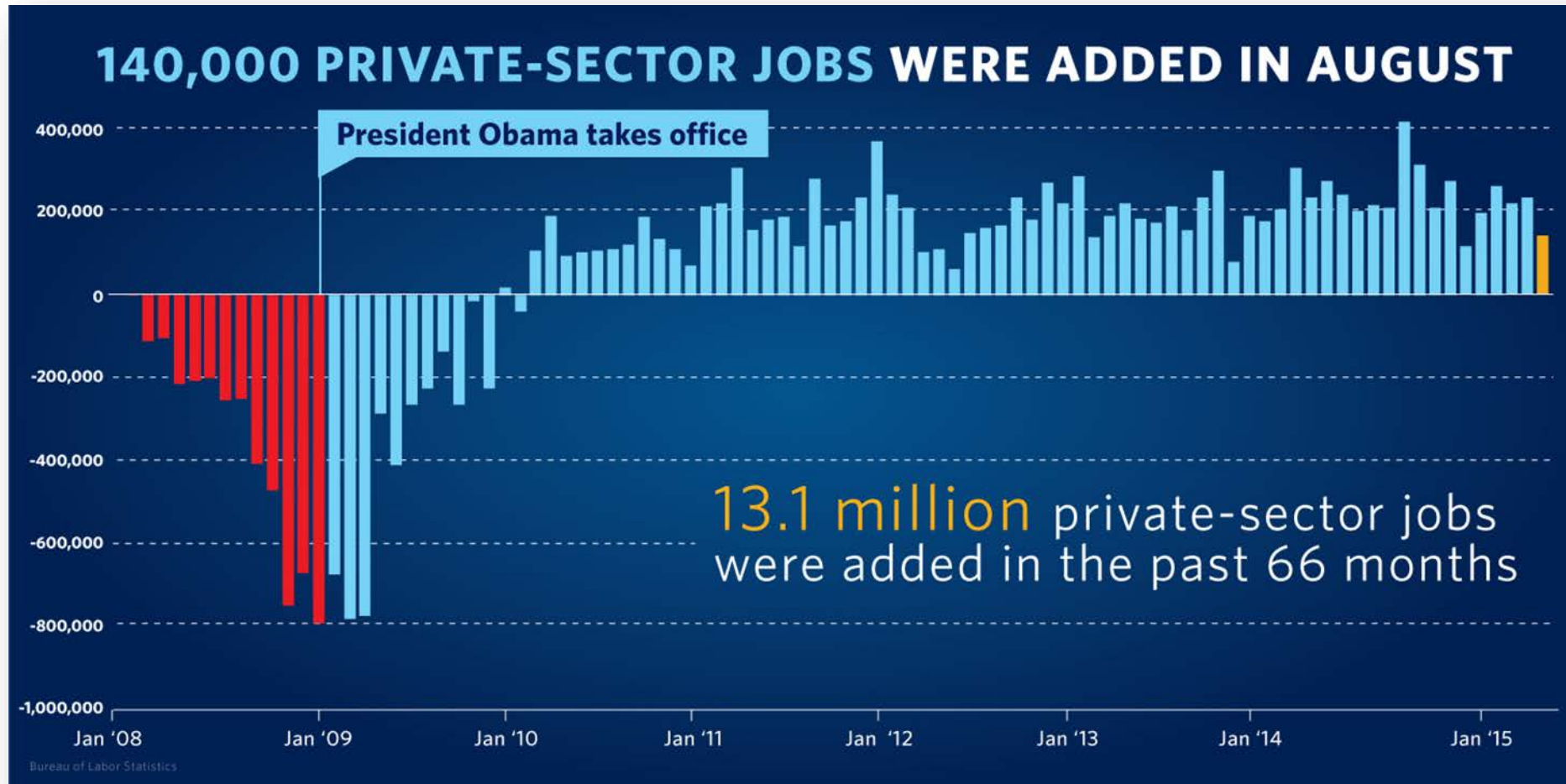
# Infographics For Public Affairs: Sharable and Succinct Storytelling

- **Size:** Small and short or long and detailed
- **Focal Point:** Narrative or Data (They're both telling a story.)
- **Creative:** Bring life and color into complex issues.
- **Action Oriented:** Designed to elicit a reaction. Sharable content.
- **Timing:** Can be "Evergreen" or have a news or "today" hook.

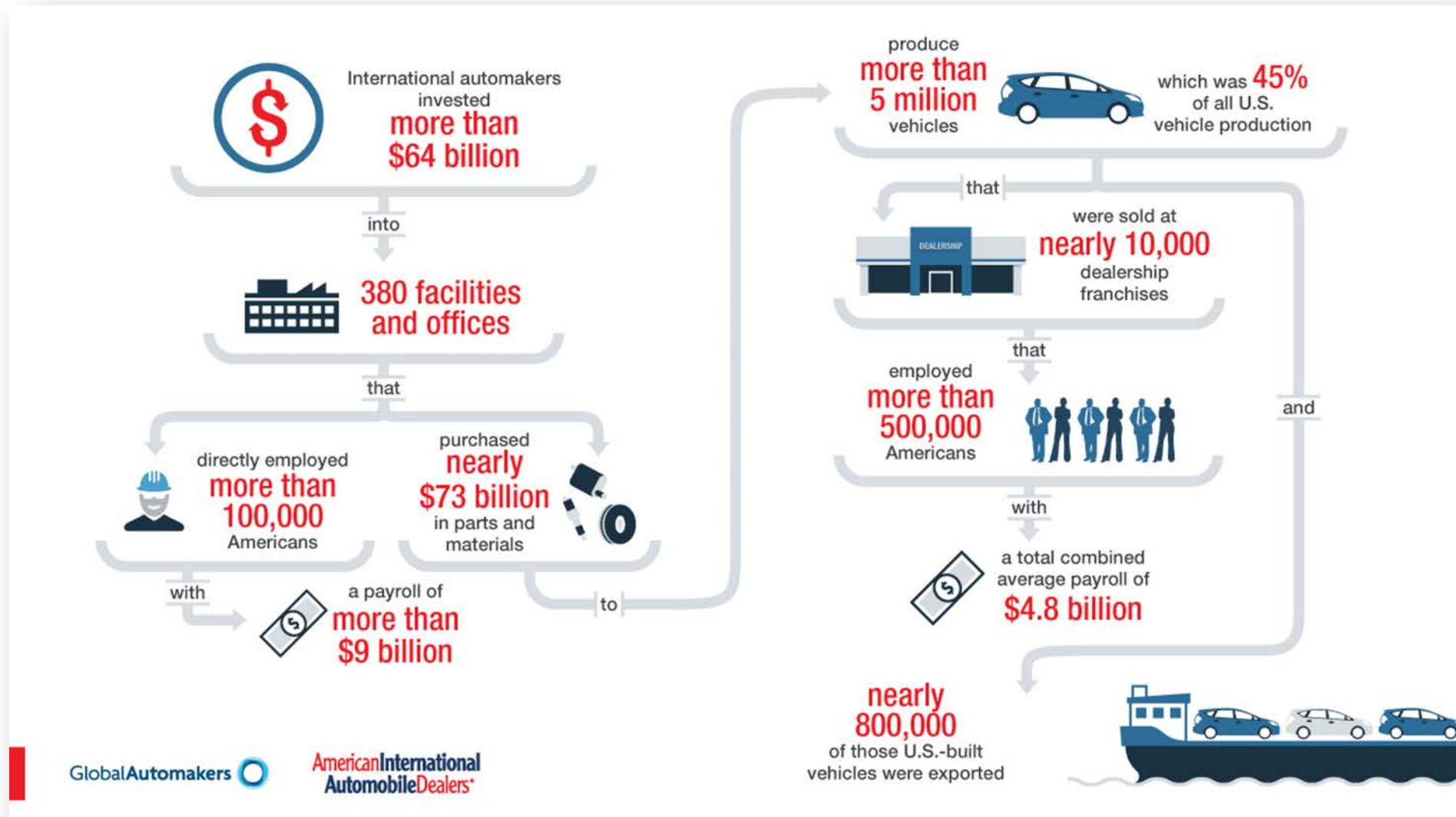
# Infographics



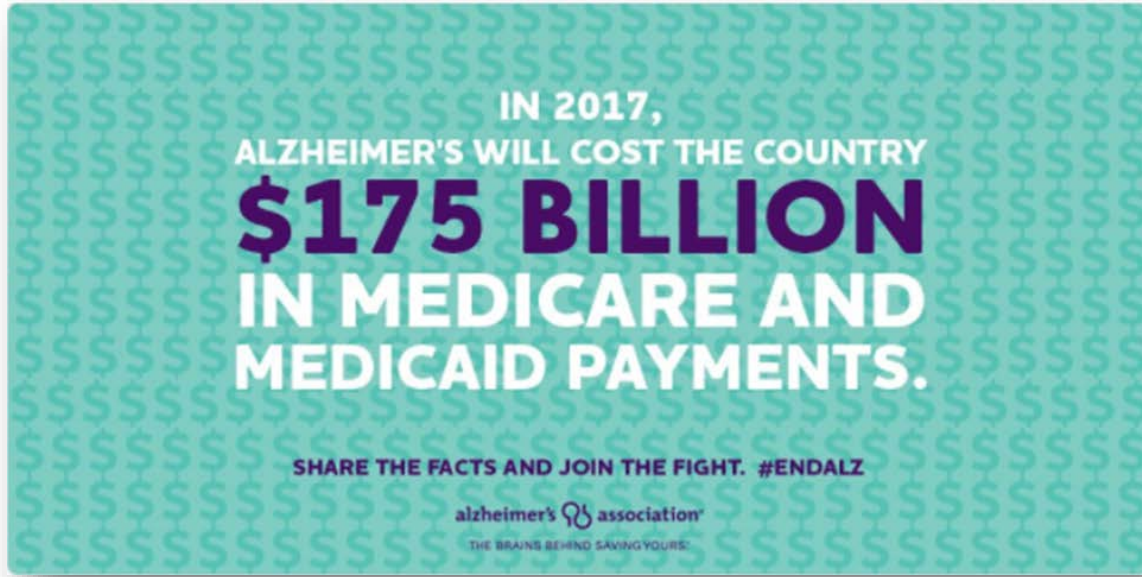
# Infographics



# Infographics



# Infographics





# Data Visualization

LEARN MORE

CHOOSE...

## MAP LEGEND

Click icons to toggle their visibility on the map below.



Manufacturing Facility



R&D Center



Workforce Development



Finance Center



Port of Export



Sales, Services, & Parts Zone Office



Parts Center



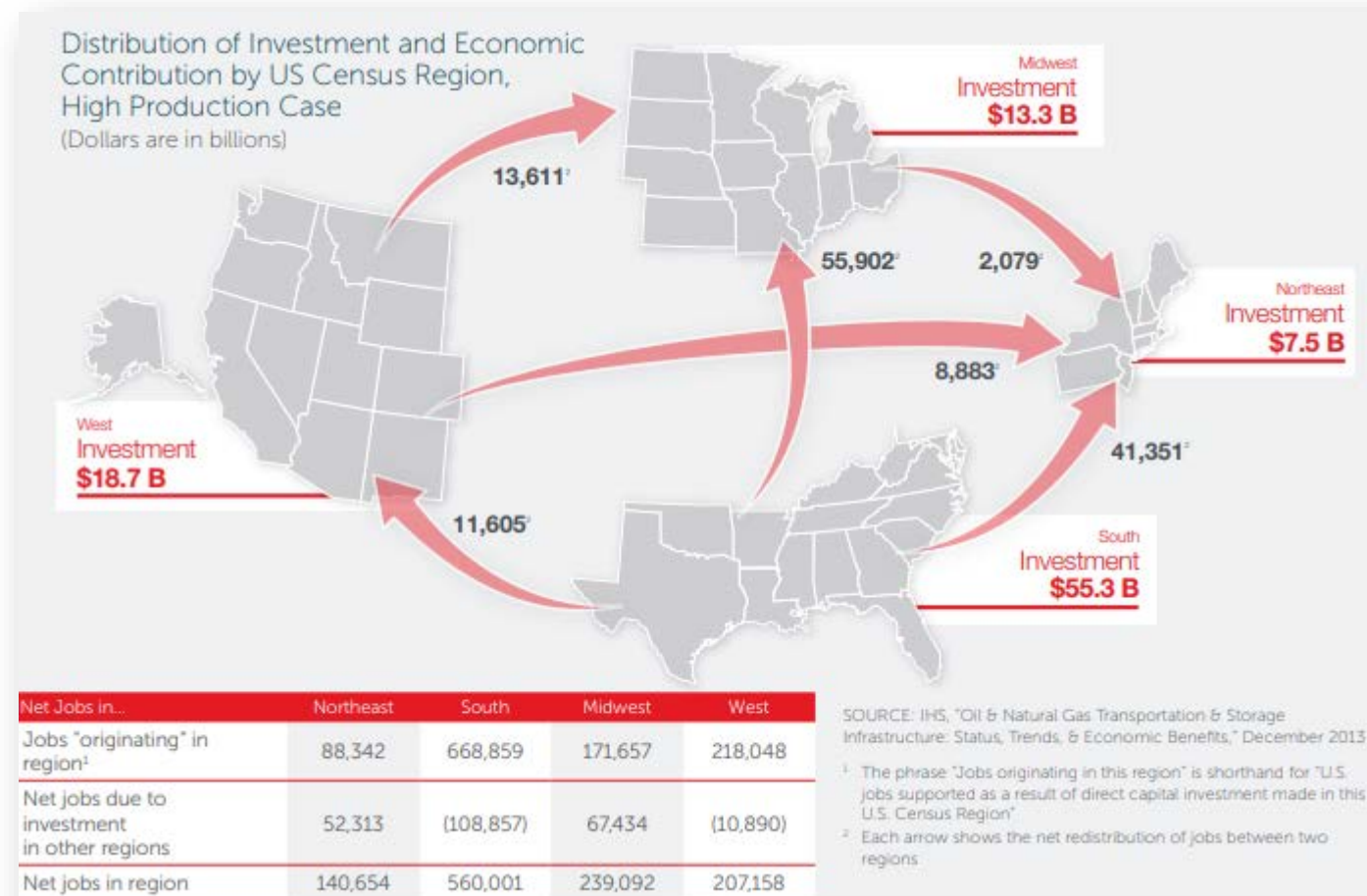
Suppliers



Auto, Powersports, & Power Equipment Dealers



# Data Visualization



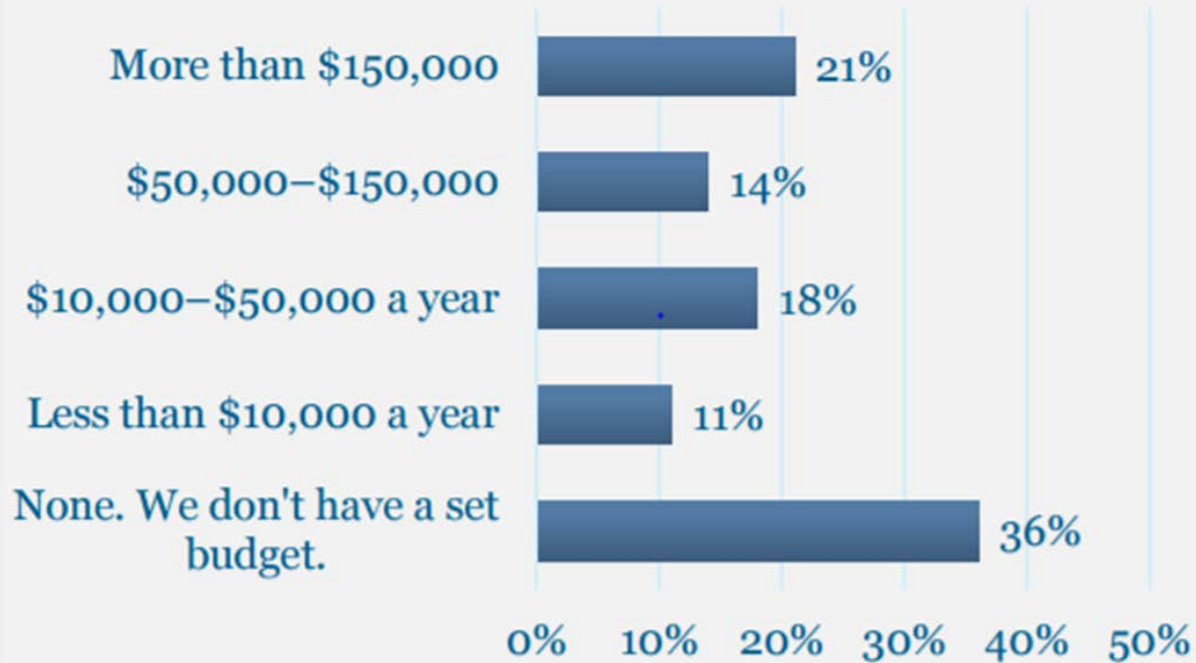
# Digital Advertising for Public Affairs: 5 Reasons Why

- **Supporters:** Gain advocates through advertising.
- **Awareness:** Spread the word about your issue.
- **Re-frame the Debate:** Try to change the narrative with key contacts.
- **Increase Engagement:** Keep supporters aware and interested.
- **Amplify Earned Media:** Extend the life of news stories on your issues.

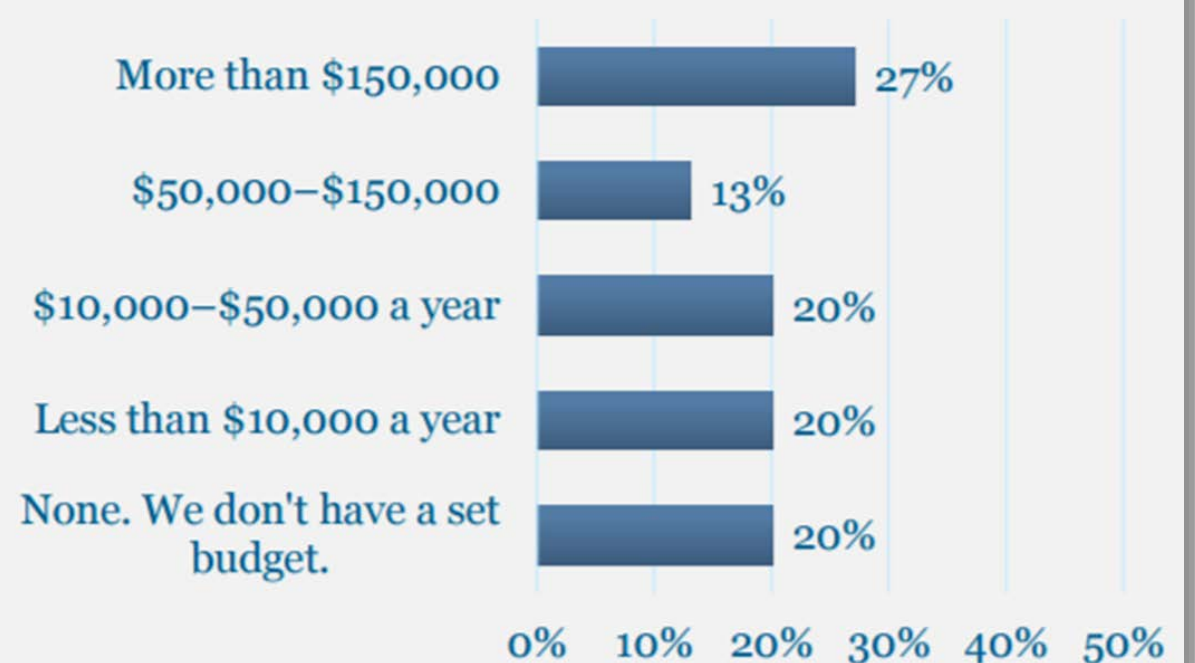


# Digital Advertising Budgets

## Associations



## Corporations



# Digital Advertising: Precautionary Note



**Jamie Carracher**  
@JamieCa

Following



I would like to make a proactive statement  
about digital comms & advocacy.

Digital advertising doesn't do anything all by  
itself.

10:18 AM - 29 Mar 2017



1



# Digital Advertising: Thought Leadership

 **Lockheed Martin**   
@LockheedMartin


[REPORT] Discover how we foster innovation, protect the environment and propel responsible growth.

**SCIENCE  
OF  
CITIZENSHIP**


Download Sustainability Report  
[lockheedmartin.com](http://lockheedmartin.com)


 Promoted  
4/27/17, 10:40 AM





26 RETWEETS 49 LIKES

 **benandjerrys**  
Sponsored

**IF IT'S MELTED,  
IT'S RUINED!**



Learn More 

2,356 views

**benandjerrys** Join us in Washington DC April 29th and call on our leaders to deliver climate action now!

# Digital Advertising: Raising Awareness

**Comcast**  @comcast

COMCAST

Title II ≠ [#netneutrality](#). Comcast continues to support open internet protections: [comcast.com/ca/st/2rw9oOV](http://comcast.com/ca/st/2rw9oOV)



2,830 2,143 7,345

 Promoted

**AAOS Advocacy** @AAOSAdvocacy

AAOS

[#Orthopaedic](#) surgeons help patients in your community get back to work. Learn why it's crucial for the economy.

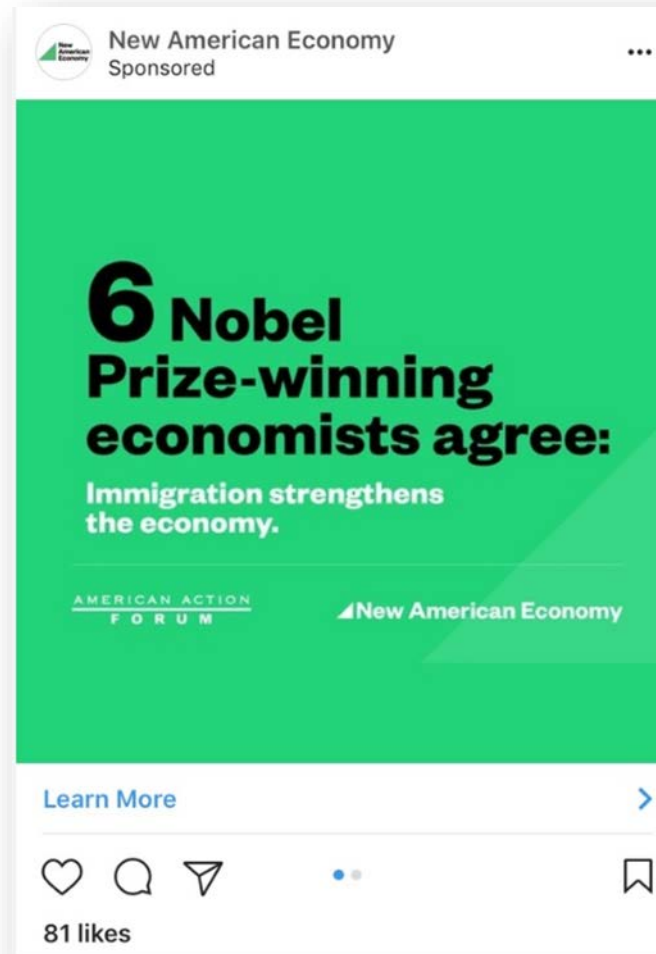


Keeping Communities Strong and Working  
[aaos.org](http://aaos.org)

1 14 24

 Promoted

# Digital Advertising: Re-Frame The Debate



# Digital Advertising: Extend Earned Media





# Digital Advertising: Engage Advocates

 **Am Clinical Lab Assn**   
@ACLAlabs 

CMS' cuts to lab services is harming seniors.  
Support senior health by passing LAB Act!





**Millions of seniors depend on vital lab tests.**


  
American Clinical Laboratory Association

**Congress: It's Time To Support The LAB Act**  
[www.acla.com](http://www.acla.com)

7:47 PM - 15 Sep 2019

 **American Lung Assoc.**  
@LungAssociation 

Today, 27 patient groups told @cmsgov that we strongly oppose policies that would allow states to apply for block grants or per capita caps for their Medicaid programs and harm patients with serious and chronic health conditions. [#DefendPreEx](#)



**AMERICAN LUNG ASSOCIATION®**

**Patient Groups Express Strong Opposition to Medicaid Block Grants**  
Learn how to improve your lung health. Make efforts towards clean air & smokefree living. Facts about lung diseases.  
[lung.org](http://lung.org)

7:55 AM - 18 Jul 2019

# Digital Advertising: It Flows From The Goals

What are we trying to achieve? That will help us answer the following questions:

Budget  
Platforms  
Creative  
Audience  
Targeting  
Call to Action





# Digital Advertising: Targeting

## Types:

Targeted Audience	Look-a-like targeting
Cookies	Contextual Targeting
Device Ids	Social Media Based Targeting
Geo-fencing	Re-targeting (pixels)
Geo-targeting	Custom Audiences
Behavioral Targeting	
Demographic Targeting	



# Digital Advertising: Integration

## Types:

Landing Page(s)  
Message Testing  
Matching Messages to Targets  
Optimizing Calls To Action (CTA)  
Page Analytics  
Retargeting



# Digital Advertising: Precautions

## Important Considerations:

Approved Site List

Blacklisted Sites

Ad Blockers

Blind Ads

Rate Card (CPM/CPC or Flat  
Rate?)



# Questions?

# Contact Information

**John Brandt**

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[jbrandt@pac.org](mailto:jbrandt@pac.org) – 202.787.5978