



Digital & Public Affairs

Public Affairs Council Webinar  
11 June 2015

# Today

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A simple framework  
for applying digital to  
public affairs.



How petitions influence  
and can impact theory  
of change.



Digital & Public Affairs

A simple framework

# Two components

**1. Supporting  
traditional  
public Affairs**

**2. Beyond  
traditional  
public Affairs**

# Supporting

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traditional  
public affairs



# Heard in Brussels

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“We’ve only got an audience of 1,000!”



“Only some policy-makers and a few others care about our issues!”



“The issue isn’t on the public radar and frankly we don’t want it there!”

**DOESN'T MAKE  
DIGITAL & SOCIAL  
MEDIA IRRELEVANT**

**STATING THE  
OBVIOUS:**

Our audiences  
use interest  
group websites

Our audiences  
use online news  
sites

Our audiences  
use search  
engines

Our audiences  
are on social  
media

**SO WHAT?**

# 3 components of public affairs



**DIGITAL & SOCIAL  
MEDIA CAN  
SUPPORT EACH**



# 1. Delivering a message

Channels, content types, digital marketing

# Channels

## Google Europe Blog

Our views on the Internet and society

### Dutch windmills to power Google's Eemshaven data centre

Posted: Tuesday, November 18, 2014

81

Tweet 55

Like 22

The Netherlands is famous for its windmills, which over the years have been used to saw wood, mill corn, pump water and much more. Now, a new generation of Dutch windmill - wind turbines - will power a very 21st century facility: our new EUR 600m data centre, currently under construction in the north of the Netherlands.

Thanks to a new long-term agreement signed this week with Dutch power company Eneco, our Eemshaven datacenter will be 100% powered by renewable energy from its first day of operation, scheduled for the first half of 2016. We've agreed to buy the entire output of a new Eneco windfarm -- currently under construction at Delfzijl, near Eemshaven -- for the next ten years.



SEARCH...

MEMBERS LOGIN

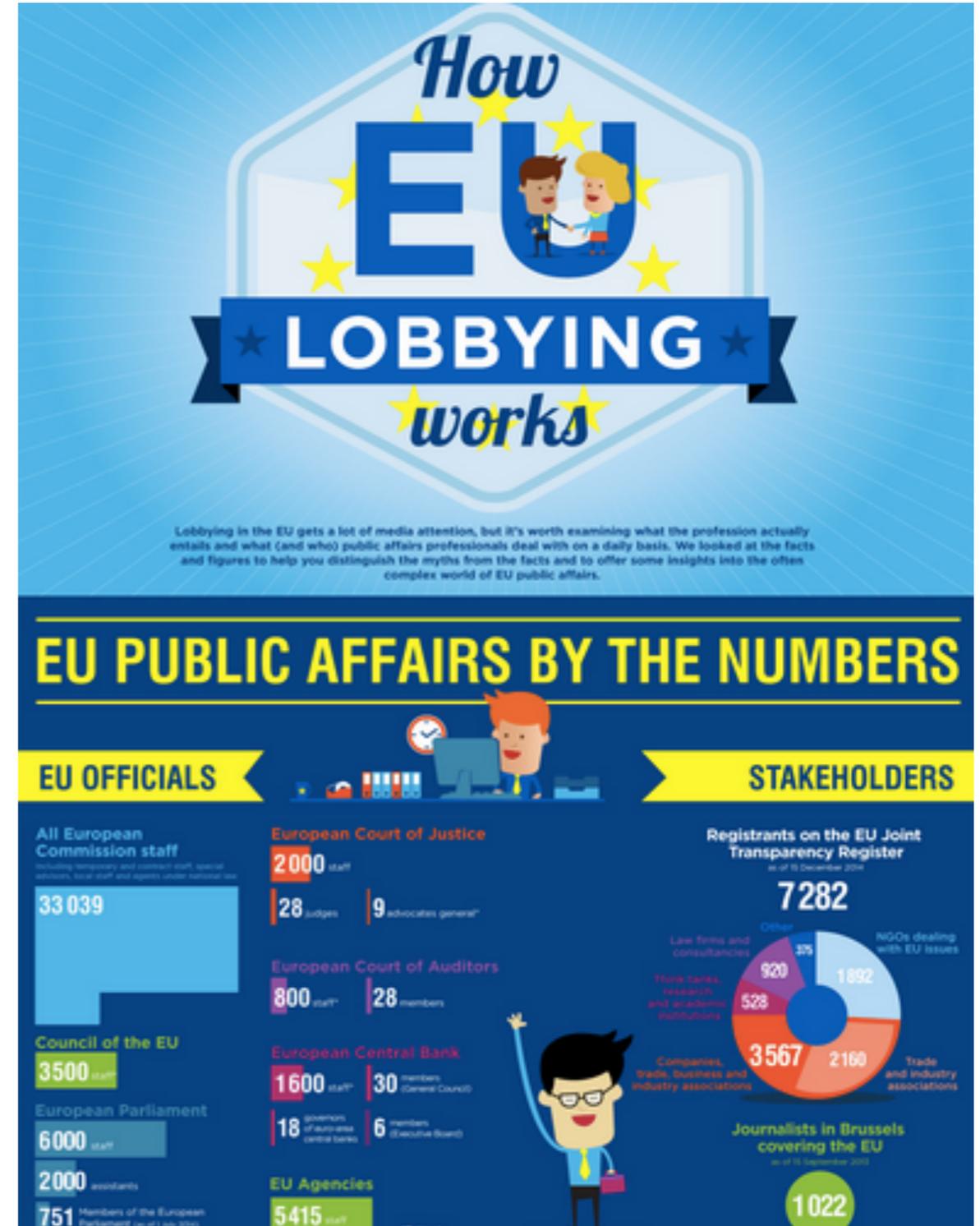


1,664,654,353

Kilos of registered PVC recycled since 2010



# Content types



# Driving traffic

Google Very important issue

Search

Web [Priorities](#)  
[www.pollingreport.com/prioriti.htm](#)  
"Which of the following is the **most important issue** facing the country today? The economy. The federal budget deficit. Health care. The situation in Afghanistan.

Images

Maps

Videos

News [Importance of Issues - Rasmussen Reports™](#)  
[www.rasmussenreports.com/public\\_content/.../importance\\_of\\_issues](#)  
4 Mar 2012 – A new national telephone survey finds that 82% of Likely U.S. Voters see the economy as a **Very Important issue** in terms of how they will vote ...

Shopping

More [Most Important Problem](#)  
[www.gallup.com/poll/1675/most-important-problem.aspx](#)  
What do you think is the **most important problem** facing this country today? [Opened] Which political party do you think can do a better job of handling the ...

Your ad

Search engine marketing

facebook Steffen Thejls-Møller

Update status Add photo/video Ask question

What's on your mind?

News Feed

Messages 29

Events 4

Groups

Pages and Ads

Apps

Friends

Emil Valdekin  
I tend to disagree, particularly with upcoming iOS6 integration (along with a raft of other factors), but who knows, let's see...

Facebook Will Disappear by 2020, Says Analyst

Your ad

EDITION: U.S. INTERNATIONAL MÉXICO ARABIC

TV: CNN CNNI CNN en Español HLN

CNN World

Home TV & Video NewsPulse U.S. World Politics Justice Entertainment Tech Health

## The speech every woman should hear

By Frida Ghitis, Special to CNN  
updated 8:26 AM EDT, Fri October 19, 2012

From around the web

- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- "VMware, the bell tolls for thee, and Microsoft is ringing it." NetworkWorld

We recommend

- 'Argo' recognizes forgotten heroes of Iran hostage saga
- 'Goosebumps' as daredevil jumps from edge of

Native advertising

LinkedIn Go to LinkedIn Ads

Steffen Thejls-Møller Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

#1 Social Marketing Tool - Find out why more businesses are choosing Sprout Social. Try it free!

Share an update

LinkedIn Today: See all Top Headlines for You

Courageous Leaders Don't Make Excuses... They Apologize

What Captures Your Attention Controls Your Life

The Future of Ads: Mobile Will Crush Display, and Games

People You May Know updated

- Sebastian Rojas, Solution Manager - Corporate Market at
- Mirna Cieniewicz, Secretary General at European Boating
- Caroline Moen, Parliamentary Assistant at European Parliament

Ads by LinkedIn Members

Your ad

Need a web strategy? Euclidate specialise in helping establish effective online business plans

Social advertising



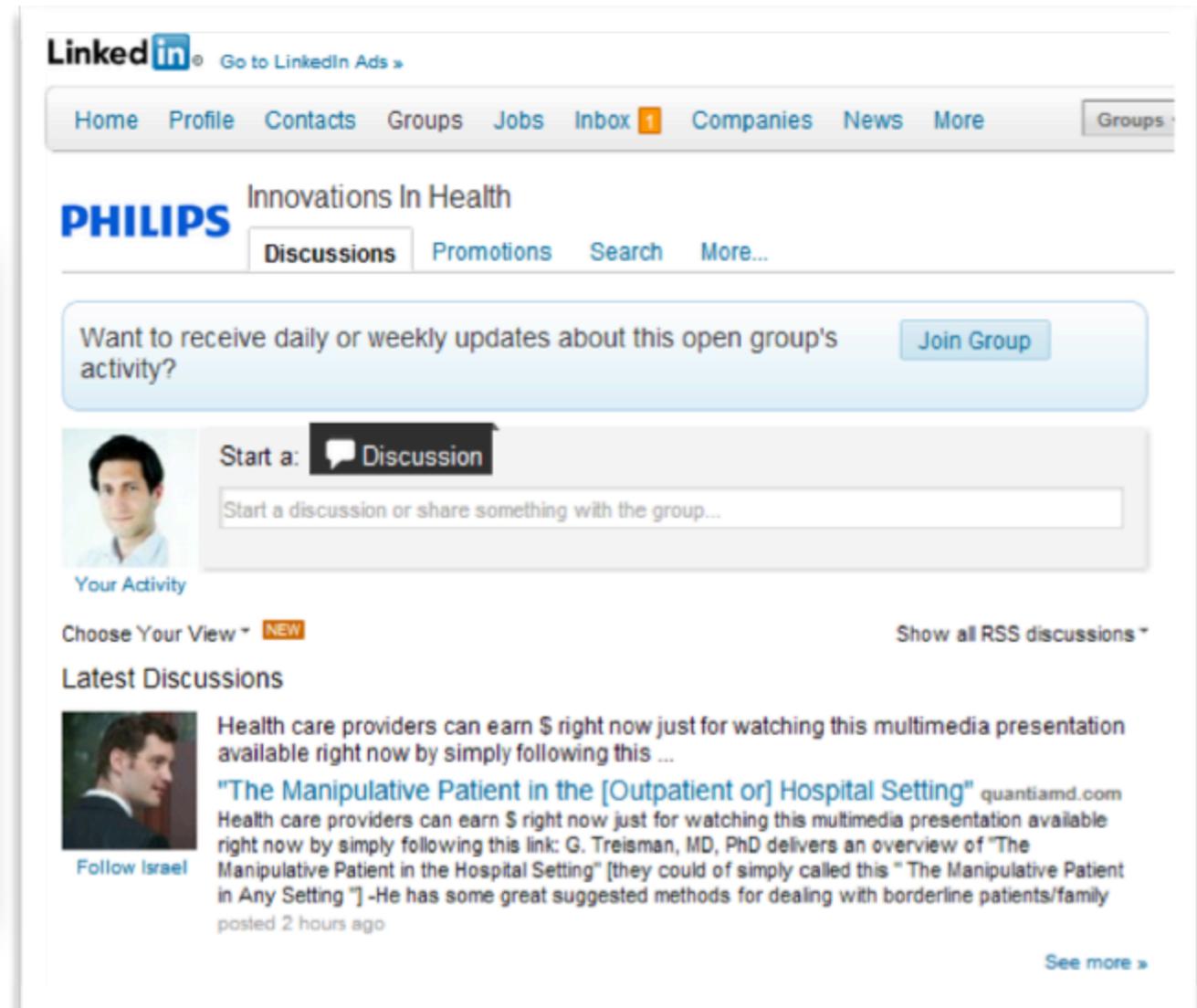
## 2. Building relationships

Social networks

# Social networks



Twitter



LinkedIn groups



### 3. Gathering intelligence

Free and bespoke tools




**monique goyens**  
@moniquegoyens

2,434 TWEETS   146 FOLLOWING   817 FOLLOWERS   172 FAVORITES   2 LISTS

DG of @beuc, the consumer voice in EU, with 25+ y experience in consumer policy. Full belief in smart consumption. Views expressed personal but convinced.

Brussels  
beuc.eu  
Joined January 2011

[Tweet to monique goyens](#)

**Tweets**   Tweets & replies   Photos & videos

**monique goyens** @moniquegoyens · 1h  
.@MalmstromEU not sure this is worth a smiley. I think it is dramatic to escape a long awaited public debate on #TTIP in EP

monique goyens retweeted  
**Bernd Lange** @berndlange · 15h  
.@casparly @TheProgressives EVP was not ready to necessary clarificaton on the end of ISDS because of

Twitter for monitoring




**42.6K** TWEETS   **13K** FOLLOWING   **32.7K** FOLLOWERS   **15** FAVORITES   **11** LISTS

**Marietje Schaake**  
@MarietjeSchaake   **FOLLOWS YOU**

Member of European Parliament (D66/ALDE) ماریتجه اسخاکه: نماینده پارلمان اروپا  
YGL 2014. Foreign Affairs - Trade - Tech

En route  
marietjeschaake.eu  
Joined January 2009

[Tweet to](#)   [Message](#)

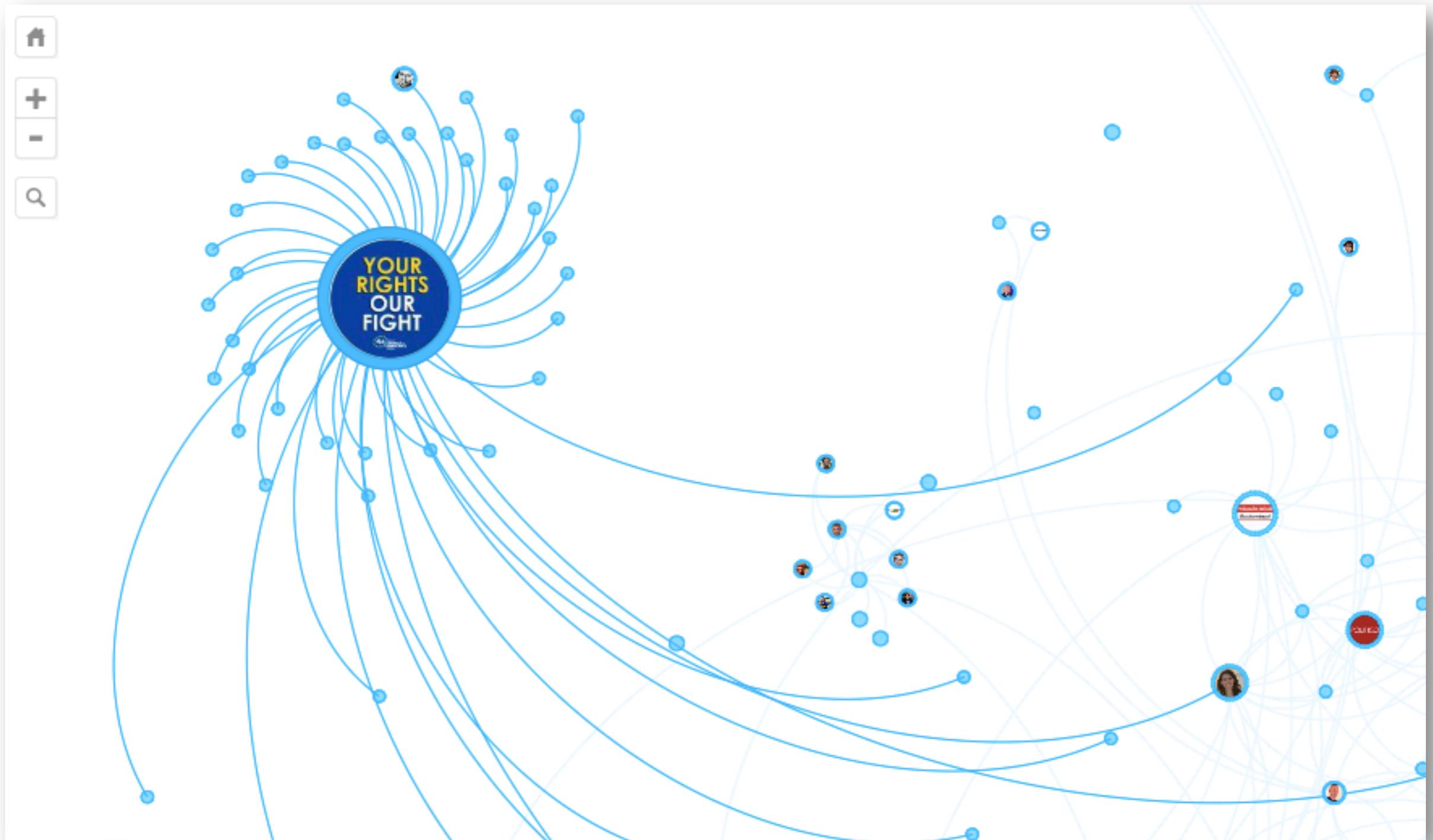
317 Followers you know

**Tweets**   Tweets & replies   Photos & videos

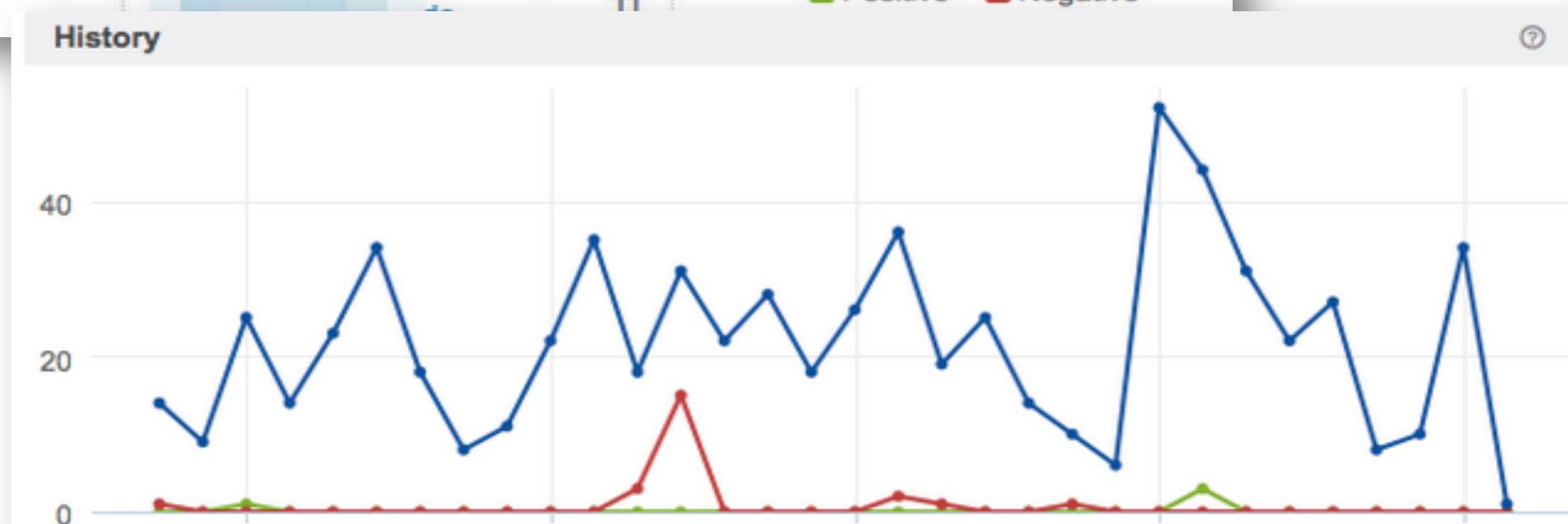
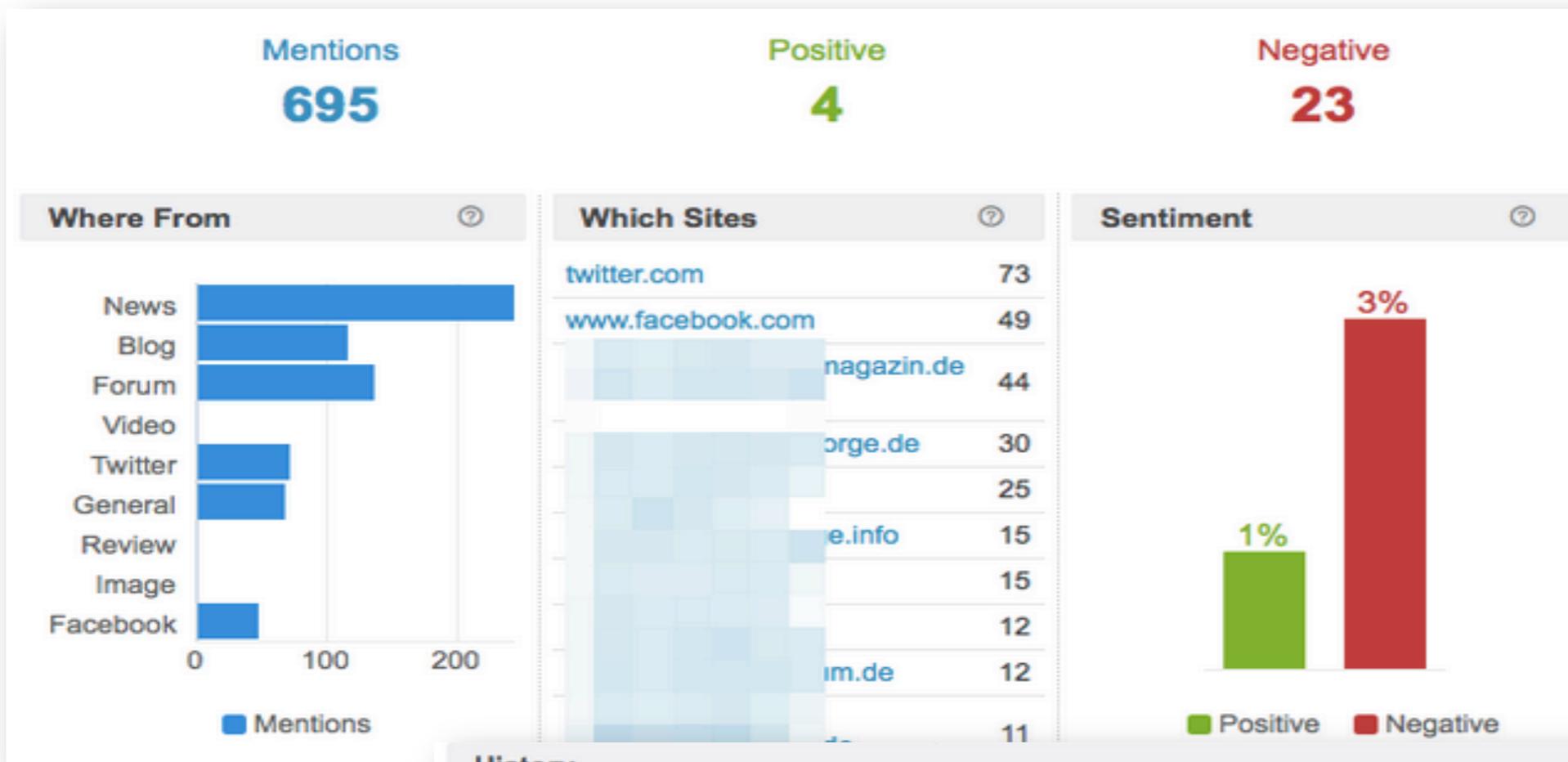
**Marietje Schaake** @MarietjeSchaake · 12m  
To know what rapporteur @berndlange thinks of #TTIP vote mess, we need to go to his pressconference, not a word from him in plenary today...

**Marietje Schaake** @MarietjeSchaake · 36m  
? Raised #humanrights as always, in the meetings in #iran as well

**Ka Veh** @kaveh20092009  
.@MarietjeSchaake How despicable 2appease the mullahs in #Iran.How come U R not concerned AB 1700 who're executed under Rouhani? A big



Network analysis (Bluenod)

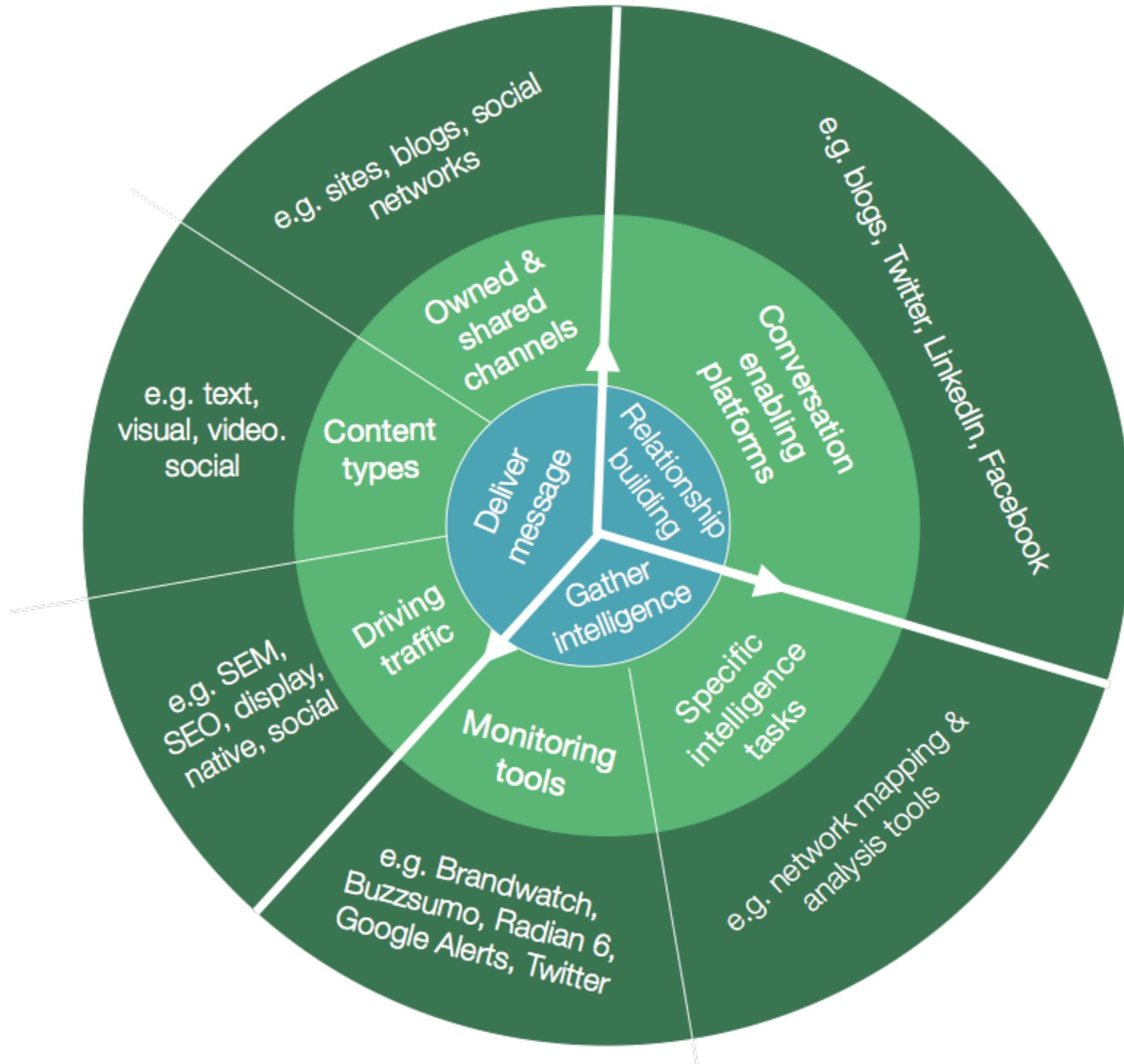


Pay-for services (Brandwatch, Sysomos, Radian6 etc.)

# 3 components of public affairs



# 3 components of digital public affairs



# Beyond

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traditional public  
affairs





Empowered yet uneasy citizens



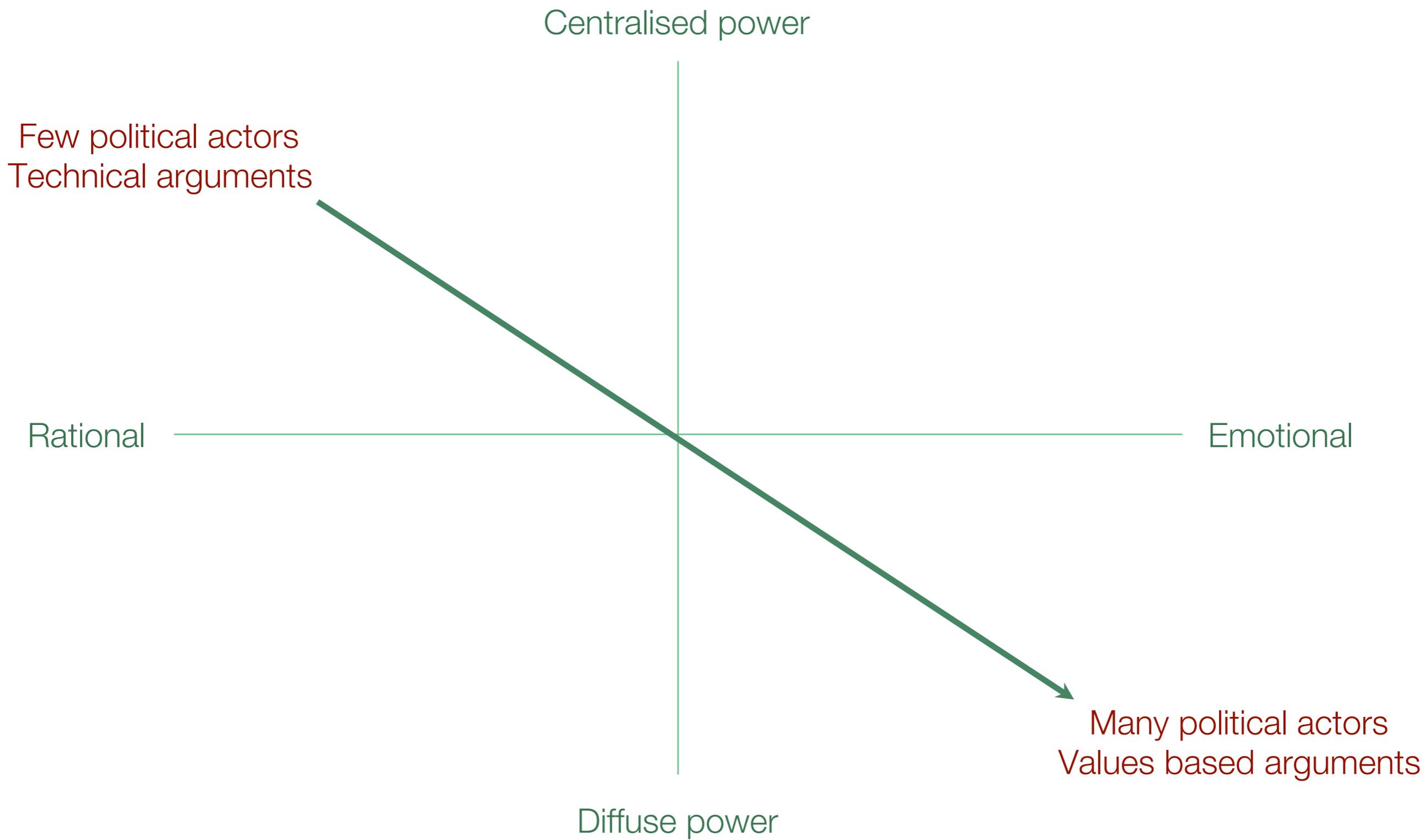
Pressure group upsurge



## Heard at the EP:

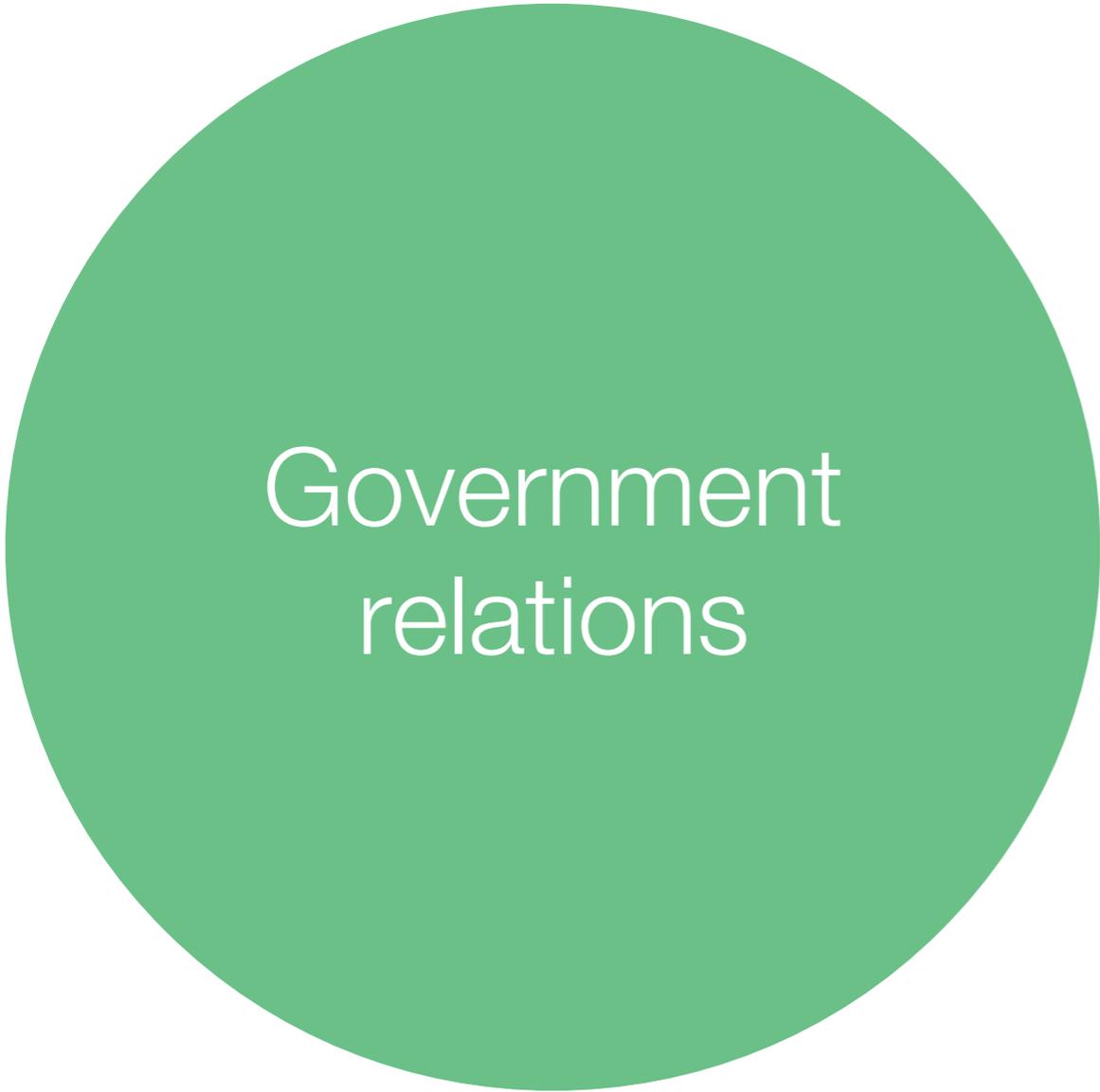
“I hear you, but my constituents don’t like or trust you much”

# A NEW MODEL OF INFLUENCE



# Disciplines

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Government  
relations



Brand &  
reputation  
management

Marketing & corporate  
communications

are converging

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Government  
relations

The diagram consists of two overlapping circles. The left circle is green and contains the text 'Government relations'. The right circle is teal and contains the text 'Brand & reputation management' and 'Marketing & corporate communications'. The circles overlap in the center, illustrating the convergence of these two areas.

Brand &  
reputation  
management

Marketing & corporate  
communications

## Short-term reactive public affairs

- \* Tactic dependent
- \* Issues
- \* Local/regional



## Long-term proactive public affairs

- \* Tactic agnostic
- \* Campaigns
- \* Global

**WHERE DOES  
DIGITAL & SOCIAL  
MEDIA FIT IN?**

Exceptional  
delivery  
channel





First rate  
mobilisation  
tool



Petitions

Influence and theory of change

START A PETITION

28,759,563 members: the world's largest community for good

Like 994k



PETITIONS ▾

CAUSES ▾

HEALTHY LIVING ▾

REWARDS ▾

0 | 92 | 57,878 | BETH ▾

THE CARE2  
COMMUNITY IS HERE  
TO HELP YOU WIN!

Start a Petition



You Care. We Care2.

Be a part of the world's largest community for good.

learn more



MEMBER PETITIONS *in the media*

The New York Times CNN

NATIONAL GEOGRAPHIC theguardian

MY GREEN STARS *make a difference*

# Why a petition? Petition goals

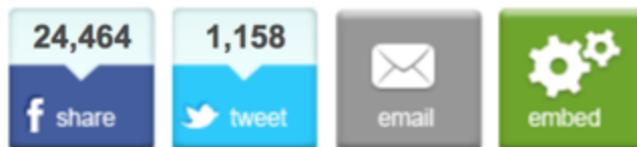
Petitions can help to achieve more than just a single objective:

- Pressure a target by showing public support for an issue
- Increase chances of media coverage for an issue, which amplifies progress in all the other objectives
- Raise public awareness of an issue
- Raise public awareness of a solution
- Increase awareness
- Engage new and existing supporters

# INTEGRATED SOCIAL SHARING

OFTEN 5%-20% OF  
PETITION SIGNERS WILL  
SHARE YOUR CAMPAIGN  
ON SOCIAL MEDIA

START SHARING AND WATCH YOUR IMPACT GROW



## PETITION CLOSED

Thank you to everyone who signed this petition. All of the UK's 650 MPs were emailed about the badger cull as a result of you taking action. Many of you shared the responses you received from your MP — thanks so much!

The day after receiving your emails, Kelvin Hopkins MP tabled an Early Day Motion (EDM) on calling for an end to the cull, and 35 MPs supported it. [Read more about what MPs, and DEFRA, had to say by clicking here.](#)

# Stop the killing of badger cubs in the UK!

author: [Sue Lee](#)

target: UK MPs and DEFRA - Department for Environment, Food & Rural Affairs

signatures: 161,823

**161,823**

162,000

we've got 161,823 signatures, help us get to 162,000

- Publications & records
- Business papers
- House of Commons business papers
- Early Day Motions**
- EDMs by number
- EDMs by Member
- EDMs by topic

## Early day motion 897



### EXTENSION OF THE BADGER CULL

**Session:** 2014-15

**Date tabled:** 19.03.2015

**Primary sponsor:** Hopkins, Kelvin

**Sponsors:** [McDonnell, John](#) | [Cunningham, Tony](#) | [Russell, Bob](#) | [Flynn, Paul](#) | [Meale, Alan](#)

That this House believes that commencing the next badger cull in June 2015 is completely misguided and that it will result in many badger cubs being killed when they do not have TB; and calls on the Government to abandon plans for the 2015 cull since this has been found by the Independent Expert Panel to be ineffective in reducing bovine TB.

Total number of signatures: **35**

Show:  Supported by  Withdrawn signatures 

Showing 35 out of 35

▲ Name	▶ Party	▶ Constituency	▶ Date Signed
<a href="#">Anderson, David</a>	Labour Party	Blaydon	24.03.2015

# Bovine Tuberculosis

Department for Environment, Food and Rural Affairs written question – answered on 25th March 2015.

[Alert me about debates like this](#)

[« Previous answer](#)

[All Written Answers on 25 Mar 2015](#)

[Next answer »](#)



**Gordon Marsden** Shadow Minister (Transport) @ 25th March 2015

To ask the [Secretary of State](#) for Environment, Food and Rural Affairs, what independent veterinary evidence she has sought from outside her Department on the effects on [badger](#) cubs of moving the proposed [badger cull](#) from autumn 2015 to June 2015.

[Hansard source](#)

(Citation: HC Deb, 25 March 2015, cW)



**Gordon Marsden** Shadow Minister (Transport) @ 25th March 2015

To ask the [Secretary of State](#) for Environment, Food and Rural Affairs, what estimate she has made of the number of additional (a) [badger](#) cubs and (b) adult [badgers](#) that will be killed as a result of moving the proposed [badger cull](#) from autumn 2015 to June 2015.

[Hansard source](#)

(Citation: HC Deb, 25 March 2015, cW)



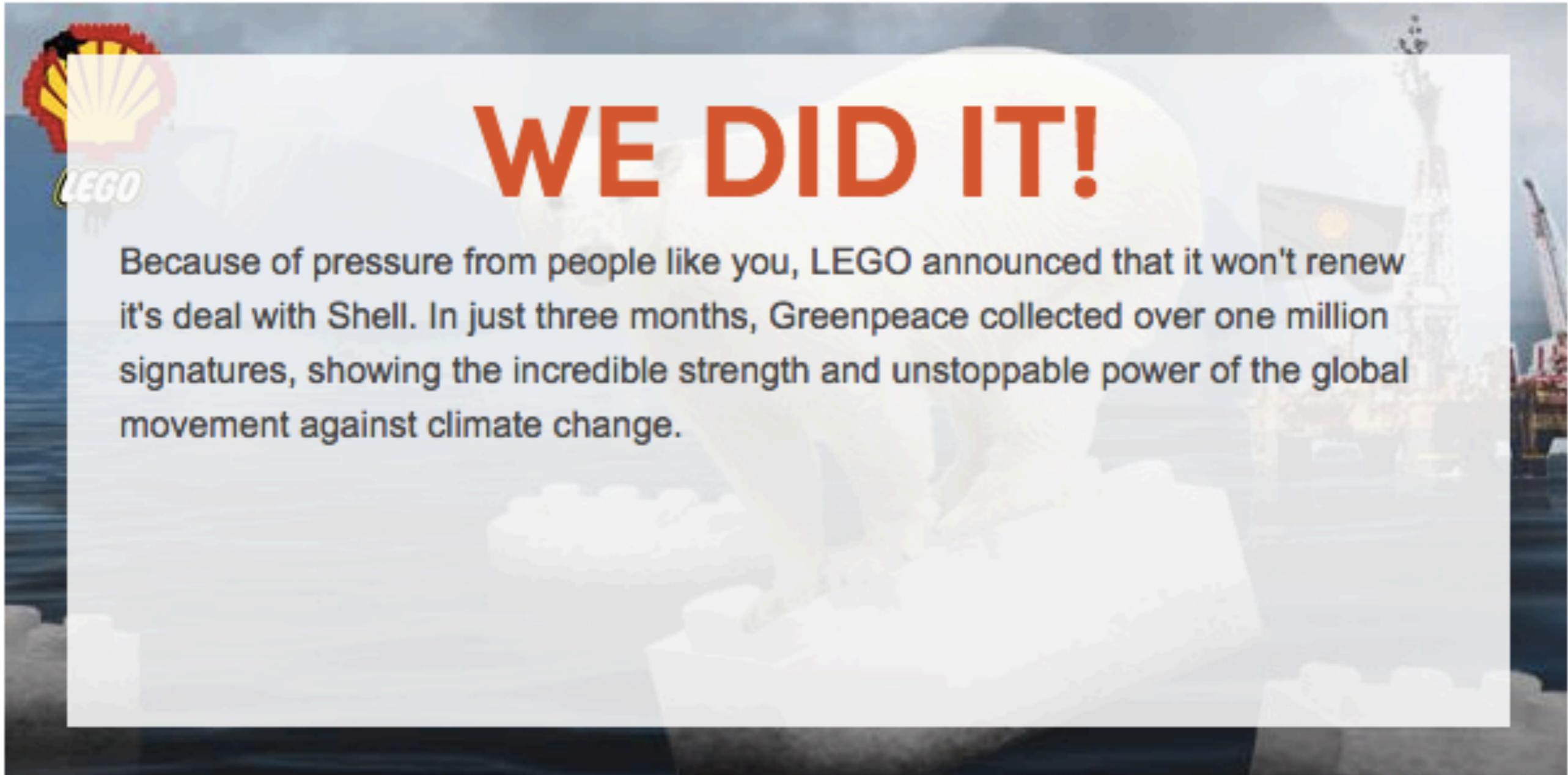
**George Eustice** The Parliamentary Under-Secretary of State for Environment, Food and Rural Affairs @ 25th March 2015

No decision has yet been taken on the start dates for [culling](#) in 2015. It is for the [cull](#) companies to decide when they wish to start, and the current four year licences for the two existing [cull](#) areas allow [culling](#) of [badgers](#) from 1 June onwards. This is based on previous advice that [badger](#) cubs are weaned and independent by 1 June.

An estimate of the minimum number of [badgers](#) to be removed from each [cull](#) area has not yet been finalised.



**SHELL: DON'T PLAY WITH THE ARCTIC**  
**GREENPEACE**



# WE DID IT!

Because of pressure from people like you, LEGO announced that it won't renew its deal with Shell. In just three months, Greenpeace collected over one million signatures, showing the incredible strength and unstoppable power of the global movement against climate change.

## Tell LEGO to Cut Ties with Shell

author: [Greenpeace International](#)

target: LEGO

**GREENPEACE**

## How LEGO got awesome to #SaveTheArctic

Posted by Anonymous — 9 October 2014 at 9:01am - 27 Comments



# Lego ends Shell partnership following Greenpeace campaign

Toymaker will not renew current multimillion pound deal, that sees Shell-branded Lego sets sold at petrol stations, following a viral video against Arctic drilling by the green group

“Greenpeace have done an outstanding job, to apply the pressure. This is a wake-up call to oil and gas and other energy companies, that need to recognise they cannot lobby the [younger] generation that is going to inherit the Earth. Their spin machines need to wake up to that.”

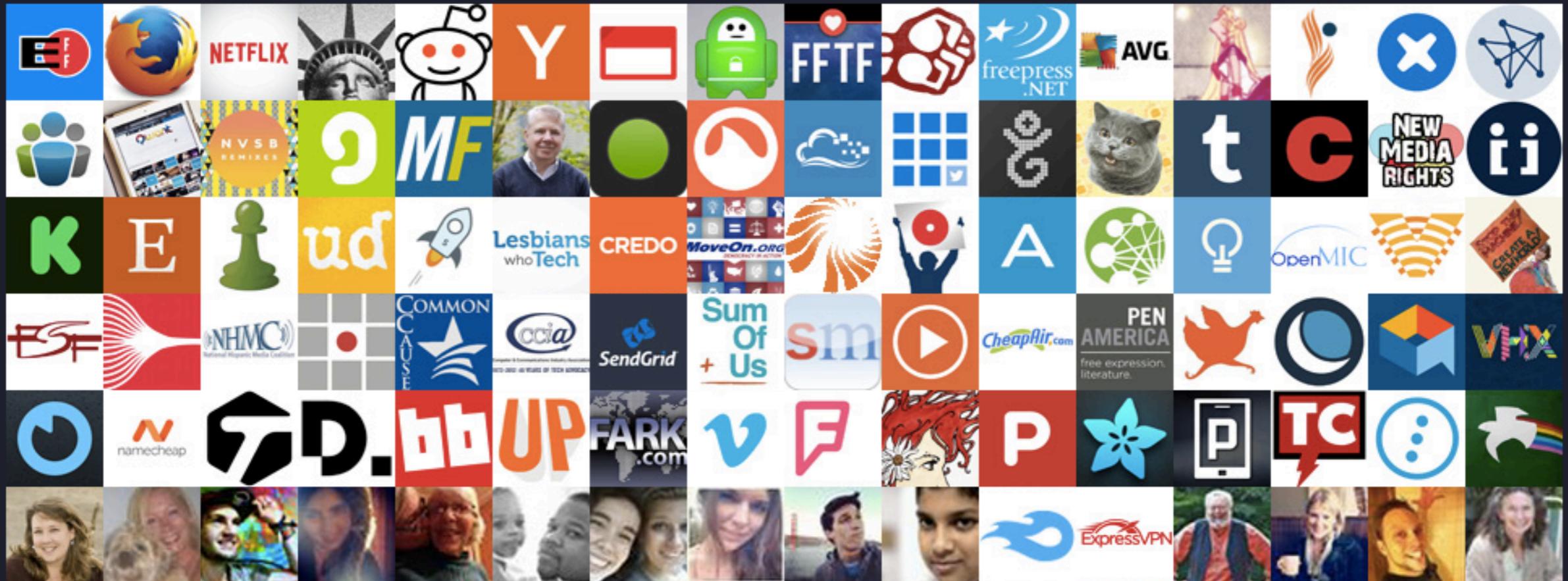
Lego’s partnership with Shell dates to the 1960s and has involved Shell-branded toy sets being sold around the world.

The [Danish company prides itself on its green credentials](#), from energy efficiency to the use of renewable energy, and says that it is looking for alternatives to the crude oil from which it currently makes its bricks.

"The success of the Greenpeace campaign breaking the link between Lego and Shell shows that there is widespread public discomfort at the way fossil fuel companies try to get their 'don't worry about the future' message across by linking to other brands. This is a very positive development, as in my view society is better served by more transparency and less PR smoke and mirrors."

# We are Team Internet, and we support Title II rules.

We believe in the free and open Internet, with no arbitrary fees or slow lanes for sites that can't pay. All of the people, companies, and organizations below have taken a stand for "Title II reclassification," the only option that let the FCC stop Team Cable from breaking the key principles of the Internet we love. And that's what the FCC just voted for.





# SAVE THE INTERNET

## DEFEND NET NEUTRALITY IN EUROPE

Your freedom online is threatened by an EU proposal.  
The fight for the open internet is happening right now in Brussels.

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**CONTACT THE PARLIAMENT NOW!**



**CALL**



**FAX**



**TWEET**



**EMAIL**

## We won! EU Parliament voted for Net Neutrality!



### RECENT SIGNERS

- more than a month ago  sue jennings, United Kingdom
- more than a month ago  Peter Rigg, United Kingdom
- more than a month ago  Helen Lord, United Kingdom
- more than a month ago  Colin Keron, United Kingdom
- more than a month ago  Jean Hamer, United Kingdom

Update: 3 April 2014

*We won! After a nerve-wracking battle, the **delivery** of our 1.1 million-strong petition, and hundreds of thousands of emails and calls to key MEPs, the EU Parliament voted for strong Net Neutrality rules.*

**Right now, the EU Parliament is voting whether to protect Internet freedom** and innovation or give Big Telecoms the power to control traffic, and kill the Net as we know it. **UK Liberal MEPs are key to win the vote**, but some are sitting on the fence. Let's send an avalanche of



# New Yorkers should be able to rent out their homes! Support Airbnb!

author: [Airbnb NYC](#)

signatures: 5,440



we've got **5,440 signatures**, help us get to 6,000 by June 12, 2015

Airbnb has generated enormous economic and community benefits for our city. New Yorkers love having Airbnb in NYC because it spreads the value of hospitality throughout all five boroughs. We

## Sign Petition

Rhiannan

Sullivan

Don't display my name

rhiannansullivan@hotmail.com

United Kingdom

Flat 1, 5 Honley Road

London

SE62HZ

(optional)

**Sign Now**

share my signature on Facebook

Your personal information remains private  
By signing, you accept Care2's terms of service  
Having problems signing this? Let us know.



# It's Time for Clear, Fair Rules for Home Sharing in New York

author: [Airbnb NYC](#)

signatures: 3,803



we've got 3,803 signatures, help us get to 5,000

Airbnb wants to work with lawmakers to help enact clear, fair home sharing rules in New York City. The Airbnb community brings incredible benefits to New Yorkers in all five boroughs.

## Sign Petition

Rhiannan

Sullivan

Don't display my name

rhiannansullivan@hotmail.com

United Kingdom

Flat 1, 5 Honley Road

London

SE62HZ

Why do you support home sharing in New York? (optional)

**Sign Now**

share my signature on Facebook

Your personal information remains private  
By signing, you accept Care2's terms of service  
Having problems signing this? Let us know.

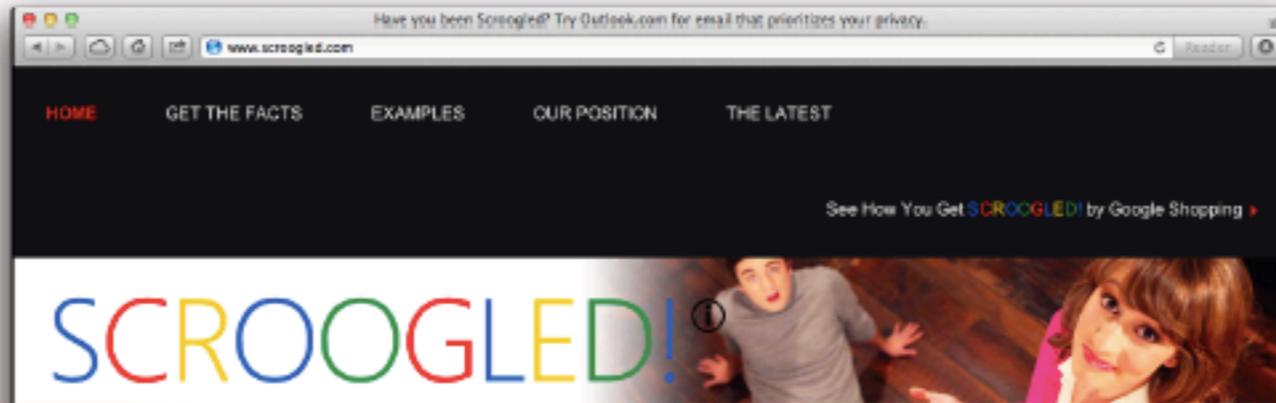
Commit Advance Save Protect



### THE CHALLENGE:

Well known technology company Microsoft rebranded it's email service into Outlook.com -- a new, transparent and user-friendly email service. Although Microsoft has a strong brand, the strengths of their new email service -- particularly with relation to privacy controls -- were lesser known in the marketplace.

[www.care2team.com](http://www.care2team.com)



### THE SOLUTION:

Microsoft created a microsite and ad campaign called "Scroogled!" to raise awareness of the lack of privacy in Gmail, a popular email competitor. They also decided to create a petition to drive engagement, and chose to use Care2's well known advocacy platform, thepetitionsite.com due to it's unparalleled level of activity and the quality of its consumer membership.

## Tell Google to stop going through your email to sell ads

### Sign Petition!

Prefix (optional) First Name Last Name  
 Ms. : Jane Sullivan  
 don't display my name  
 Email  
 jane@sullivanfamily.net  
 Country  
 United States  
 Street Address (optional) City  
 121 Barbary Terrace Rochester  
 State Zip  
 New York 14621  
 (optional)  
 Hey Google, I like my privacy! Don't be evil

sign now



signatures: 115,620  
deadline: ongoing  
signature goal: 100,000

overview position

**Target:** Eric Schmidt, Executive Chairman of Google  
**Sponsored by:** Outlook.com

Google earns money by violating your privacy. They go through every word of your personal Gmail so they can target you with ads.

Every word of every email. Even the most private ones, like messages about relationships, health care, finances, and more. Do you feel violated yet?

Even if you don't use Gmail, Google will still go through emails you send to Gmail addresses in order to sell ads -- despite you never having agreed to their terms of service. There is absolutely no way to opt out, whether you use



# Petition delivery

Work with on-the-ground activists on a petition delivery plan:

- Private meeting with delivery target
- Public meeting/rally outside delivery target office
- Email to target with selected comments from signers and signature PDF file
- Email blast with each signature creating a separate email sent to target



# I THANK YOU

Rhiannan Sullivan

UK Director

[rhiannan@care2team.com](mailto:rhiannan@care2team.com)

Steffen Thejll-Moller

EU Director

[steffen@limehive.eu](mailto:steffen@limehive.eu)

