



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



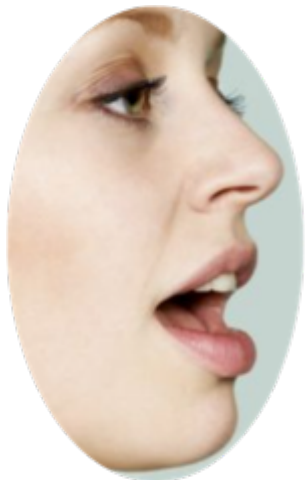


# Heard in Brussels

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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



### HIGH PERFORMANCE FUN AND GAMES

Sustainability was a core component of the 2012 Olympics and a key reason for London winning the bid. Over 140,000 square meters of PVC were used at the London Olympics. [Read more](#)

1,664,654,353

Kilos of registered PVC recycled since 2010



[Home](#) [Notifications](#) [Messages](#) [Discover](#) [Search Twitter](#)

**LillyPad EU**  
@LillyPadEU [FOLLOWS YOU](#)

An official Twitter feed of Eli Lilly and Company. LillyPad bloggers tweet on public policy, life at Lilly, and corporate responsibility. [lillypad.eu](#)

**TWEETS** 2,268 **FOLLOWING** 1,691 **FOLLOWERS** 8,510 **FAVORITES** 459 **LISTS** 1 [Following](#)

**Tweets** [Tweets & replies](#) [Photos & videos](#)

GE imagination at work

**GE in Europe**

**5 June 2014**

**International Study Charts European Energy and Climate Policy Performance**

An international comparative study focussing on 24 OECD and BRICS countries on energy transition has ranked European countries as leaders when it comes to their progress in energy and climate policies. The study, commissioned by GE, which was conducted by the Handelsblatt Research Institute in Germany, is the most comprehensive international comparative study on energy transition to date.

The study outlines where the various countries stand by international comparison, taking environmental sustainability, economic efficiency, and supply security into consideration, and not only the expansion of renewable energies. The analysis is based on data from 2012 and 2011. The dynamic ranking compares the progress of the countries over the last five years.

Here you can read the summary and an overview of the results for the ten European countries included in the study. [Studie Energiewende english](#)

[READ MORE](#) | [Permalink](#) | [Share this](#)

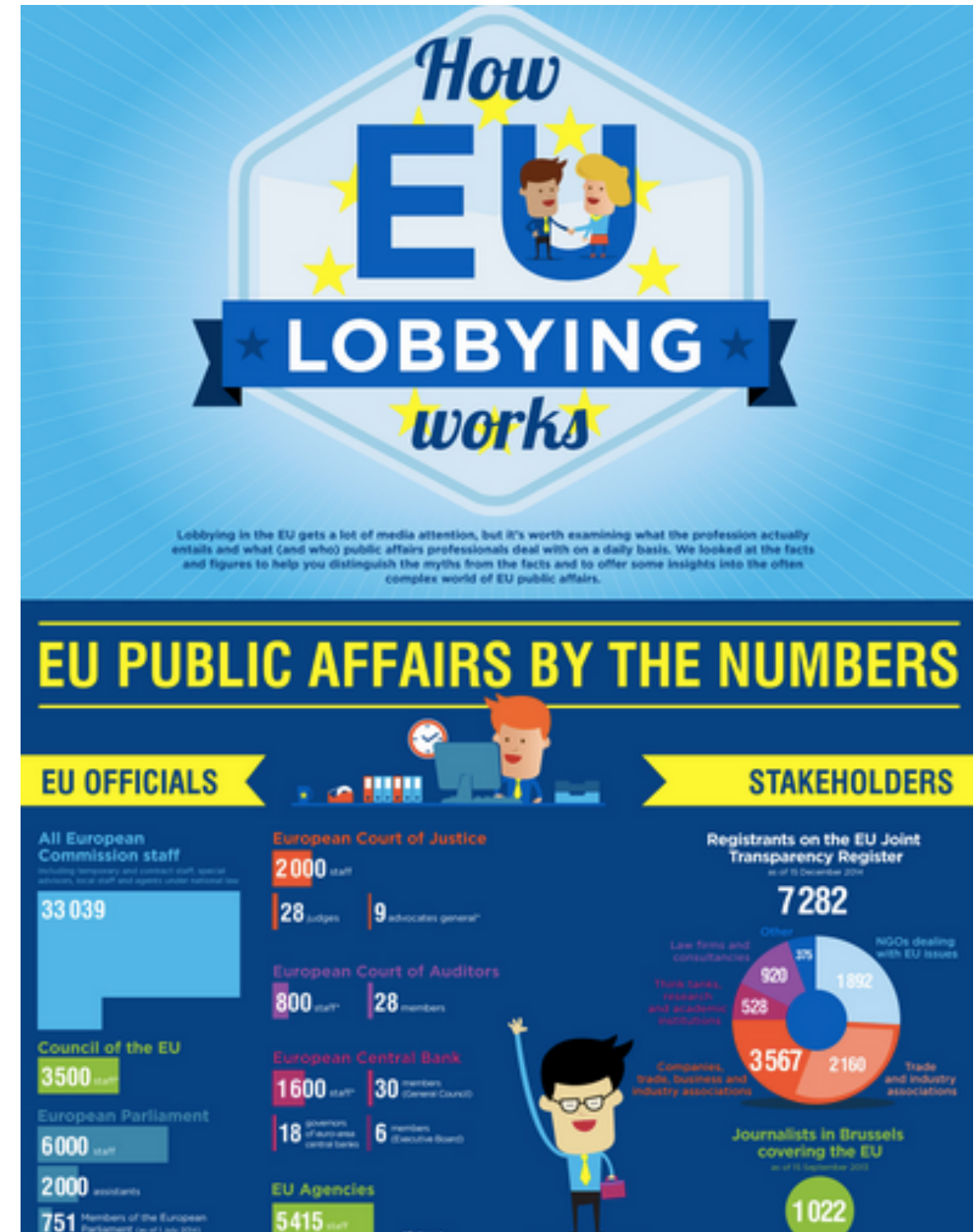
**SEARCH**  
  
[SEARCH](#)

**ABOUT US**  
About Us

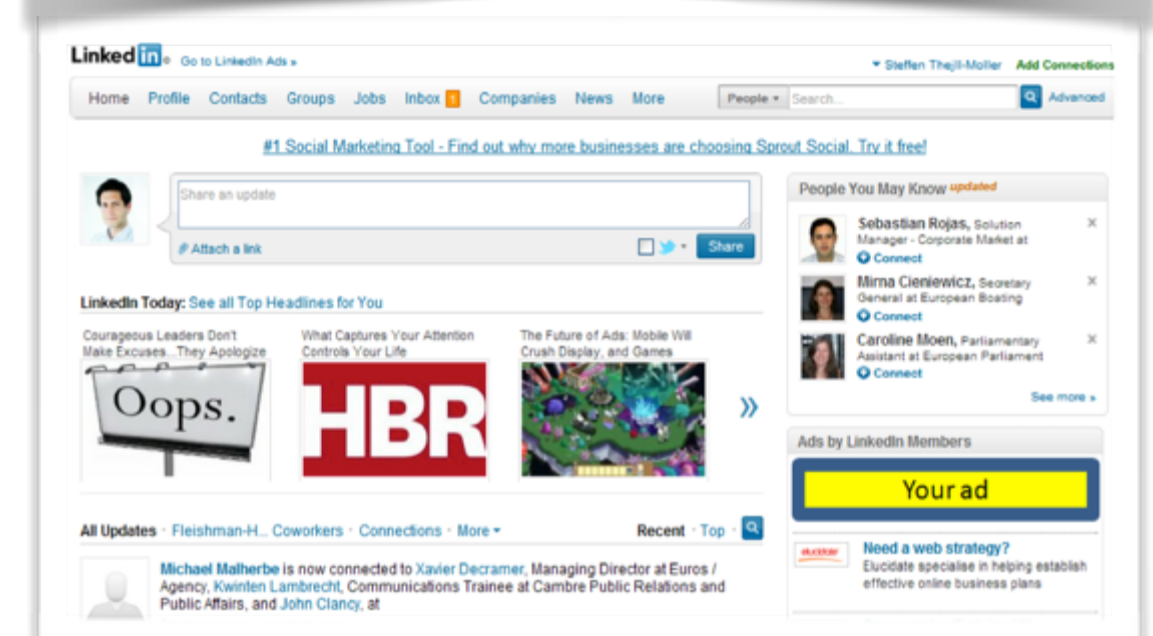
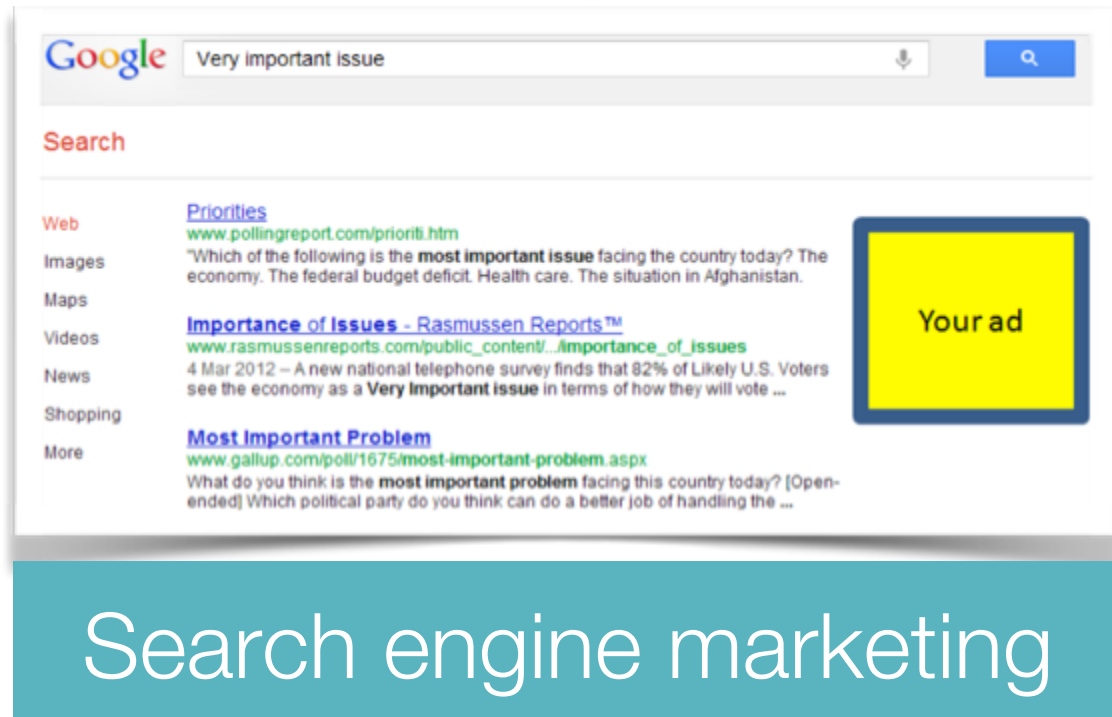
**CATEGORIES**  
[apprentice](#)  
[Belgium](#)  
[Europe](#)  
[Germany](#)  
[growth](#)  
[healthcare](#)  
[Industrial Internet](#)  
[Innovation Barometer](#)  
[investment](#)  
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[UK](#)



# Content types



# Driving traffic



Native advertising

Social advertising





## 2. Building relationships

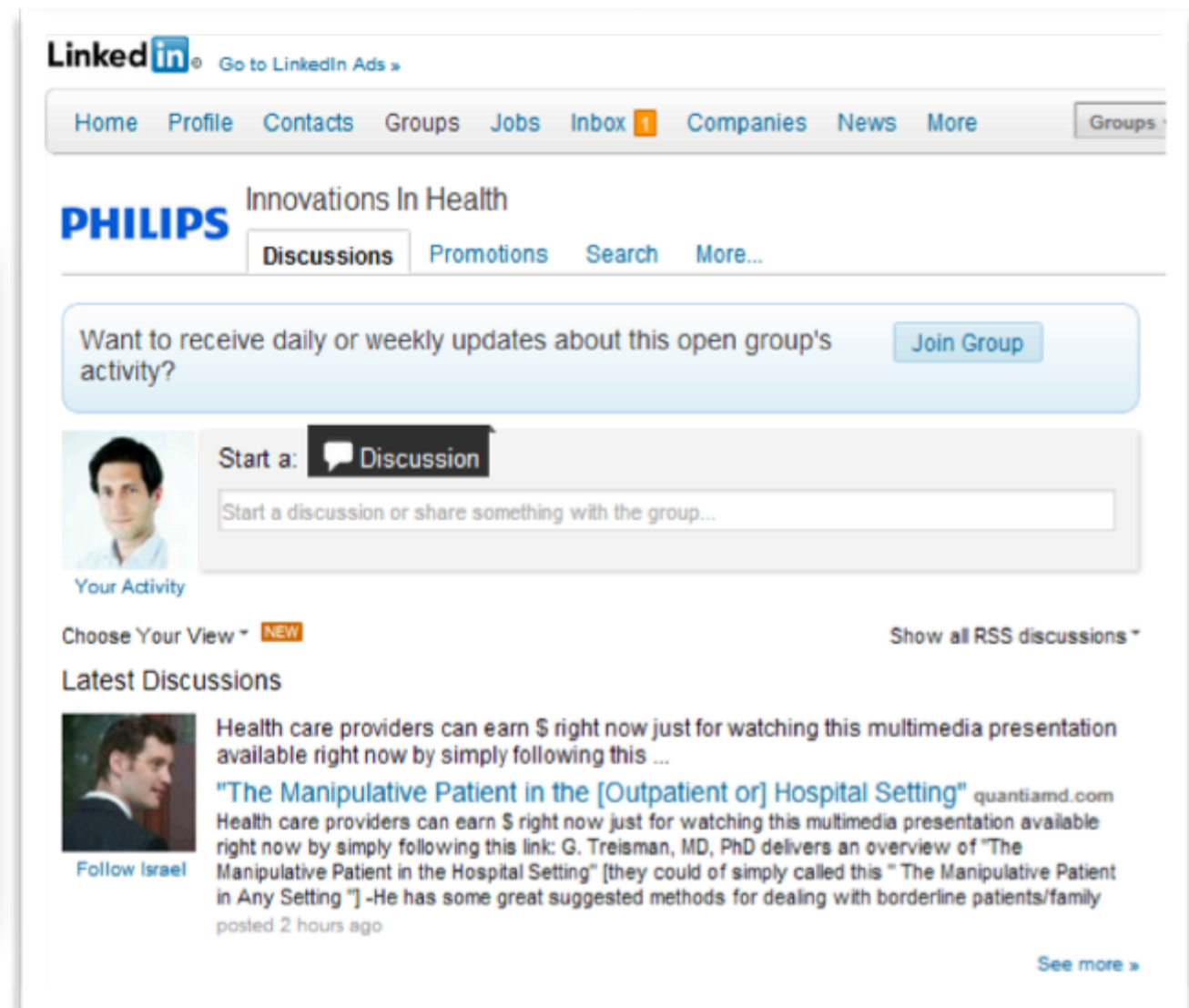
Social networks



# Social networks



Twitter




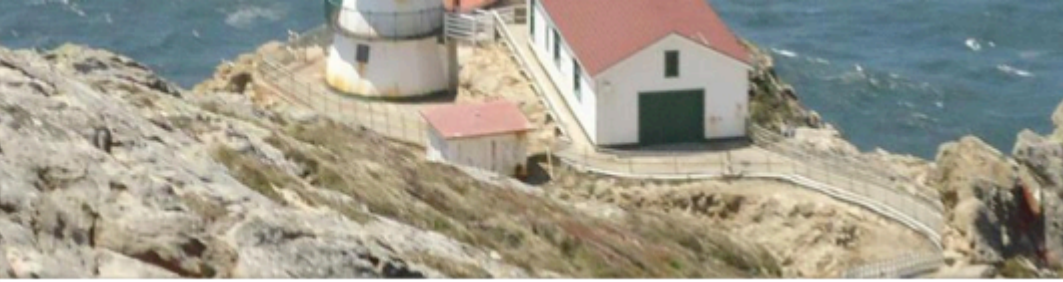
LinkedIn groups



### 3. Gathering intelligence

Free and bespoke tools



**monique goyens**  
@moniquegoyens

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

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



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  
.@casparry @TheProgressives EVP was not ready to necessary clarificaton on the end of ISDS because of

[Tweet to monique goyens](#)

Twitter for  
monitoring

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

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

En route  
marietjeschaake.eu  
Joined January 2009

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

Tweets Tweets & replies Photos & videos

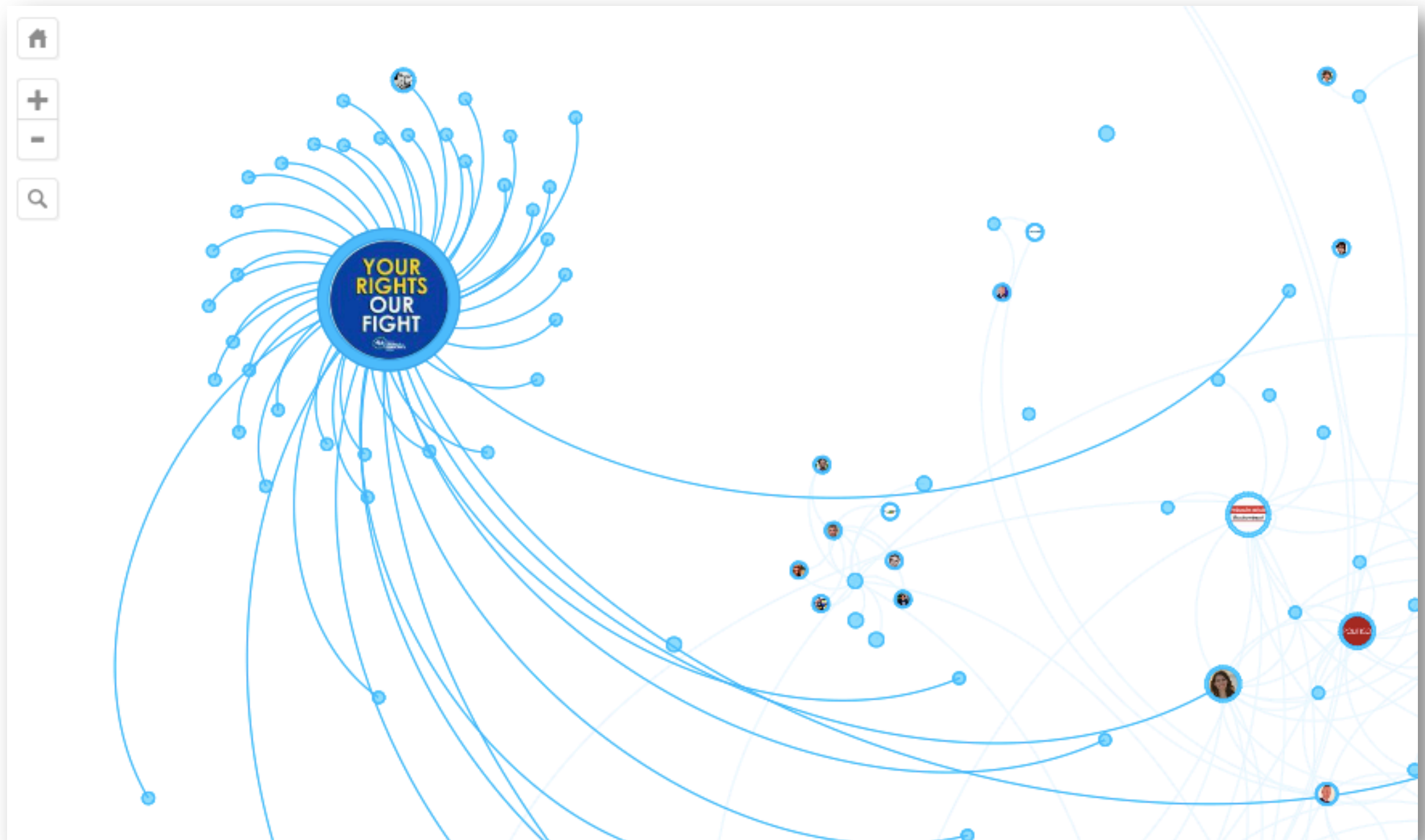
**Marietje Schaake** @MarietjeSchaake · 12m  
To know what rapporteur @berndlange thinks of #TTIP vote mess, we need to go to his pressconference, not a word from him in plenary today...

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

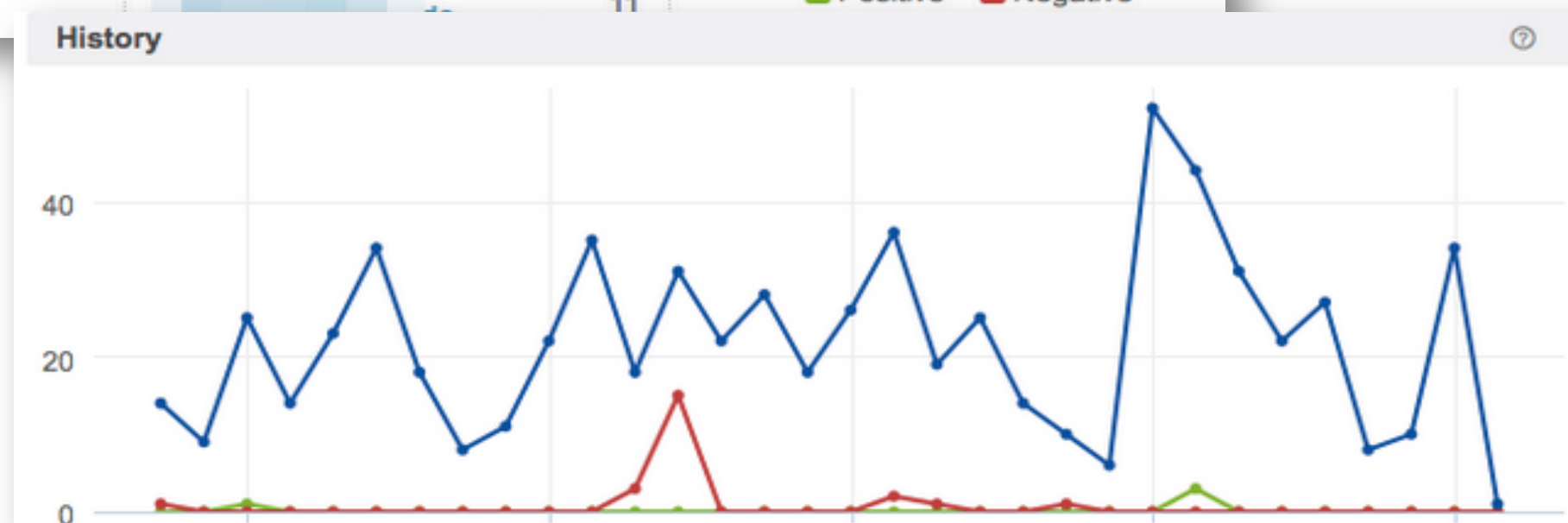
**Ka Veh** @kaveh20092009  
.@MarietjeSchaake How despicable 2appease the mullahs in #Iran.How come U R not concerned AB 1700 who're executed under Rouhani? A big

[Tweet to](#) [Message](#)

317 Followers you know



Network analysis (Bluenod)



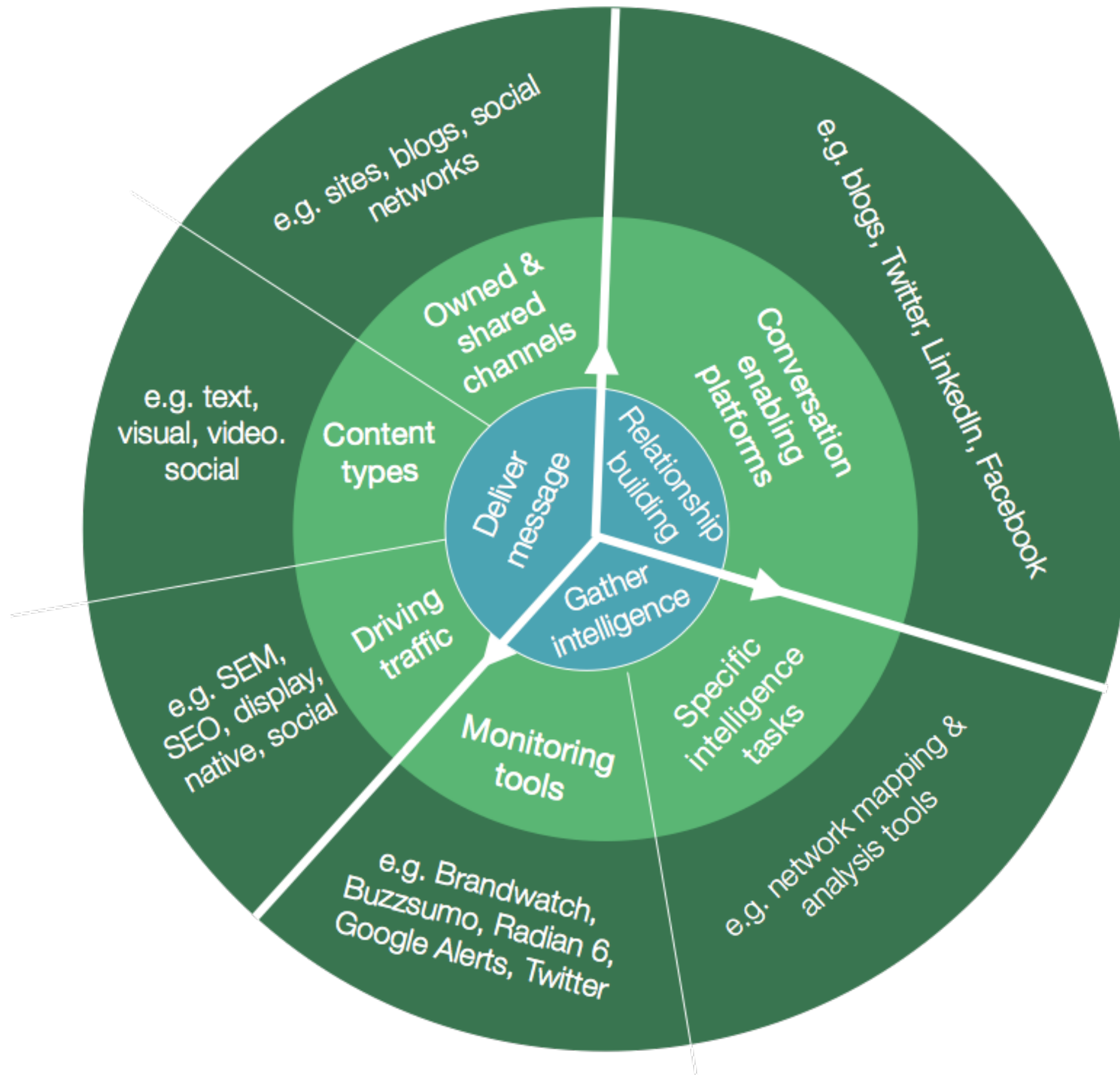
Pay-for services (Brandwatch, Sysomos, Radian6 etc.)



# 3 components of public affairs



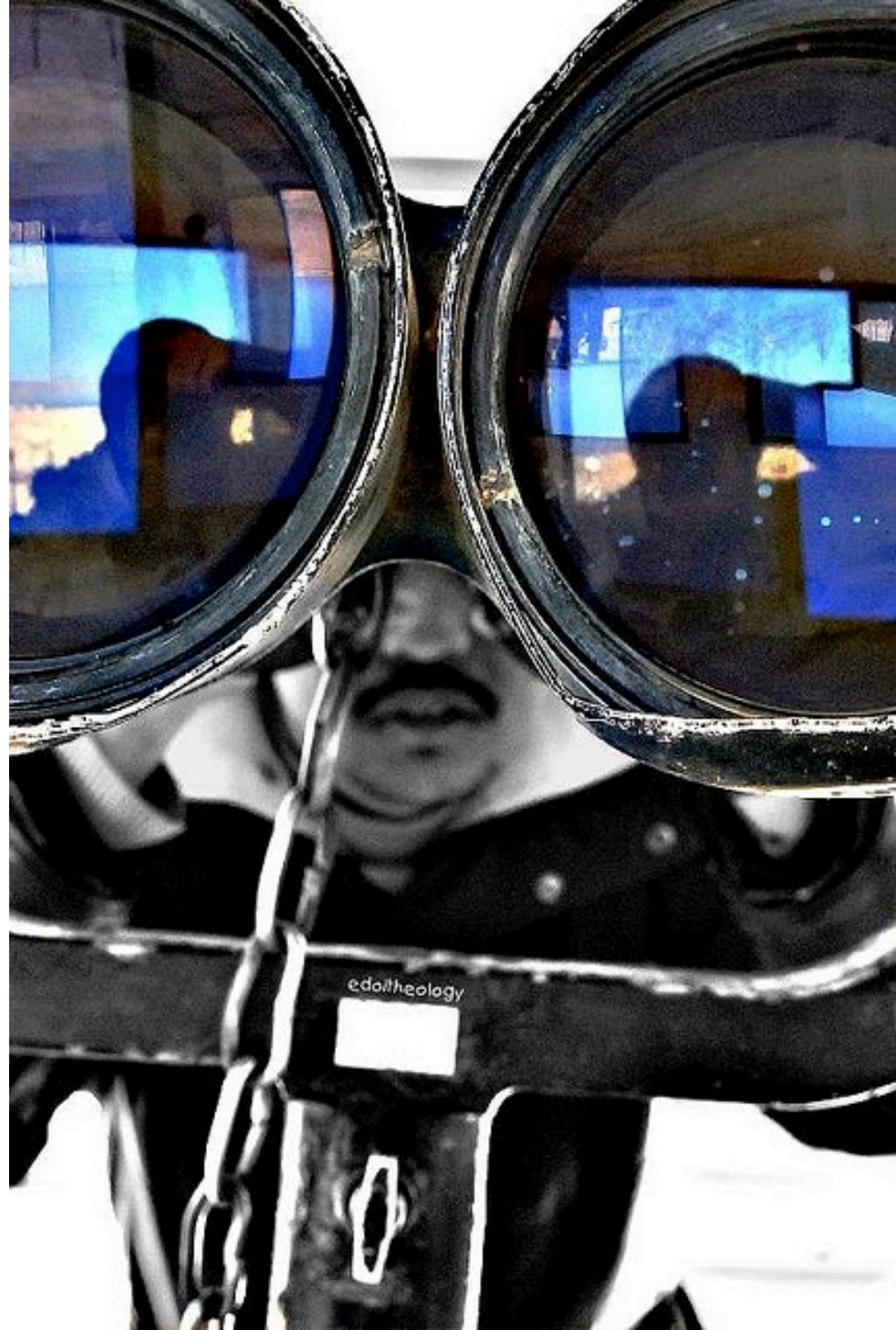
# 3 components of digital public affairs



# Beyond

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traditional public  
affairs







Empowered yet uneasy citizens





Pressure group upsurge



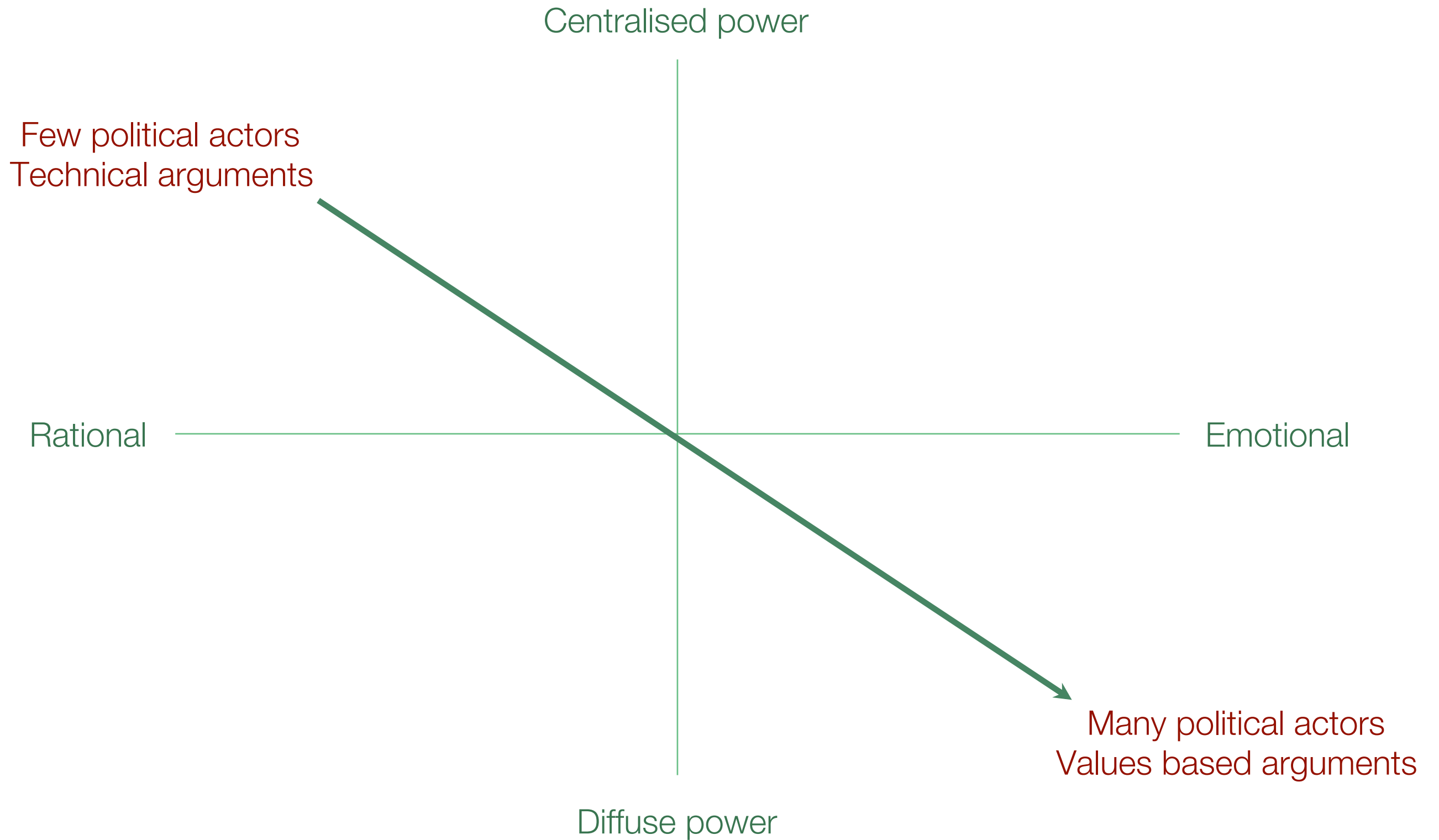


Heard at the EP:

“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

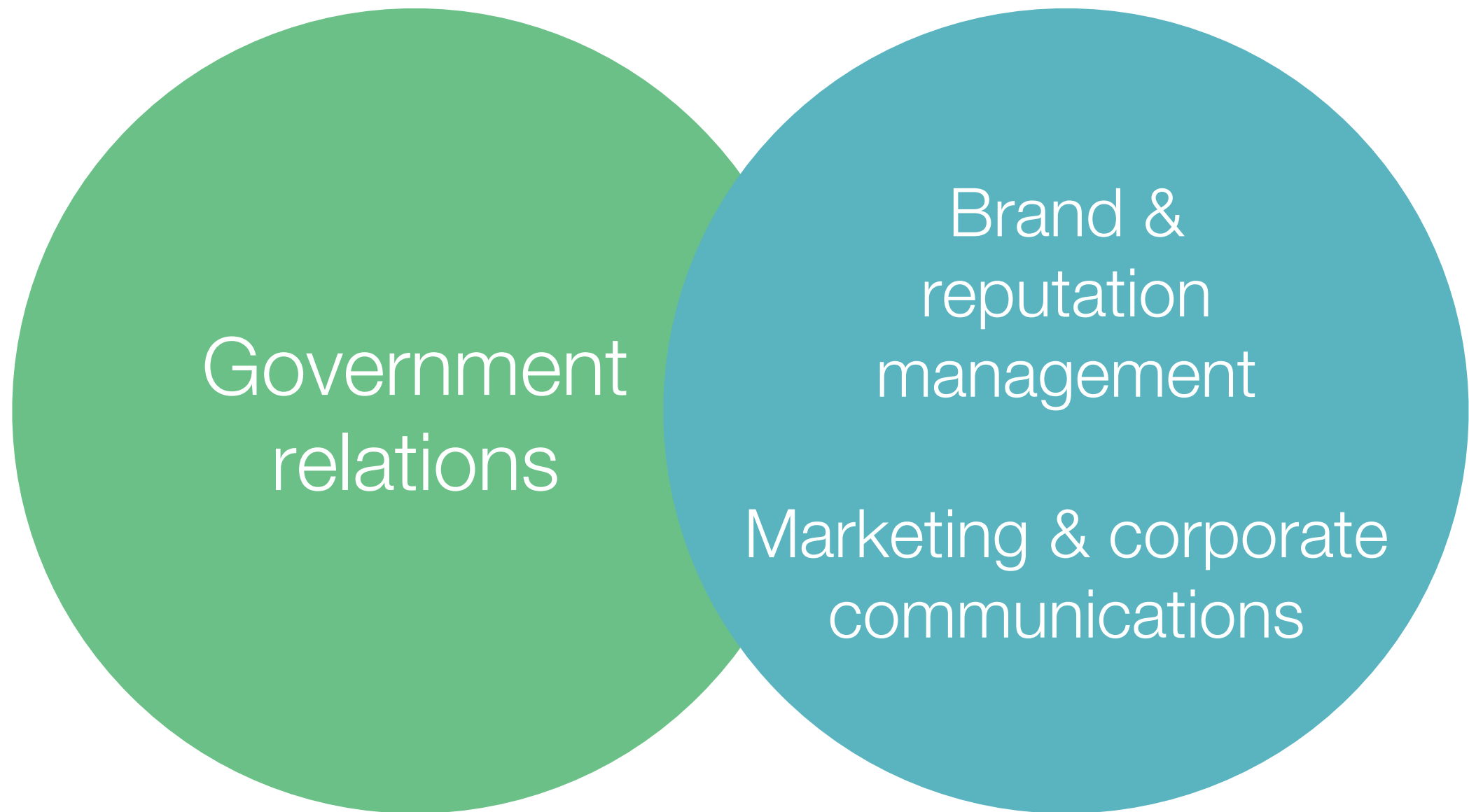


Brand &  
reputation  
management

Marketing & corporate  
communications

are converging

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## 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

# 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

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[EDMs by topic](#)

## Early day motion 897

 [Print version](#)

### 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



673



93



185





# 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.”

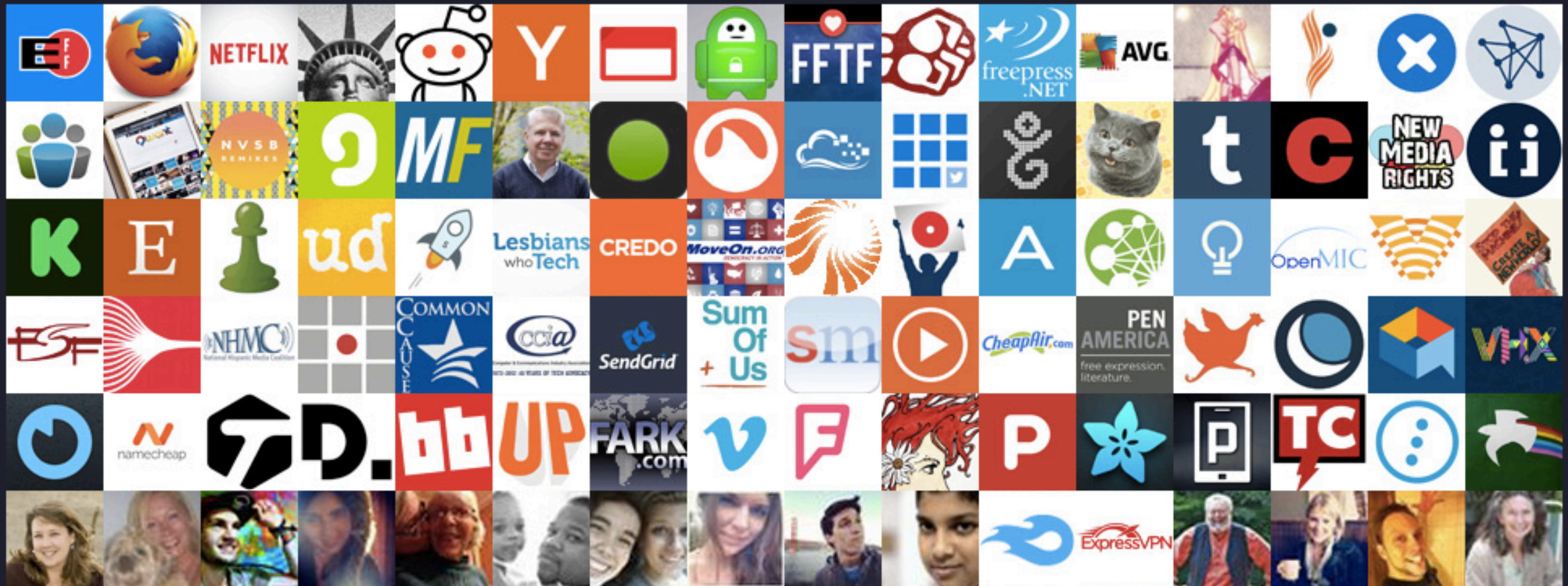
Lego's partnership with Shell dates to the 1960s and has involved Shell-branded toy sets being sold around the world.

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.

---

**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

5,440

6,000

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

3,803

5,000

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.

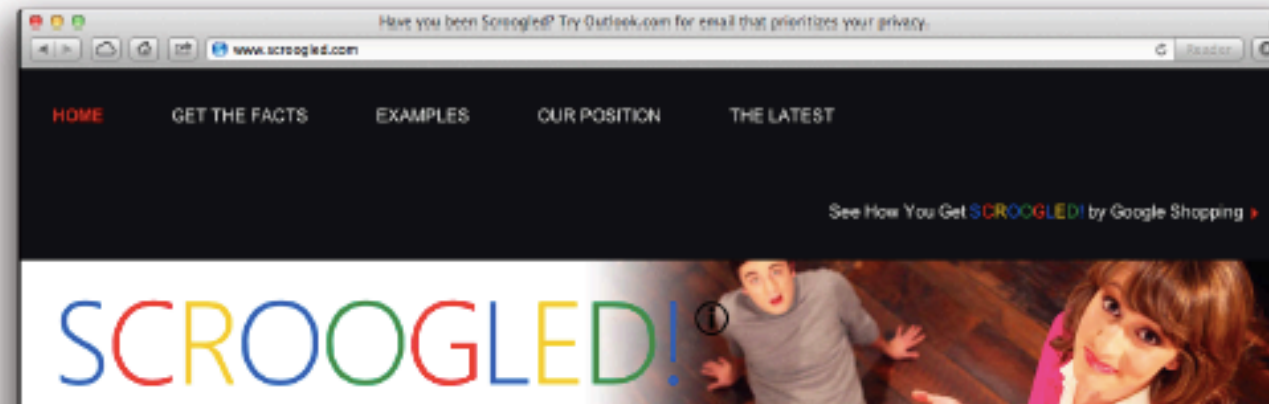
[www.care2team.com](http://www.care2team.com)



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.

## 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

Like 9.7k Send Tweet +1



signatures: 115,620

deadline: ongoing

signature goal: 100,000

overview petition

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

## Sign Petition!

Prefix (optional)	First Name	Last Name
Ms.	Jane	Sullivan
<input type="checkbox"/> 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)		
Hay Google, I like my privacy! Don't be evil		

sign now



# 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)

