



# Twitter Advocacy Best Practices

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**Twitter Advocacy**

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**Helping your  
audience  
develop their  
instincts**

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# KEY FACTS TO KNOW

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**75%**

## **Senior Hill Staff**

Say that between 1 & 30 social media comments grab attention



**44%**

## **State Legislators**

Of our State Legislators have a Twitter account



**100%**

## **State Legislative Bodies**

Have at least one social media account associated with one of their chambers and/or caucuses



An aerial photograph of a dense green forest. A paved road with yellow dashed lines curves through the lower half of the image. The text and graphics are overlaid on this background.

“

You're either at the table or on the menu.

”

- Everyone in D.C. has said this a million times to their stakeholders

## Making the Case

- Getting buy-in from corporate leadership
- What channels are most appropriate?
- What issues did we encounter?





Advocate public policy priorities



Educate lawmakers & external stakeholders



Recognize legislative champions on key issues



Strengthen relationships by highlighting facility visits

# Content

We promise  
not to go  
overboard!

Position papers that have  
**already been approved**

**Amplifying content** from 3<sup>rd</sup> parties

- American Forest & Paper Association
- National Association of Manufacturers
- Business Roundtable

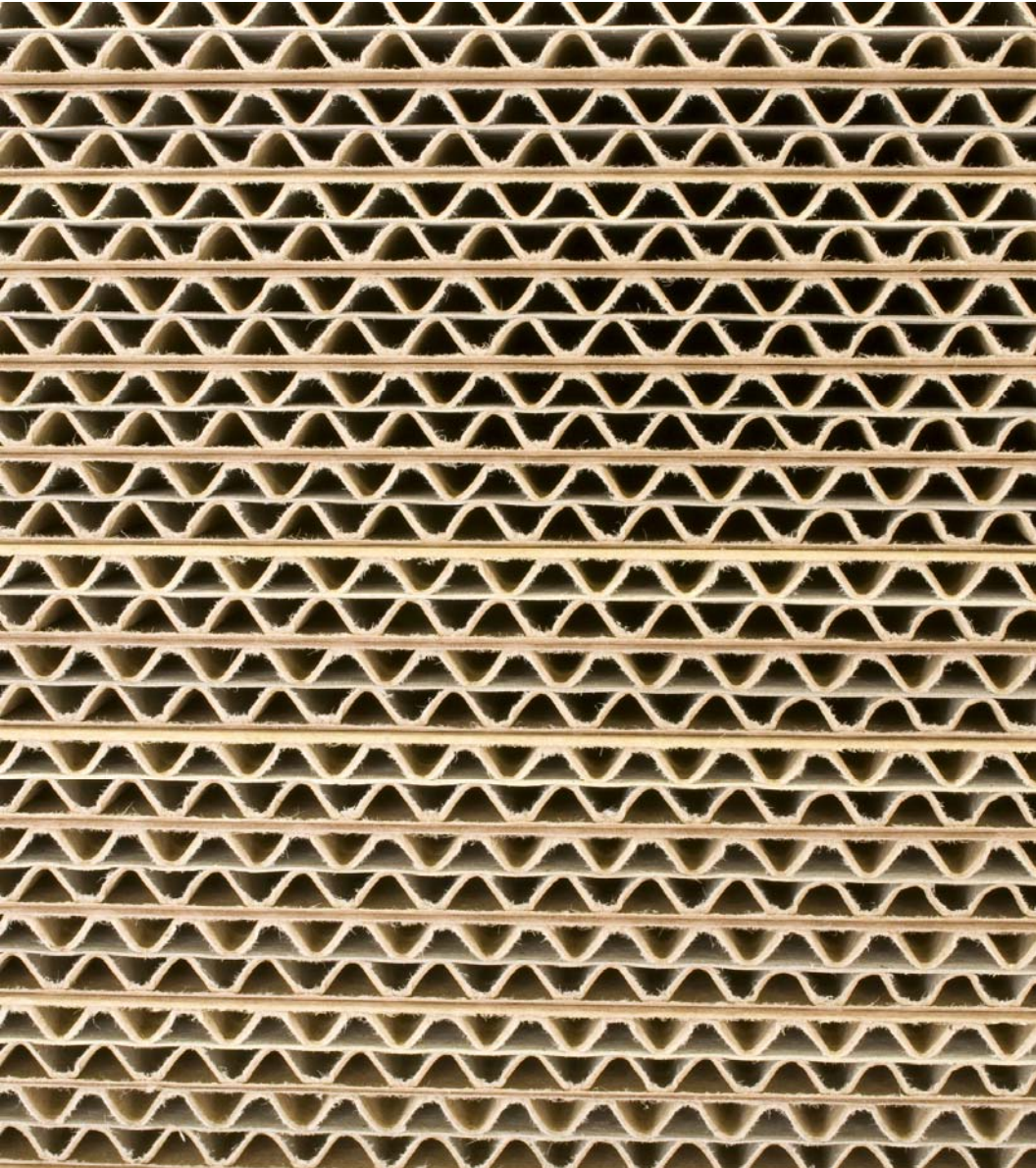


**News articles & op-eds** that are directly  
tied to priority public policy issues

**Create new uses** for existing content:

- Videos
- Infographics
- Recycle w/ different language





## Three Ways to Amplify Your Content

01

### Pay to Play

- We recently started promoting posts to great effect
- Allows for a more targeted approach

02

### Leverage 3<sup>rd</sup> Parties

- Trade associations, coalitions, etc. may have greater reach and more pertinent followers

03

### Develop Relationships

- Congressional staff want to meet you
- Meet them, see how you can be a resource to them
- Developing a relationship makes it more likely their office will interact with your content

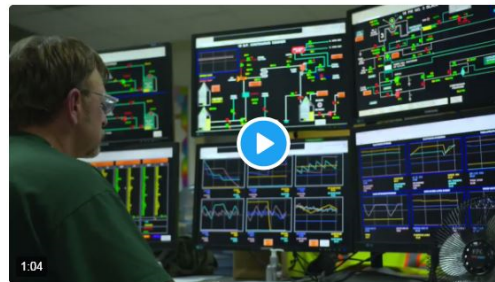


# A Quick Word On...

## Promoting Posts



Closing the [#SkillsGap](#) in the U.S. is a critical issue for [#manufacturers](#), like International Paper. Watch the video to learn why:



### Pros

- 1) Target at a granular level
- 2) Organic Schmorganic
- 3) Cost effective

### By the Numbers

**Budget:** \$200

**Impressions:** 27,070

**Views:** 10,347

**Cost-per-view:** \$0.02

### Cons

- 1) Paying for actions taken by unintended audience
- 2) Is fatigue possible?
- 3) About those metrics...



# Key Takeaways

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## **Make an Airtight Case**

- Find key internal allies
- Familiarize yourself w/ your corporate procedures
- Anticipate concerns



## **Leverage 3<sup>rd</sup> Parties**

- You may need a push to maximize your reach
- Trade Associations have the juice



## **Pay to Play**

- Don't be shy about promoting posts



## Contact Information

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