

# How to Build Your Social Media Strategy for Public Affairs

## Background and Getting Started

To convey the value of your social media efforts to internal stakeholders, you need to show effective measurement and communication. Organizations need to set clear goals, collect the most important data points and optimize their social media campaigns towards achieving their pre-determined goals. Not every organization needs to use social media for government relations, public affairs or grassroots advocacy, but those that do should set out a clear strategy for its use. This guide seeks to assist you in aligning and focusing your social media efforts so that your organization can effectively use its resources and achieve desired outcomes.

Whether you are launching a new social media account or just trying to infuse more advocacy content into your current channels, the checklist below can help guide you through the process:

### **Social Media Strategy Development Checklist:**

1. Outline key goals and objectives
2. Identify key audiences that fit into your objectives
3. Examine and decide which social media platforms and tools will be most effective for your audience and goals
4. Build a content calendar or content strategy
5. Determine an approval and review process that provides accountability and flexibility
6. Deliver, post, curate and share using targeted content
7. Test your content, track your progress, and optimize towards your goals
8. Report back to key stakeholders

## Setting Objectives

Understanding the goals or objectives for your social media campaigns is the first and most important step. Goal setting will help your organization identify your Key Performance Indicators (KPIs) and optimize your social strategy.

### **Social media objectives for public affairs:**

- Engage and build relationships with grassroots advocates or policy supporters ○ Grassroots advocates could be employees, association members, customers or concerned citizens
- Develop your organization's policy and thought leadership around key public policy issues that are important to the company or association
- Engage with policymakers, reporters, concerned citizens and targeted industry influencers

- Gather information on policy and political developments ○ Organizations can now use social media for political intelligence and news aggregation
- Increase awareness and engagement around your organization's corporate responsibility mission and build connections with key stakeholders
- Develop a deeper understanding of the sentiment around your organization or policy issues ○ Social listening tools are now used to model public opinion and identify incoming issues or crises

**Examples of overly broad or too simplistic social media goals and objectives:**

- Gain followers
- Explain policy positions
- Send out policy information and important press releases

## Key Considerations When Launching an Advocacy Social Media Campaign

Below are some important questions that managers should ask before launching a new social media campaign or dedicated social media account:

**Social Media Responsibilities and Structuring:**

- How much time is required to manage your social media accounts?
- Who is your key contact(s) within the public affairs team that will be responsible for your social content and media accounts?
- What does the legal and communications clearance structure look like for your social content?
- What are the best social platforms for engaging your target audience, and which platforms are not right for your organization?

**Unique Public Affairs Questions Your Metrics Should Answer:**

- Who do you want following your account?
- How many lawmakers, policy staffers, reporters, academics and key stakeholders have engaged with your social media accounts?
- How much advocacy content was created for social media and which were the most successful?
- How active are your followers?
- Who are your followers connected to?
- What political or policy information did you gain from being active on social media?

### What to Measure on Social Media:

Reach Metrics	Engagement Metrics	Follower Metrics
<ul style="list-style-type: none"> <li>-Impressions</li> <li>-Views</li> </ul>	<ul style="list-style-type: none"> <li>-Retweets</li> <li>-Clicks</li> <li>-Likes</li> <li>-Follows</li> <li>-Shares</li> <li>-Actions Taken</li> </ul>	<ul style="list-style-type: none"> <li>-Influence Score <i>(How influential are your followers)</i></li> <li>-Key Followers <i>(The number of important social followers to your industry, company or association)</i></li> </ul>

### Social Media Measurement Cycle

