

The 2018 Digital Media and Advocacy Summit

Brainstorming Session Instructions

Thank you for joining our Challenges and Opportunities Brainstorming Session! The goal of this session is to network and collaborate with attendees to address key challenges in the online space and brainstorm solutions to overcome them. Over the course of 50 minutes, you'll meet with your peers and create a list of takeaways to share with all attendees.

How It Works:

1. Join a group based on your current employer:
 - Corporation – Congressional Room
 - Association -- Senate Room
 - Advocacy Group – Congressional Room
- * If you work for a consultancy or vendor, please join any group that you feel most comfortable working with.
2. Select an official note taker for the group, please feel free to use the paper provided or the large notepads to keep track of the conversation.
3. When you join your group, introduce yourself to your fellow group members. You will spend the next 50 minutes with your peers working through some of the challenges listed below.
4. The next 50 minutes are yours! We provided 6 different challenges and opportunities that advocacy and digital communicators face, but feel free to think outside-of-the-box. All ideas are welcome. You can use the suggested talking points below to help you, but you are not required to follow a rubric, you can skip around or cover the topics that your group is interested in tackling.
5. At the end of the 50 minutes, the note taker will be asked to hand their notes to staff so that the Council can write up any takeaways, which will be distributed to all attendees after the Summit.

Topic Discussion Points:

(These are only suggestions to get your creativity flowing)

- **The Downfall of Trust: The Spread of Misinformation and Bots Online**
How can you communicate about public policy issues online when the trust in online news and social media is at an all-time low? What are the best ways to communicate and build trust online? How can you ensure you are a trusted source for public policymakers? How do you know if your advocates or opposition is real and not a computer generated bot?
- **Facebook's New Ad Regulations:**
Facebook now requires all political or issue ads to be verified, disclosed, and stored in an archive. How is your organization dealing with the new ad disclosure rules? Has your organization seen a drop in organic reach on the platform? How is your organization leveraging the largest social media platform?
- **Communicating the Value and ROI of Digital Communications and Advocacy**
How does your organization communicate and measure success? How do you measure effectiveness beyond likes, impressions, and retweets? How do you demonstrate the return on investment of a digital advocacy campaign? What are some popular digital measurement tools and which do you find most helpful? How do you measure success when your goals are less easily measurable, such as improving your organization's reputation or raising awareness around an issue?

- **Breaking Down Silos: Integrating Digital Tactics and Traditional Government Relations**

What are some ways government relations can help target and bolster your digital efforts? How can you improve cooperation between your organization's lobbying and policy teams and the communications/advocacy staff? How do you decide between launching a public affairs campaign or a legislative one? What causes the biggest silos or gaps between your government relations and communications teams?

- **Using Digital To Get Out the Vote (GOTV)**

Whether your organization is running a GOTV campaign or involved in a ballot measure, what tools, resources, technology and information is needed to run an effective campaign? How can your organization make effective use of online advertising and digital grassroots organizing tools to win at the ballot box? What data is out there to help you target voters and increase civic engagement?

- **Communicating Across Generations Online**

Millennials are now the largest segment of the workforce, and recent advocacy efforts by high school students have gripped the nation. How are you proactively communicating to your organization's emerging leaders? How is your organization delivering the right message, at the right time, to the right audience through the right medium? Snapchat is approaching 200 million daily active users, what are some ways in which your organization can reach out to these users for grassroots or advocacy purposes? What platforms will advocacy and communicators use in the not too distant future?