

POLITICAL INVOLVEMENT**NETWORK**PUBLIC AFFAIRS COUNCIL www.pac.org/PIN**PIN POINTS**Public Affairs Council e-Newsletter
Spring 2013

Greetings From the Council!



As a network, we hope to offer tools and strategies to advance PIN members' programs, as well as aid members in their individual professional development. One way we do that is by sharing trends and best practices that we see emerging within the political involvement community.

First, I am pleased to announce that **one of the best tools we have to track PAC trends and best practices in corporate and association PACs, our biennial PAC Benchmarking Survey, is now open.**

If you have a federal PAC, we invite you to participate by clicking on the link below:

[2013 PAC Benchmarking Survey](#)

As a thank you for participating, **all respondents will receive a complimentary copy of the final report and analysis.**

In addition, **participants responding by 5 p.m. EDT on May 10 will be entered in a drawing for a complimentary registration to the 2014 National PAC Conference (March 3-6, 2014, at the [Loews Miami Beach Hotel](#)).***

The survey closes **May 17.**

For more details on the survey or drawing, click [here](#).

In the rest of this issue, we are focusing on social media — not only how it advances our legislative agendas, but also how members can use it to chart their career course and professional growth.

Since the Congressional Research Service's new [report](#) on social media use in the 112th Congress found that 78.7 percent of congressional offices had an official Twitter account and 87.2 percent had an official Facebook page, it's clear that using social media thoughtfully and strategically is vital in this new age of advocacy. So how do we use Facebook, Twitter and other platforms to reach decision-makers? That's a key focus of the Council's upcoming [Social Media and Advocacy Summit](#) on **May 15** in Washington. Plus, if you read on,

you'll hear how to leverage social media for legislative impact from a fellow practitioner and how to build your personal online brand.

If you have an interesting story to tell involving social media — or any aspect of political involvement strategy that would be useful for fellow practitioners — this is the place to share it. [Let us know](#) how we can help you advance your strategy, and help others by sharing your experiences, as well.

— **Hannah Wesolowski**, manager, political involvement practice, Public Affairs Council

Welcome, New Network Members!

We'd like to extend a special welcome to our newest members:

Joanna Acocella, **Apollo Group**
Erika Baum, **General Mills Inc.**
Kate Bernard, **Hamilton Place Strategies**
Anne Berry, **AstraZeneca Pharmaceuticals**
Paula Cavagnari, **Burson-Marsteller**
Meredith Comly, **American College of Surgeons**
Kate Connors, **Story Partners**
Julie Conway, **BIPAC**
George Cook, **Toyota**
Kelly Cushman, **Goddard Gunster**
Stephanie Davari-Page, **Resonate**
Nicolas DeSarno, **American Dental Association**
Stacy Dowdy, **Michigan Health & Hospital Association**
Kelly Eaton, **Hewlett-Packard Co.**
Eve Efron, **Goddard Gunster**
Daniel Ekstein, **SAGAC Public Affairs**
Kevin Fitzgerald, **Resonate**
Blair Gottfried, **National Association of Home Builders**

Shannon Gray, **CenterPoint Energy Inc.**
Gary Hull, **Salt River Project**
Jessica Irving, **National Federation of Independent Business**
Hilary Kelly, **ManattJones Global Strategies**
Anthony Kudner, **National Hospice & Palliative Care Organization**
Joan Lawrence, **Toy Industry Association**
Meng Lian, **Novozymes**
Lauren Markowitz, **Burson-Marsteller**
Christie Meyer, **Consumer Electronics Association**
Adam Nelson, **Direct Marketing Association**
Joseph Nowak, **Nationwide**
Jennifer Reynolds, **Sempra Energy**
Karen Shaughnessy, **Ford Motor Co.**
Brandy Stacks, **Prudential Financial**
Beth Stafford, **AmerisourceBergen Corp.**
Laura Vogel, **National Association of Realtors**

Member Spotlight

*We recently took some time to connect with **Katie Taylor**, federal grassroots manager at the American Heart Association, on social media's impact on advocacy and outreach, as well as how it will continue to shape the world of public affairs.*



I have been a part of the American Heart Association/American Stroke Association's advocacy team for seven years, including six years in my current role as the federal grassroots manager. I have the pleasure of working with our nationwide grassroots network, known as "You're the Cure", to advance public policies that build healthier communities and healthier lives. Our network is made up of a diverse group of people, including heart disease and stroke survivors, caregivers, medical professionals, researchers, educators and other public health advocates, so we aim to strategically mobilize them through a variety of online and offline tactics, on issues ranging from access to care and health equity to nutrition in schools and medical research funding.

At the upcoming [Social Media and Advocacy Summit](#), the focus will be on not only how to create a social media strategy, but how to use that strategy to advance your advocacy agenda

and goals. What role has social media played in advancing AHA’s legislative agenda and recruiting advocates?

It’s amazing to think back to 2008, when we first set up our “You’re the Cure” Facebook page and put up a post every now and then, to today, where social media is integrated right into our larger communication and volunteer engagement strategy. We still have a ways to go, but when you look at the cornerstones of a strong grassroots program — recruitment, engagement and retention — social media is a space we can’t ignore. Social media has helped us meet advocates where they already are, engage in a dialogue with them like never before and provide them with the resources they need to help us deliver our message to the public and to lawmakers in their own voice.

We recently held our “You’re the Cure on the Hill” lobby day event, and social media was woven right into all of the planning. While we had 300 advocates in D.C. with us, over 6,000 advocates nationwide participated in our virtual lobby day, which included an online petition, video calls to action from our CEO, live streaming of key elements of the event, regular Facebook and Twitter updates, and blog posts — and that was just the information coming directly from our organization. The advocates attending were interacting with friends and family back home, fellow advocates and even their legislators through a lobby day app we offered all of our attendees, expanding our reach that much further.

What is the biggest lesson you have learned in implementing a social media for advocacy strategy at AHA?

I think we still have a lot to learn, but from an organizational standpoint, we’ve found that we need to strategically choose which social spaces to invest our resources in. Like many nonprofits, we have limited staff capacity and want to ensure the presence we do have in the digital space is strong. It’s easy to get jazzed about the latest and greatest tool or platform, but when it comes down to it, we need to make sure we have the manpower to support the quality content and authentic interactions needed to help us reach our goals.

Is there something that you are seeing emerge as a trend in the use of social media for advocacy? Where do you think the practice is heading?

Overall, I think social media is forcing all of us in the advocacy world, which is typically ruled by words, to think more visually about the information we’re sharing and the story we’re trying to tell. Not only is visual content (photos, videos, infographics, etc.) prioritized on many of the social tools we all use, but it provides a unique opportunity for us to put a face or a voice to our issues and encourages our advocates do the same as we drive toward a shared mission. And so much of the content on social media is now becoming part of the story that the mainstream media is telling, so in many ways, we need to shift our thinking about traditional media advocacy, too.

What you are looking forward to in the rest of 2013?

I’m definitely looking forward to the [Social Media and Advocacy Summit](#) on May 15 here in Washington. I attended last year, and hearing from those who have successfully integrated social media into their advocacy strategy sparked a lot of ideas that we were able to take right back to our program at AHA. We all have a lot to learn from one another.

Know someone who deserves to be recognized? Let us know at pin@pac.org.

Empowering Politically Involved Leaders Through Social Media

Social media is playing an increasingly large role in our daily professional lives and is fast becoming a necessary tool for success. We went straight to the experts to get their opinion on how engaging via social media can help advance your career and build your reputation.

Lisa Ryan is an executive coach at Heyman Associates who helps place public affairs executives in leadership roles.



How important is it to have a robust LinkedIn account, and what are some tips for improving your profile?

In today's world, a robust LinkedIn profile is a necessity. More people see that than your résumé. Fill in all the details, take out any jargon, and include a professional photo. Be sure to optimize your keywords for the greatest visibility and relevance to your target audiences. Also, use concise language that demonstrates the results of your work and does not merely summarize your job description. Most important, make sure to update your profile and respond to people. If you stay active on LinkedIn, you'll stay active in your career.



Ashley Mancheni is the Public Affairs Council's manager of social media practice.

How can an active social media presence affect your personal brand?

Everything that you put online builds your personal brand. That's both the good and the bad, as [Hill staffers learned a few weeks](#) ago. That doesn't mean you can't be yourself online; you can, and you should. But just make sure that everything you post passes the "front page of *The Washington Post*" test (i.e., don't post anything on social media that you wouldn't want to see on the front page of the *Post*). And don't forget, even though it's ubiquitous and easy to forget about, email can be just as damaging to your personal and professional reputation as social media. So keep it classy.

In the News

A round-up of top news in the public affairs field:

[Council President Doug Pinkham discusses how to assess the public's priorities](#)

[AT&T tops *Corporate Responsibility* magazine's 100 Best Corporate Citizens list](#)

[The number of competitive House seats keeps shrinking, to the advantage of Republicans, according to *The Cook Political Report*](#)

[The *Washington Post* reports that after LegiStorm linked Hill staffers' Twitter feeds to those of their employers, many staffers are making their accounts private](#)

[Pew Charitable Trusts reports on how many governors are using social media](#)

[Politico reports on Congress' decision to scale back the financial disclosure requirements from the STOCK Act](#)

[The gay marriage debate's connection to campaign finance reform](#)

[Campaigns & Elections reports on the future of the "fundraising arms race"](#)

[Roll Call lists the top five 2014 congressional rematches to watch](#)

[SEC gives go-ahead to companies to make material financial disclosures via social media platforms](#)
(Bloomberg will now [integrate Twitter into terminals used for financial data delivery](#))

[Five major companies agree to publicly disclose corporate political spending](#)

[Supreme Court will not take up case on corporate contributions ban](#)

[If Supreme Court removes aggregate campaign contributions cap, lobbyists will feel the impact](#)

[The Supreme Court's decision on aggregate contributions cap may have big impact on state campaign finance rules](#)

2013 National PAC Conference Insights & Takeaways

At the National PAC Conference in Miami last month, participants and speakers shared great stories, struggles and solutions for effective PAC management and fundraising. Certain trends also emerged. For example, the one-size-fits-all model no longer works. And micro-targeting and meaningful recognition are becoming more and more crucial to PAC success. Read more about top trends shared at the conference [here](#). In addition, conference participants shared some of the best practices they heard from speakers via Twitter. Here are some of our favorite tips the conference (#PAC13):

- **Public Affairs Council (@PACouncil)**: Use email templates to streamline your blast email campaigns. They are cheaper and more efficient. (Great suggestion from **Sarah Nordstrom** of **Novo Nordisk** on ways to improve your campaign messaging.)
- **Matthew Zablud (@BeekeeperGroup)**: Start every branding effort with a survey and then share results with participants. (Matthew shared great suggestions on building a successful brand strategy for your PAC.)
- **National Association of Home Builders (@NAHBhome)**: Keep the PAC on members' minds year round. Send holiday cards to every member to stay connected. (The NAHB shared some great tactics for keeping your PAC front and center in your members' hearts and minds.)
- **Lisa Ryan (@HeymanTeam)**: In a new study, only 9% of respondents changed jobs for money. It's all about the people you work with and the ability to grow. (Lisa shared how to best market yourself during her session, *Where Do You Go From Here?*)
- **Lisa Rice (@NFRnews)**: Give business-people hard targets and goals; they'll help you succeed if they see an end point. (Thanks, Lisa, for the great tip on reinvigorating your PAC to guarantee its continued success!)

In addition, there was a great discussion on the fate of traditional PACs in the Super PAC era, a common worry within the PAC community. Click [here](#) to see what conference keynote speaker Michael Malbin, executive director of the Campaign Finance Institute, had to say on the topic.

Follow the Council ([@PACouncil](#)) to stay on top of public affairs trends and best practices.

[LinkedIn](#) | [Facebook](#) | [Twitter](#): @PACouncil | [YouTube](#)

Certificate in PAC & Grassroots Management

Are you a PAC or grassroots leader looking for a chance to stand out among your peers? The Council's [Certificate in PAC & Grassroots Management](#) is the perfect way to advance your skills, increase your knowledge and add value to your career.

The certificate program requires the completion of 25 credits, which participants earn by attending Council programs, being active in the community (including the PIN) and learning about the complex legal and regulatory landscape.

If you are interested in the program, visit pac.org/certificate or contact [Hannah Wesolowski](#).

 indicates eligible programs

Upcoming Events

PAC Compliance: A Legal Overview With Ken Gross 🍌

May 8 | Washington

[Register](#)

**Now available via teleconference. [Email us](#) for details.*

From Zero to Grassroots: 10 Key Considerations for Building a Grassroots Program From Scratch 🍌

May 9 | Webinar

[Register](#)

Social Media and Advocacy Summit 🍌

May 15 | Washington

[Register](#)

Making the Case: How to Prove That Investing in Public Affairs Matters

June 13 | Washington

[Register](#)

Climbing the Hill: How to Accelerate Your Federal Government Relations Strategy

June 24 | Washington

[Register](#)

PAC FUNdraising Workshop 🍌

June 27 | Washington

[Register](#)

Don't miss out on these new Council webinars, available for download:

- How Do I Get My Association's Members to Engage More? – [Download](#)
- Demonstrating and Measuring PAC and Grassroots Value – [Download](#)
- Grassroots in the States – [Download](#)

Have a question about the Political Involvement Network? Contact us.

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