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WINNING WITH DIGITAL ADVOCACY

A webinar for the Public Affairs Council, 2020



DIGITAL PUBLIC AFFAIRS 2008



DIGITAL PUBLIC AFFAIRS 2020



A high-angle, top-down view of a group of people sitting around a large wooden table in a meeting or collaborative workspace. The image is overlaid with a semi-transparent dark teal filter. Several laptops and tablets are open on the table, displaying various digital content. One person is pointing at a tablet screen, while others are looking at their devices or interacting with each other. The scene suggests a collaborative digital environment.

HOW IS DIGITAL MOST
USEFUL TO YOU?

THE 'COMPLETE' LANDSCAPE

INPUTS		COMMUNICATIONS				EVALUATION	
Intelligence	People	Content	Channels	Distribution	Advocacy	Analytics	External evaluation
Monitoring / issue tracking Reputation & sentiment tracking	Influencer ID Network analysis Votewatch	Copy to Audiovisual	Owned (websites, blogs, podcasts, events) Social networks (Twitter, LinkedIn, Twitter etc.)	Social ads Search engine marketing Native (sponsored) Content discovery (Outbrain)	Campaigning infrastructure e.g. Nationbuilder	Websites & social networks analytics tools	Various tools to determine external reach & impact

THE 'COMPLETE' LANDSCAPE

INPUTS		COMMUNICATIONS				EVALUATION	
SOFTWARE FOR INTELLIGENCE & RELATIONSHIP MANAGEMENT (AND MORE) For example: Quorum & FiscalNote							

TODAY

		COMMUNICATIONS					
		Content	Channels	Distribution	Advocacy		



DIGITAL PA: GUIDING PRINCIPLES

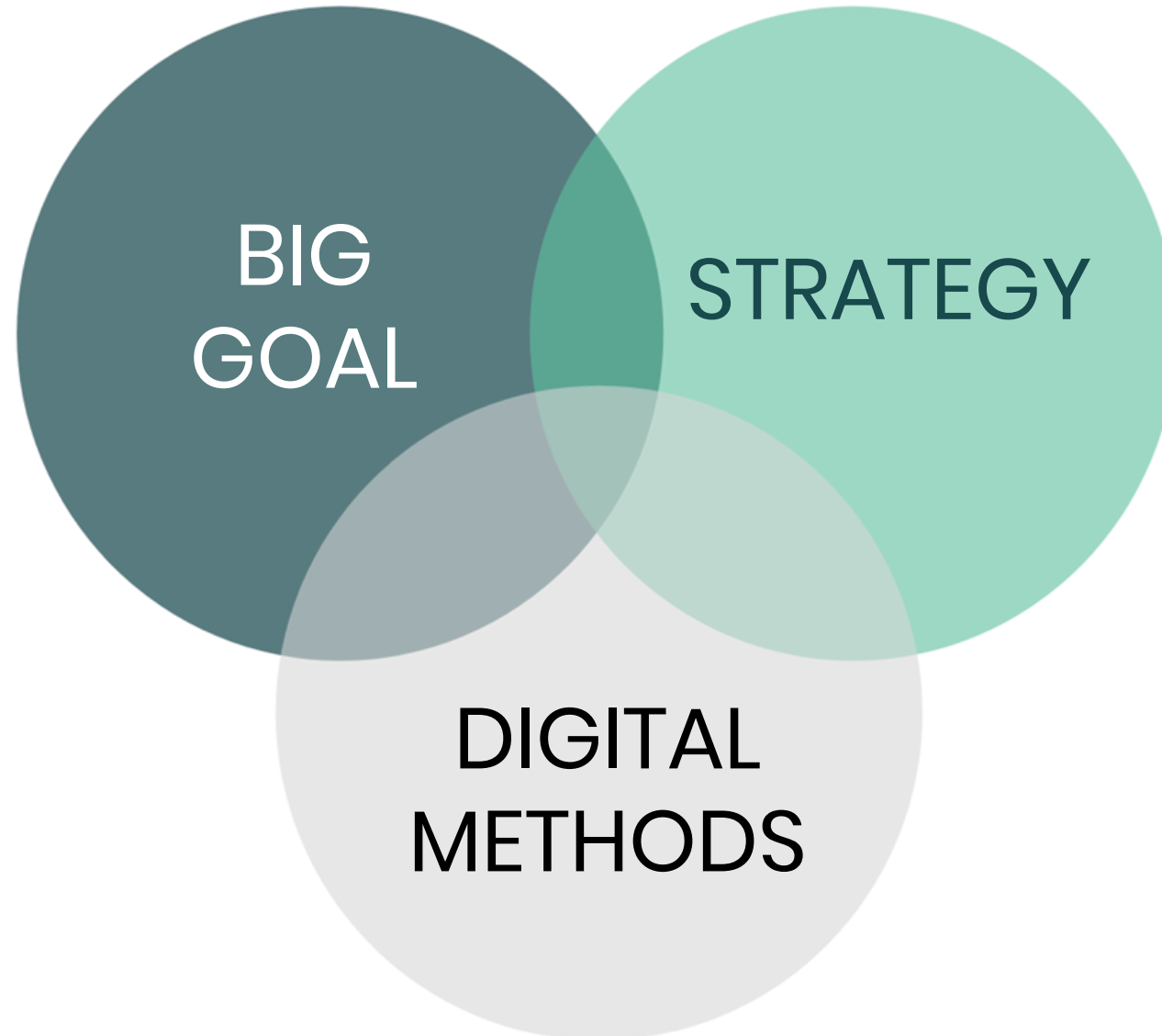


Never just
about
“GETTING
OUR
MESSAGE
OUT”



DIGITAL
SHOULD NOT
HAPPEN IN
ISOLATION

TIE



WHAT ARE WE TRYING TO ACHIEVE?

INFLUENCE A CURRENT
FILE?

BUILD POLITICAL CAPITAL TO
ENHANCE YOUR CHANCES
OF SUCCESS MEDIUM TO
LONG-TERM?

SHAPE THE EXTERNAL
ENVIRONMENT ON A HIGHLY
POLITICAL ISSUE?

SAMPLE STRATEGIES & EXAMPLES

INFLUENCE A
CURRENT FILE



FAST MOBILISATION OF
SUPPORTERS

BUILD POLITICAL
CAPITAL



SHAPE THE
EXTERNAL
ENVIRONMENT





SIGN UP TO THE CAMPAIGN
BELOW ▼

**HALF OF ALL
FISH CAUGHT
IN THE NORTH SEA
ARE THROWN
BACK OVERBOARD
DEAD.**

Hugh's Fish Fight: Join The Fish Fight: www.fishfight.org



671,618

PEOPLE ARE SUPPORTING THE CAMPAIGN SO FAR!

**YOU ARE
BEING HEARD
WHERE IT
MATTERS** ▶

OUR ^{LATEST} FAMOUS
FISH FIGHTERS ▶



RICHARD BRANSON



STEPHEN FRY

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Matt



Rana



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U B E R

DEAR BRUXELLOIS,

Say NO to Brussels without uberPOP

SIGNATURES

23370

GOAL

1600 left



SUPPORT UBER BRUSSELS

First

Last

Email

Belgium



Zip Code

SIGN PETITION

SAMPLE STRATEGIES & EXAMPLES

INFLUENCE A
CURRENT FILE



EASY INFORMATION
PROVISION

BUILD POLITICAL
CAPITAL



SHAPE THE
EXTERNAL
ENVIRONMENT





EU position company X on issue Y



SAMPLE STRATEGIES & EXAMPLES

INFLUENCE A
CURRENT FILE

BUILD POLITICAL
CAPITAL

SHAPE THE
EXTERNAL
ENVIRONMENT



REPOSITIONING TO COUNTER
ADVERSE PERCEPTION







CO₂ Metals with Ambition

**We want to make the metals a low-carbon future requires -
cleanly and in Europe**

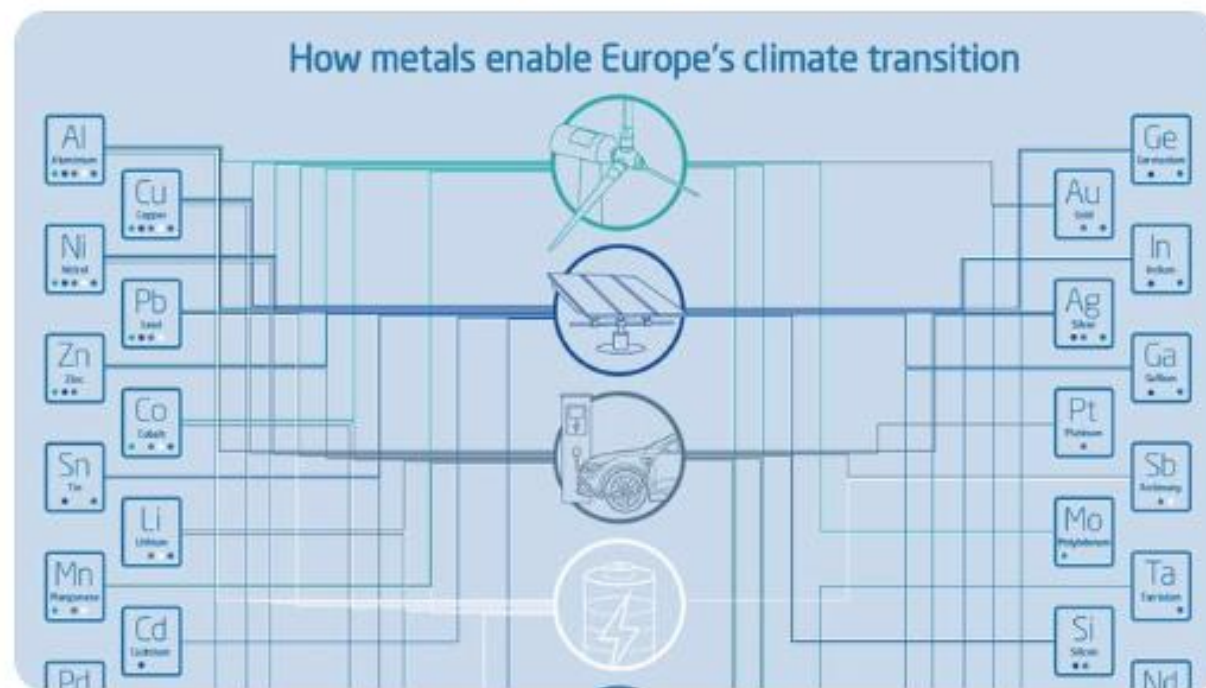


European Metals @Eurometaux · Jan 27

#Metals are THE enabling #RawMaterial of the #EUGreenDeal! By 2050 we'll need much more of them for:

- 🔋 Batteries
- 🚗 Clean Mobility
- 💨 Wind power
- ☀️ Solar power
- ⚡ Electrification

See more about their uses: bit.ly/2RwEiWp



SAMPLE STRATEGIES & EXAMPLES

INFLUENCE A
CURRENT FILE



BUILD POLITICAL
CAPITAL



SHAPE THE
EXTERNAL
ENVIRONMENT



BUILD AND HARNESS CREDIBLE
EXTERNAL SUPPORT

The screenshot shows the CUNA Grassroots Action Center website. At the top, there is a header with the CUNA logo, navigation links for Advocacy, News, Learn, and Compliance, and a search bar. Below the header is a blue banner with the text "GRASSROOTS ACTION CENTER". The main content area features three campaign cards, each with a megaphone icon and a title:

- Oppose Section 2821 of the Senate NDAA bill**
Section 2821 of the Senate NDAA bill would allow banks to have rent-free access to establish branches on military bases. If section 2821 isn't removed from the bill, banks like Wells Fargo and Bank of America will have easier access to set up shop on bases around the...
- Don't Tax My Credit Union**
Credit unions promote the economic well-being of 115 million Americans, especially those of modest means, through a system that is member-owned and not-for-profit. However, bankers are trying to convince Congress that they should tax credit unions so that banking investors...
- Tell Congress to support the CDFI Fund**
The President has submitted to Congress his FY 2020 budget. In his outline, the president proposes to eliminate federal funding level for the Community Development Financial Institutions Fund (CDFI) Fund. CDFIs finance community development initiatives,...

Below the campaign cards are three sections with search and sign-up forms:

- Sign Up for Alerts**
Enter your information below to sign up.
Form fields: Enter Email, ZIP Code.
- Find Legislation**
View and search for legislation.
Form field: Enter Keywords.
- Find Politicians**
* Elected Officials * Candidates
Form field: ZIP Code.

Identify technology provider

Identify potential allies

Reach allies through targeted ads
(and whatever other means)

Keep allies informed
via email and other means

Give allies means to advocate
when the time is right

The image features a dark teal background with six incandescent light bulbs hanging from thin wires. Five bulbs on the left are unlit and appear as dark, translucent shapes. The sixth bulb on the right is brightly lit, casting a warm glow. The text '5 TRENDS IN EU DIGITAL PA' is overlaid in white, bold, sans-serif font, centered horizontally and partially obscured by the unlit bulbs.

5 TRENDS IN EU DIGITAL PA



1. RISE OF US-STYLE ADVOCACY

2. LINKEDIN AS THE PRE-EMINENT SOCIAL NETWORK

Target audience:
policy makers



Member of the European Parliament,



Head of Cabinet
European Commission



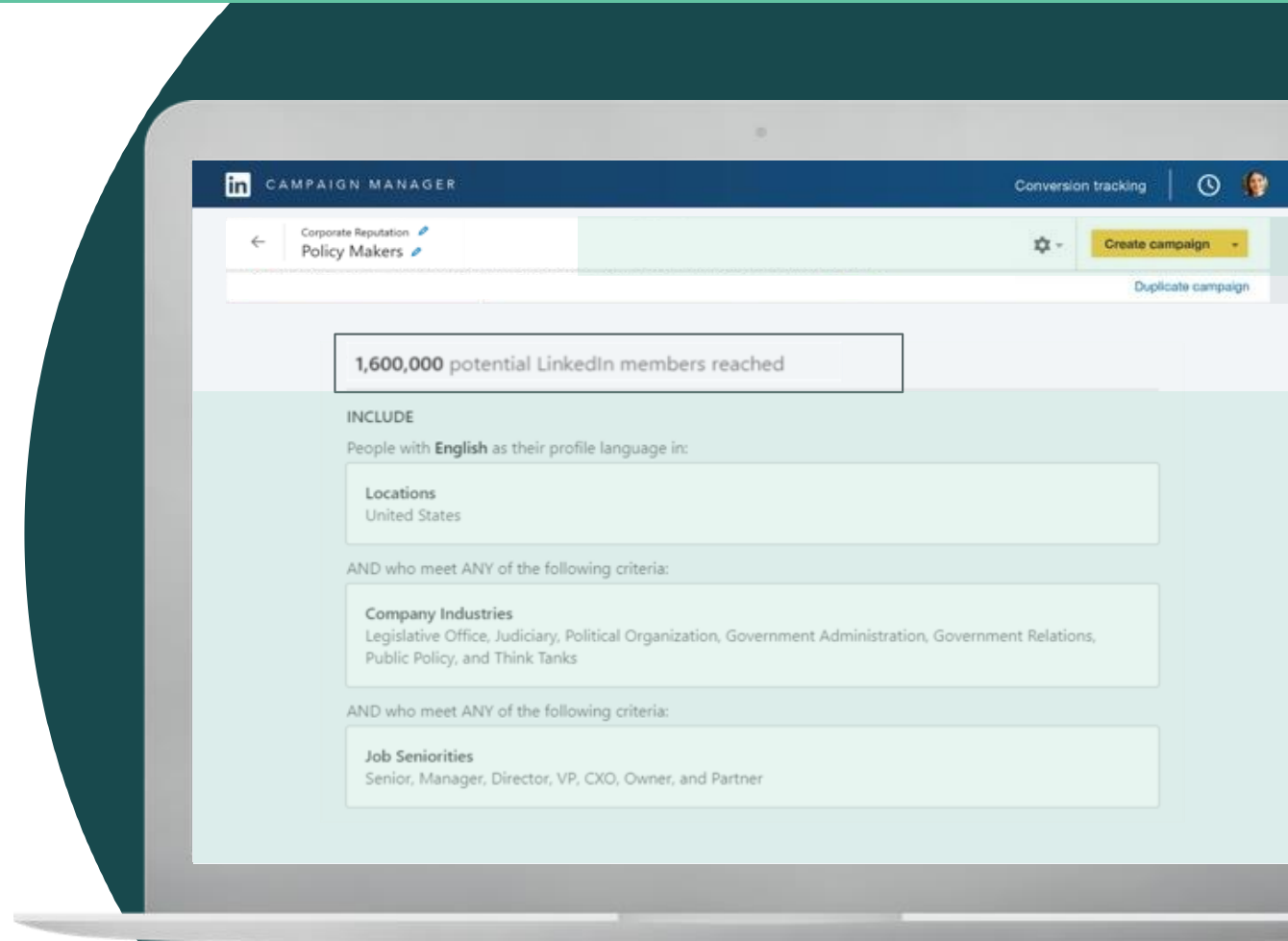
Head of Unit,
European Commission



Press Officer
European Medicines Agency



Head of Coms and External Relations
European Food Safety Authority (EFSA)




3. PAY TO PLAY CONTINUES AND BECOMES ACCEPTED



4. BEYOND BORING CONTENT





Steffen Thejll-Moller
Joined group: May 2014

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- FleishmanHillard Brussels...
- Future of Rural Energy in ...
- Expats Networking in Brus...
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<https://lnkd.in/gWPYF4X>

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The Public Affairs Council is the leading international association for public affairs professionals. Its mission is to advance the field of public affairs and to provide tools and resources that enable public affairs executives and managers to achieve their business and


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Group admins

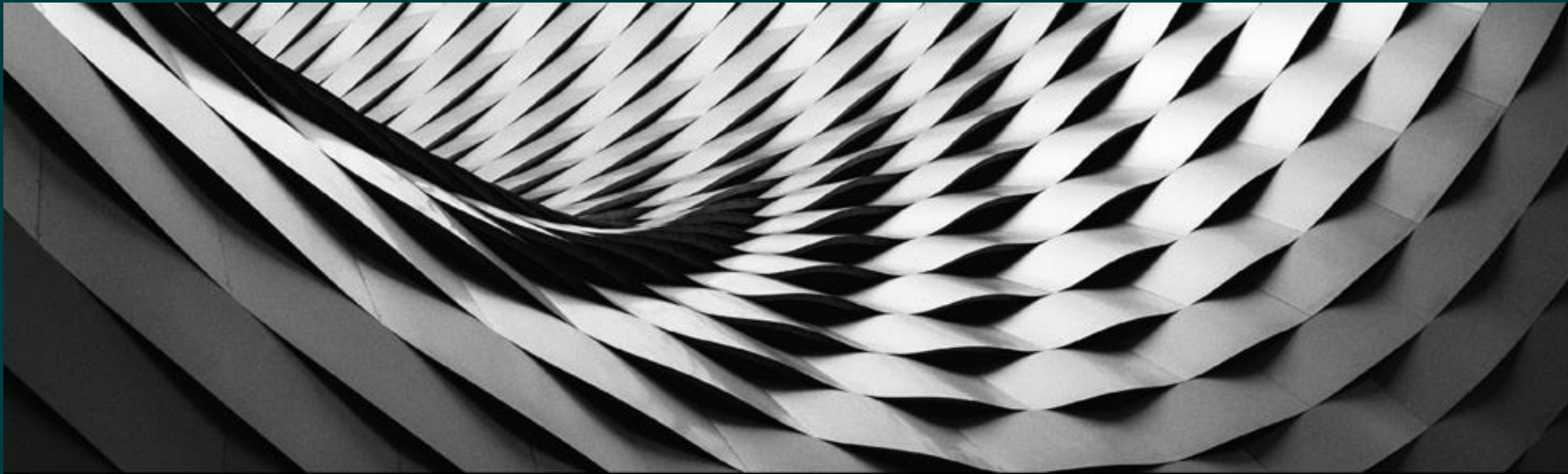


Laura Horsley • 2nd **Owner**
Senior Director of Marketing and Communications at Public Affairs Council

5. COMMUNITY & COALITIONS SHIFT ONLINE

A faded map of Europe serves as the background for the image. The map is semi-transparent, showing various countries and cities in a light blue and green color scheme. The text 'THANK YOU' is prominently displayed in the lower-left quadrant in a large, white, sans-serif font. The map includes labels for major European cities such as Oslo, Copenhagen, Hamburg, Berlin, Amsterdam, London, Paris, Frankfurt, Munich, and Vienna, as well as country names like DANEMARK, DEUTSCH, and SCHWEIZ. The overall aesthetic is clean and professional, with the map providing a geographical context for the message.

THANK YOU



10 COMMANDMENTS FOR USING DIGITAL SENSIBLY IN EU PUBLIC AFFAIRS

DIGITAL PUBLIC AFFAIRS IS DEAD, LONG LIVE DIGITAL PUBLIC AFFAIRS

Steffen Moller

SECOND EDITION

bit.ly/DigitalPAeBook

A faded map of Europe serves as the background for the image. The map is semi-transparent, showing various countries and cities in a light blue and green color scheme. Overlaid on the left side of the map is the word "QUESTIONS?" in a large, bold, white sans-serif font. The text is positioned such that it partially covers the map of Western Europe, including areas like the British Isles, France, and Germany.

QUESTIONS?

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