

State Legislative Monitoring

Public Affairs Council Webinar

December 5, 2017



POLL THE AUDIENCE

WHAT ABOUT YOU?



Who currently uses a state legislative monitoring system?

Who currently has another method for tracking state legislation?

Who considers their system a success?

STATE LEGISLATIVE SESSIONS

January - June



Interim



State Legislative Monitoring

OVERVIEW



Priorities

Resources

What Works For Us?

Social Media, Trends & Other Factors

PRIORITIES

- Priority States
- Priority Issues
- Changes During the Year
- Your Priorities vs Other's
- Non-Priorities



RESOURCES



- State legislative websites
- Members / Associations
- Coalitions
- Industry Allies
- 3rd Party Groups
- Legislative and State Staff

WHAT WORKS FOR US?

- Multiple Tracking Services
- State vs Local vs Federal
- Priority Word Document
- Excel Charts
- Weekly Reports to Members



SOCIAL MEDIA, TRENDS & OTHER FACTORS

- Follow hashtags, legislators, states and key stakeholders
- Use service to monitor social media
- Other media outlets
- Capturing popular topics
- Regional and National Trends



MAJOR TAKEAWAYS

- Be Organized
- Start Early
- Do what works for you!
- Ask Questions and Use Resources
- Learn, Grow and Change if necessary





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