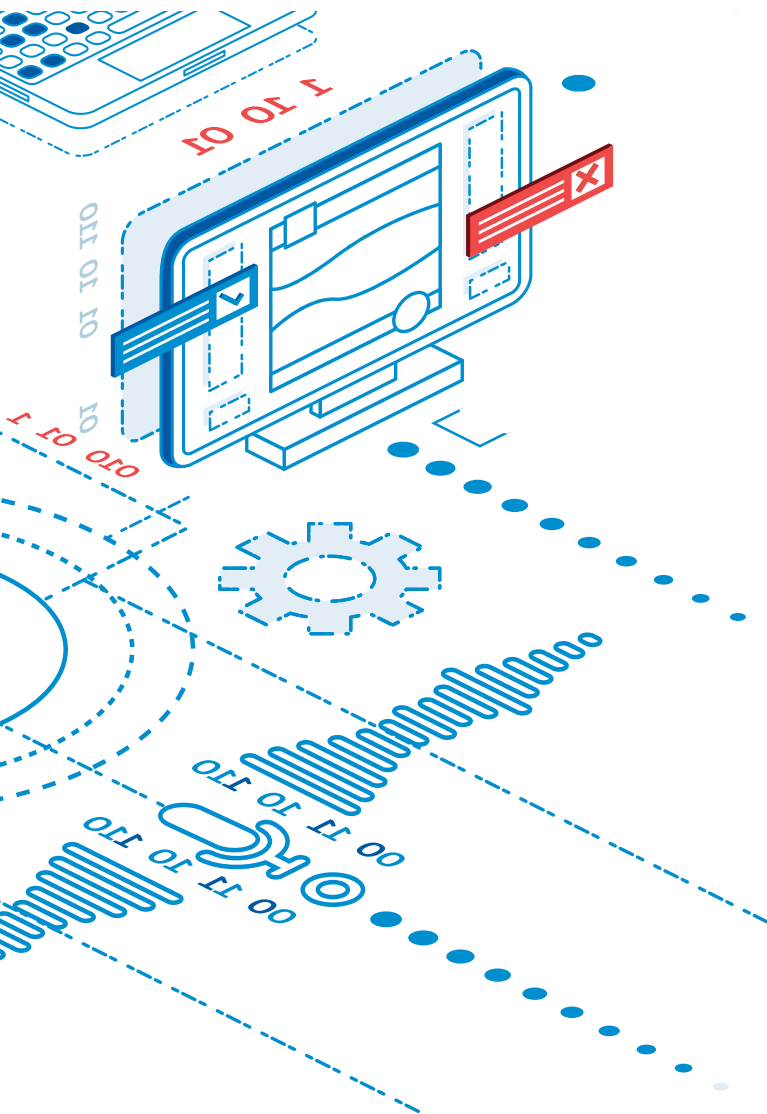


TAPPING INTO THE POWER OF DIGITAL ADVOCACY

A Pop Survey by the Public Affairs Council's European Office

The Public Affairs Council's European office conducted a pop survey to identify key trends on digital advocacy in Europe. The responses collected from more than 40 participating organisations suggest that there is broad awareness of the potential influence and impact of digital advocacy, and organisations are increasing their investment in this field. Shortcomings? Measuring impact and strategic planning are still underdeveloped.



KEY TAKEAWAYS

- 01. Increased investment in digital advocacy:** Organizations are aware of the importance and impact of digital advocacy and are investing accordingly - 75% of participating organisations reported an increase in investment, primarily by hiring more expertise and promoting online content
- 02. Predominance of the ad-hoc approach:** Despite the importance of digital advocacy, our survey suggests that most organisations are still taking an ad-hoc approach, with only half planning advocacy campaigns and less than half having a digital advocacy strategy in place
- 03. How to measure?** Although measurement of digital advocacy efforts remains focused on quantitative indicators, the majority of organizations say their recent activities have been moderately or very successful
- 04. Senior leadership support:** 3 in every 4 participating organisations report that senior leadership is either moderately or very supportive of digital advocacy efforts

FINDINGS ON RESOURCES

75%

75% of participating organisations reported increasing investment in social media. All plan to maintain or expand those numbers in 2020



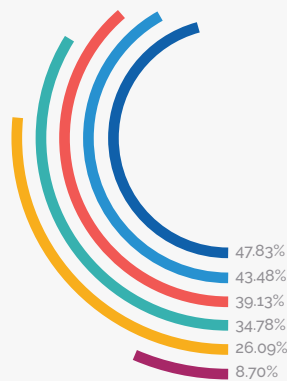
Preferred platforms: LinkedIn (90%), Twitter (90%) and websites (83%) remain the platforms of choice for digital advocacy outreach, followed by Facebook (58%)

< €20,000

Investments range mostly between 0 and EUR 20.000 across organizations

What steps have you taken to become more visible on social media? (check all that apply)

Resources are primarily focused on hiring more expertise (staff experts and external consultants) as well as promoting online content (promoted social media posts and paid advertising)



VISIBILITY

- Hired staff
- Hired consultants
- Paid to have messages promoted on social media
- Purchased advertising on social media
- Paid for search engine optimization
- Other (please specify)

How do you measure the success of your digital advocacy activities? (check all that apply)

Measurement mostly includes quantitative indicators (overall engagement, number of content views, number of followers and website traffic)

37%

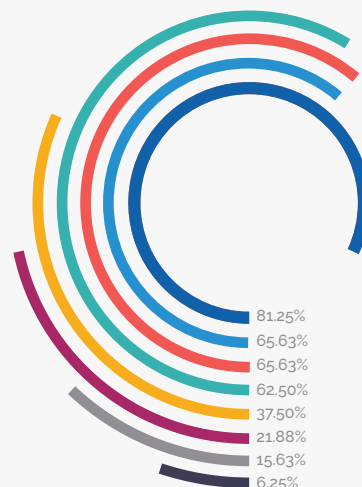
Some organisations use offline quantitative indicators

21%

A smaller percentage of organizations use sentiment analysis

15%

report not measuring results of digital advocacy efforts



DIGITAL ADVOCACY SUCCESS

- Overall engagement
- Number of views of our online content
- Numbers of followers on social media
- Traffic to our website
- Number of direct contacts with our key interlocutors
- Sentiment analysis
- We are not measuring results
- Other (please specify)

FINDINGS ON STRATEGIC PLANNING

- 01. Limited strategic planning:** Strategic planning remains underdeveloped. Most responding organisations do not have a digital communication strategy in Europe, and only half have conducted an advocacy campaign using digital tools in the past year
- 02. Internal guidelines:** However, **70%** of responding organizations have developed internal social media guidelines
- 03. Senior leadership support:** Senior leadership is supportive of digital advocacy efforts. The majority of participating organisations have received either a lot of support or moderate support from top internal decision-makers, especially among private consulting firms
- 04. Digital advocacy success:** Organisations say digital advocacy works: **3 in every 4** responding organisations would describe their efforts as very or moderately successful

Does your organisation have a digital communication strategy in Europe?



Have you organised within the past year an advocacy campaign using digital communications tools to reach out to audiences in Europe?



METHODOLOGY

These results have been collected through the responses of 41 Europe-based participating organisations to an online pop survey conducted between 19 October and 17 November 2019.

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