

A Presentation on Politics Community Engagement and Communications

Presented by Jennifer Stevens

June, 2016



About Jennifer Stevens

- CEO of JHL a public affairs, communications and event planning firm based in Austin, Texas
- JHL was founded in 2004
- Prior to JHL, Jennifer served in senior leadership positions with numerous campaigns and elected officials for more than ten years



JHL Services

- Branding
- Website content and development
- Communications strategy
- Media engagement
- Social media engagement
- Political messaging/lobby team support through grassroots engagement, media, op-eds, paid media efforts, development of briefing documents, one pagers
- Community engagement strategy



Get Into Politics or Get Out of Business

- Engagement is critical.
- The role of an association is to represent the collective interests of its members, represent your business interests at the Capitol and highlight the impact of your business on your community, our State.
- The role of member companies is to engage in the political process through their association and personally. There is strength in numbers.
 - All politics is local. Association engagement is important but so is personal engagement.
 - Engaging with an Association PAC will maximize the impact of your dollars.



Community Engagement

- Incorporate a community engagement strategy into your overall communications plan. Take credit for community engagement.
 - People do business with people they “know”
 - Millennials are increasingly interested in doing business with businesses that do good
 - Use social media to highlight efforts
- Your contributions of time and dollars invested into your local community can impact more than your marketing efforts and the non-profits you support.



Political Engagement

- Know your elected officials and keep knowing your elected officials.
 - Limited time requires prioritization.
- Know your local political party leadership.
- Consider sponsoring or hosting an event.
- Engage and empower employees with information.
 - Illegal to require support one way or another on any issue or election
- Work with like-minded business leaders



Political Engagement

- Build trust and a relationship through personal outreach.
 - Personal meetings
 - Hand written notes
 - Attend events
 - Invite others to attend events with you
- Talk about the issues
 - Be a resource. Be an expert on your industry.
 - Create and use talking points to keep message consistent



Communicate

- Tell your story. Share what you are doing as a business and as a business leader. Share expertise, challenges. Be authentic.
- Showcase your community and political engagement through social media
- Consider submitting an op-ed to local business or general newspaper
- Publish a blog on your website and social media channels
- Don't forget to highlight employees and their accomplishments, community involvement



Wrapping Up

- Make politics and philanthropy a part of your communications/marketing plan
 - Social media
 - Personal meetings
 - Events
- Be intentional with relationships
- Leverage relationships to amplify what you are doing
- Tell your story



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