

THE POWER OF DIGITAL LOBBYING

SOCIAL MEDIA & PUBLIC AFFAIRS



Why be on social media?

Reach your audience:

- Over 75% of Texas legislators use Twitter during session
- Texas legislators collectively sent 17,529 tweets during the 83rd Legislative Session
- Twitter accounted for 87% of the online discussion around the 83rd Legislative Session

Elevate your issue:

- Constituents are using social media to engage with their elected officials
- Social media channels are a place where people feel comfortable advocating
- Messaging on social media is more likely to incite action
- Be sure constituents and advocates know your position and are empowered to support your efforts

Achieving your public affairs efforts

Reach legislators

- 91% of Texas House and Senate members are now on Twitter

Network with business leaders

- Business executives are building their own profiles online, making digital channels a natural place to network

Become an expert in your space

- 51% of journalists seek expert input and sources on social media

Highlight your accomplishments

- Social media platforms offer another avenue to promote case studies, recruit and retain grassroots support, business successes, and legislative positions to an audience beyond your website visitors

Where do you start?

Identify which platforms are best for your business

- Twitter: Where thought leaders live
- Facebook: Where clients can best view your work and grassroots can be educated and engaged
- LinkedIn: Where to share content and where your employees, constituents, and other thought leaders can engage
- Blogs and newsletters: Generate SEO (Search Engine Optimization) and build brand issue interest and loyalty
- YouTube: Video is king – content can be shared across all channels and the primary audience is 40+ C suite executives

Create a realistic sharing calendar

- Keeping to a social media schedule doesn't have to be scary or uncontrollable
- Create a healthy balance of legislative messaging, shared content, thought leadership insights, and industry news


Discover your audience

- Compile data about your target demographic, ideal supporters, and like-minded groups to begin servicing content to the right people

Educate and mobilize your advocates


- Engage with your advocates and supporters so that when you need to call on them, they are already well-versed on your issues

Sample posts

 **Texas Healthcare and Bioscience Institute**
Published by Sprout Social [?] · June 15, 2017 · 🌐

Thank you Greg Abbott for signing HB 1917 and the bill authors Richard Peña Raymond, Sarah Davis for State Representative 134, Four Price for Texas, and Oscar Longoria State Representative District 35, for their commitment to preserving patient protections.


👤 1,091 people reached



👍 Like 💬 Comment ➦ Share


👤 Ana Tijerina, Edwina Rockman Baethge and 55 others

Chronological

 **TX Assn. of Business @txbiz** · 20 Nov 2017

This morning TAB CEO Jeff Moseley is testifying before Congress on the importance of #NAFTA and ensuring TX continues to benefit from international #trade

💬 ↻ 1 ❤️ 5

 **Texas Future**
Published by Sprout Social [?] · February 14, 2017 · 🌐

This is why your support is crucial! Over 80% of Texans voted for more funds for roads, and now these promised funds that we desperately need to ease traffic may be taken back. Sign our petition to prevent this from happening. <http://www.texasfuture.com/pledge-your-support>



With money tight, Texas budget writers eyeing billions approved by voters for roads

More than a year after Texas voters approved routing billions in state sales taxes to roads and bridges, some lawmakers are questioning whether the first payment of...
WWW.TEXASTRIBUNE.ORG

25,287 people reached



👍 Like 💬 Comment ➦ Share

👤 Gene Pool, Roddy Miles and 807 others

169 Shares

Top Comments

Video campaigns



The ACEC video campaign highlights four Texas engineering marvels and showcases the impact of engineering on our lives. The videos reside on YouTube and JHL promotes the link to the YouTube channel through the ACEC Texas website, social media efforts and a paid advertising campaign with the Texas Tribune, targeting capitol staff and legislators.

In the Patient Access for a Healthy Texas campaign, video testimonials by patients and advocates were promoted on social media, targeting Representatives and Senators and their staff, and emailed to legislators weekly. Eight videos were produced and released week-by-week, coinciding with key dates, hearings, and voting schedules during session.



READY TO WIN THE JHL WAY?

CALL US

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