



DIGITAL AND SOCIAL MEDIA PUBLIC AFFAIRS BOOTCAMP

How to Use Omni-Channel Advocacy to Drive Public Affairs Outcomes

Date & Time Session 1: June 9th, 1100-1230

Date & Time Session 2: June 16th, 1100-1230

Location: zoom web meeting. A link will be sent 1 hour before the start of the event.

This virtual training session will help the participant understand the potential of digital channels to run advocacy and public affairs campaigns. It will be divided into two sessions, which build on each other but can be taken individually.

Session 1: Generating insights – making sense of big data

We will explore how to map, identify, and monitor issue developments and influencers using social media monitoring tools. The session will try to answer the question of how to condense big data and make it usable. We will also explore practical examples of how to use digital channels to inform post-COVID-19 digital strategies.

Key elements:

- Defining digital objectives
- Influencer mapping (two approaches: network and issue based)
- Monitoring changes in the issue landscape
- Avoiding echo-chambers to influence those who can be influenced
- Stages of influence – prioritizing for impact

Session 2: Driving influence – omni-channel advocacy

Influencing the stakeholder landscape through digital channels has always been challenging. Now, post-COVID-19, with more actors rushing into social media, it is even more difficult to influence behaviors and policies. A good understanding of the landscape is paramount, but not sufficient. During this session we will explore how to design omni-channel advocacy for better impact.

Key elements:

- Defining your social media profile and organizational personality
- Omni-channel thinking about the content
- From listening to permanent engagement
- The value of digital – measuring what matters
- Key practical tools to ease the organizational burden

Please register your interest to participate by emailing ioana.dumitru@leidar.com.