

2010 Capital Staffers Index

A Trans-Atlantic Analysis of Digital Media's Impact on Shaping Policy

Presented November 17, 2010

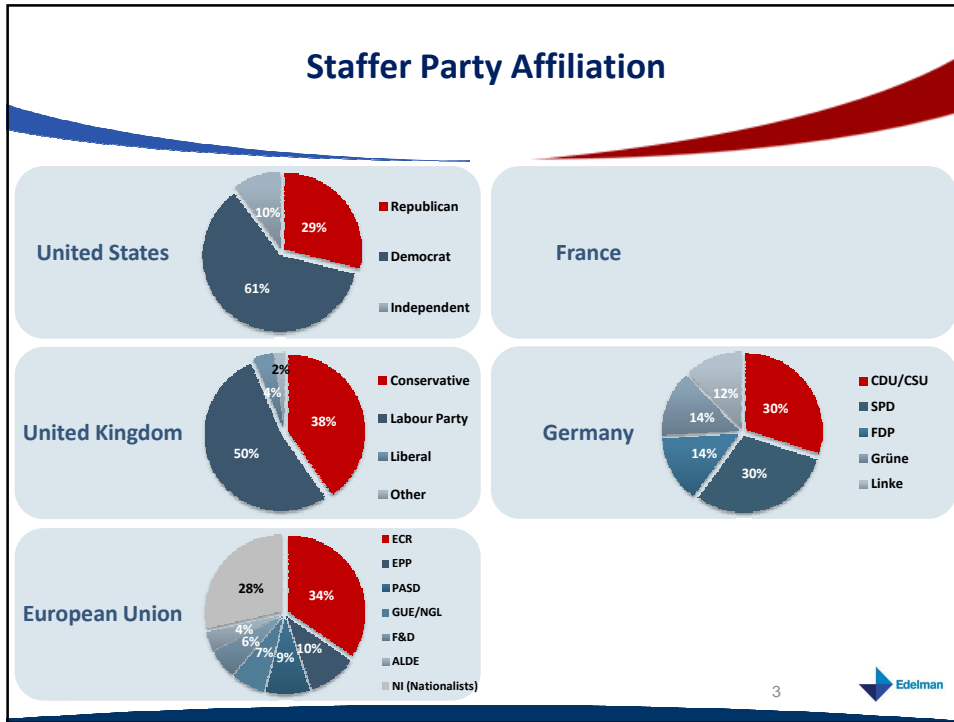
Research Methodology & Objectives

StrategyOne surveyed 271 senior staff members from key capitals in the U.S. and Europe to determine the perceived value of the Internet as a tool for policymakers to connect with local residents and communities; determine the credibility and trust associated with social media networks; and compare the Internet's influence on policymakers internationally.

The overall margin of error is $\pm 6.0\%$ in 95 out of 100 cases.

Capital City	Audience	N size	Data Collection Dates
Washington, DC, United States	U.S. Congressional staff	51	September 30 – October 8, 2010
London, United Kingdom	U.K. Parliament staff	50	October 5-11, 2010
Brussels, European Union	European Parliament staff	67	October 5-15, 2010
Paris, France	French Assembly staff	53	October 1-16, 2010
Berlin, Germany	Bundestag staff	50	October 7-19, 2010

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Key Insights

Digital effectiveness has made significant gains since 2009

- +41 points: Reaching Members through their blogs
- +15 points: Reaching Members through social networks
- +11 points: Reach constituents through microblogging
- +8 points: Reaching Members through microblogging

Digital outreach has seen double-digit growth compared with three years ago



- Facebook: 4-times the usage since three years ago (62% now vs. 15%)
- Text Messaging: nearly double the usage (55% now vs. 35%)
- Blogging: nearly three times the usage (46% vs. 16%)
- Twitter: over five times the usage (38% vs. 7%)

Staffers' social media monitoring peaks at 12pm and after 6pm, and eclipses traditional online news sources after 10am

- Traditional online news sources are used more heavily by staffers prior to 10am
- After 10am, staffers are more likely to be monitoring online social media outlets
- Staffers' social media monitoring shows spikes around lunch time (12pm-1pm) and increases exponentially after work hours

Special interest advocacy is best served with a local flavor

- Using local spokespeople to advocate on behalf of foreign interests is seen as the most effective approach for garnering Member attention
- Focusing on local direct and indirect economic impact of an issue will help sway Member views


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Staffer Communication

The impact of digital communication has made significant gains, while traditional outreach remains critical

Reaching Constituents % Effective	2009	2010	Change
One-on-one meetings	95%	90%	-5
Television appearances	92%	93%	+1
Speaking events	91%	90%	-1
Newspaper columns	85%	86%	+1
Radio appearances	85%	85%	--
Websites	82%	82%	--
Press releases	76%	79%	+3
Television advertising	61%	47%	-14
Print advertising	61%	48%	-13
Op-Eds	60%	66%	+6
Online videos	51%	42%	-9
Blogging	46%	52%	+6
Radio advertising	46%	42%	-4
Online advertising	32%	31%	-1
Micro blogging	22%	33%	+11
Podcasting	n/a	41%	n/a
Text messaging	n/a	37%	n/a

Reaching Members % Effective	2009	2010	Change
Written letters	90%	88%	-2
Emails	87%	92%	+5
In-person visits	86%	88%	+2
Telephone calls	85%	83%	-2
Member's blog/website	31%	72%	+41
Member's social network	22%	37%	+15
Micro blogging/Twitter	7%	15%	+8
Mobile interaction	n/a	32%	n/a
Comments on YouTube	n/a	14%	n/a

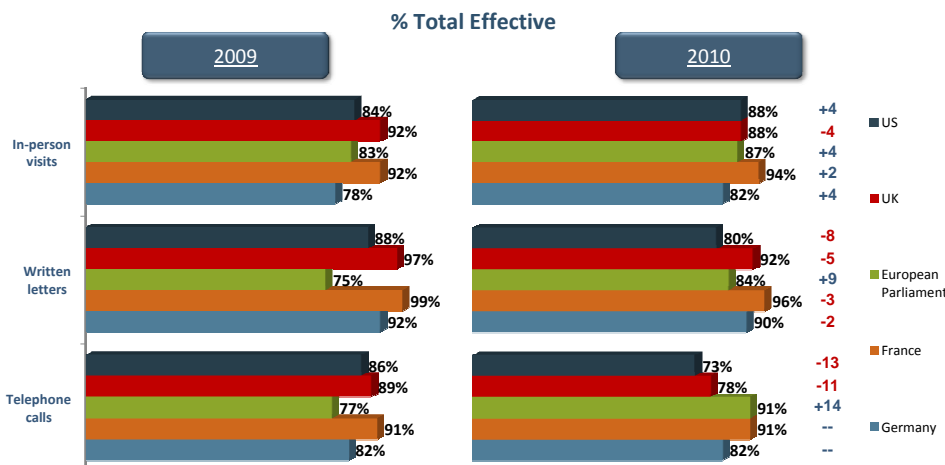


Traditional Channel Digital Communication Paid Media

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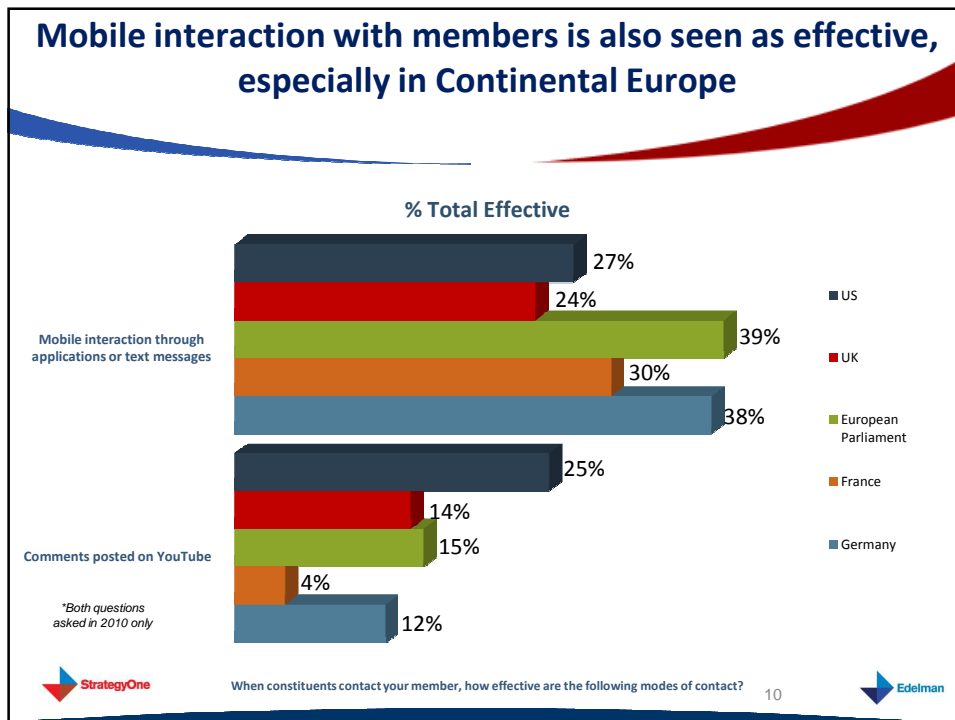
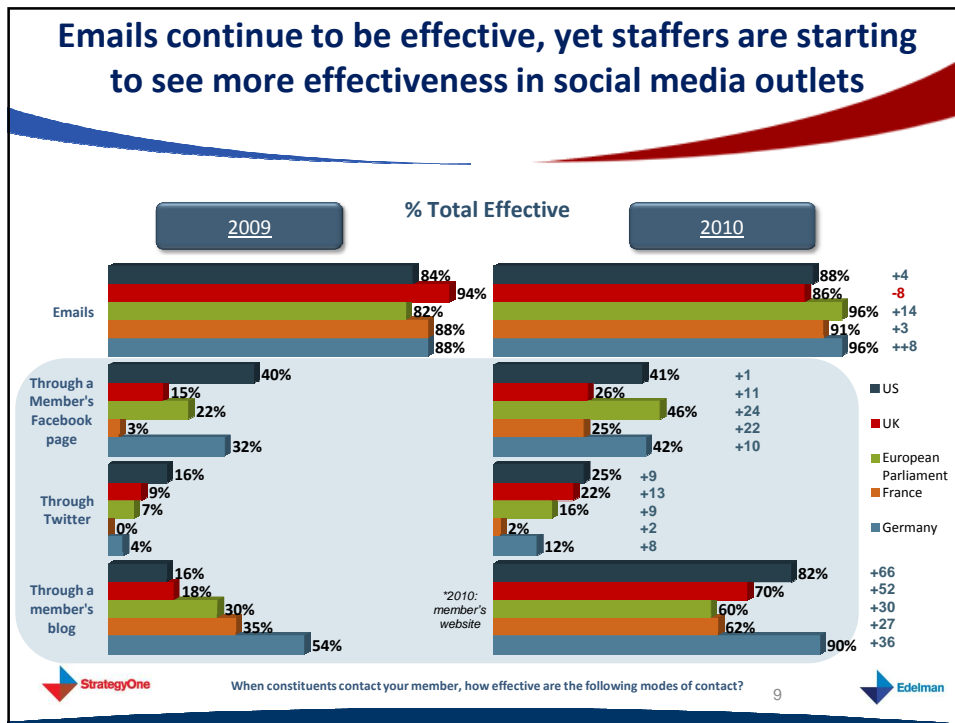
Traditional constituent-to-member communications are seen as extremely effective

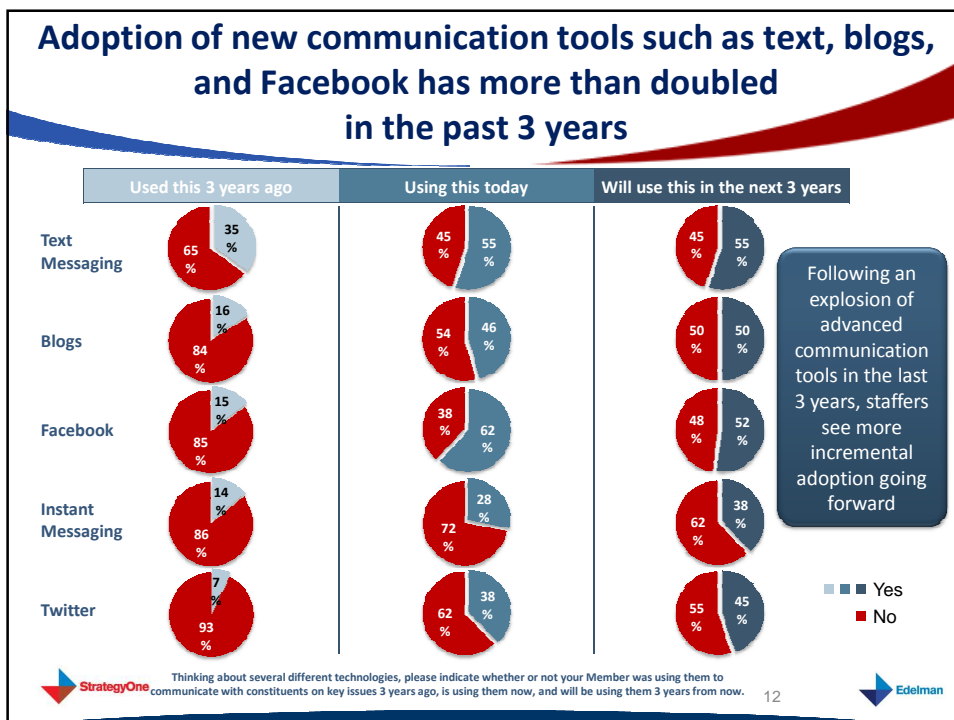
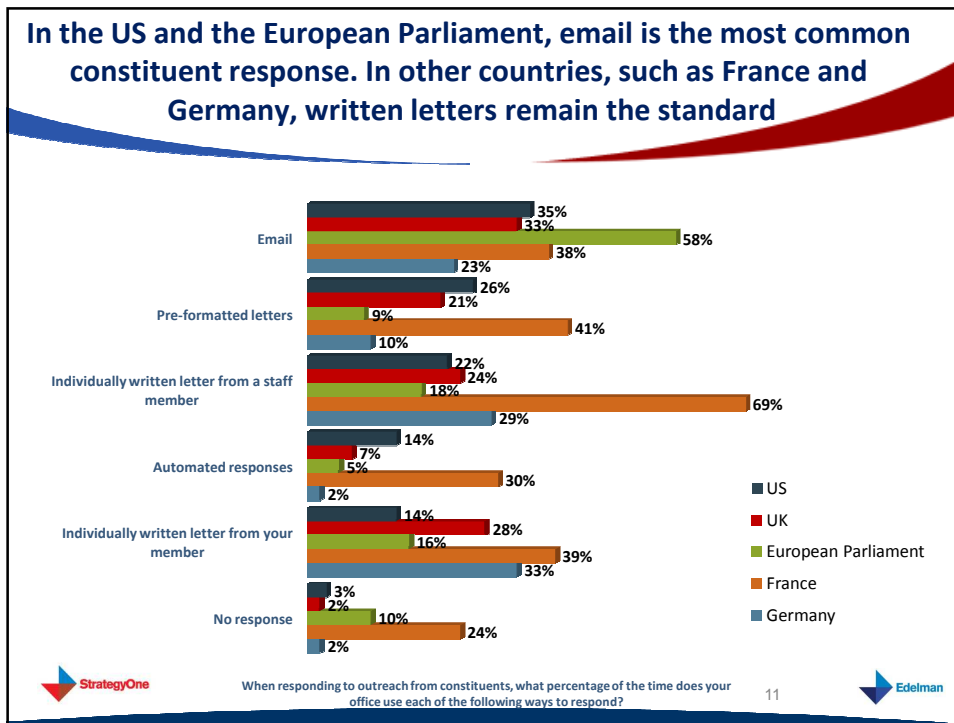


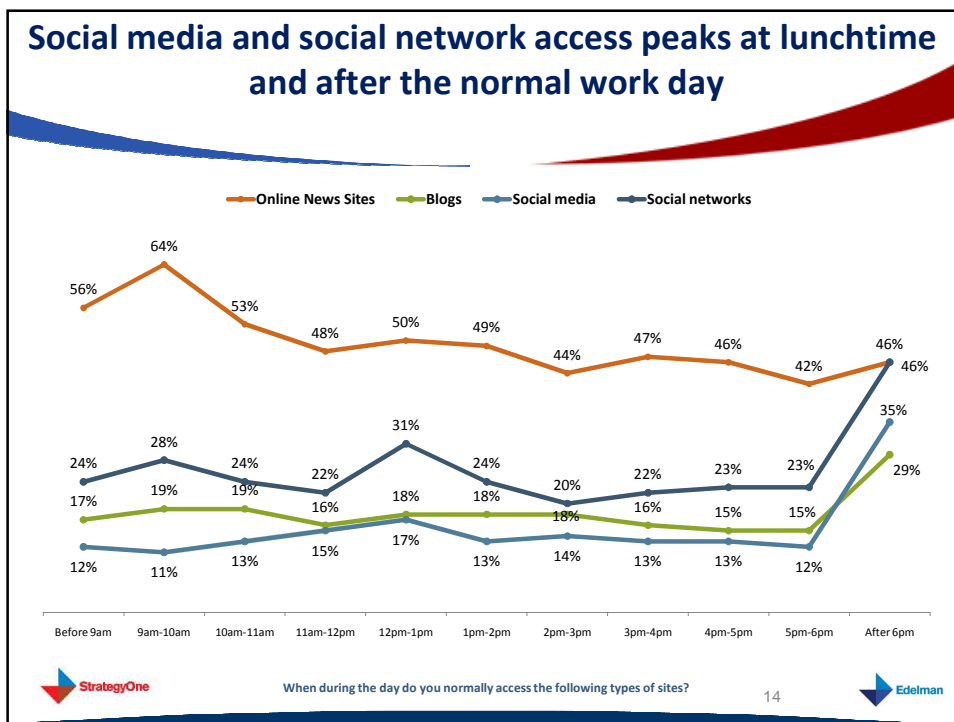
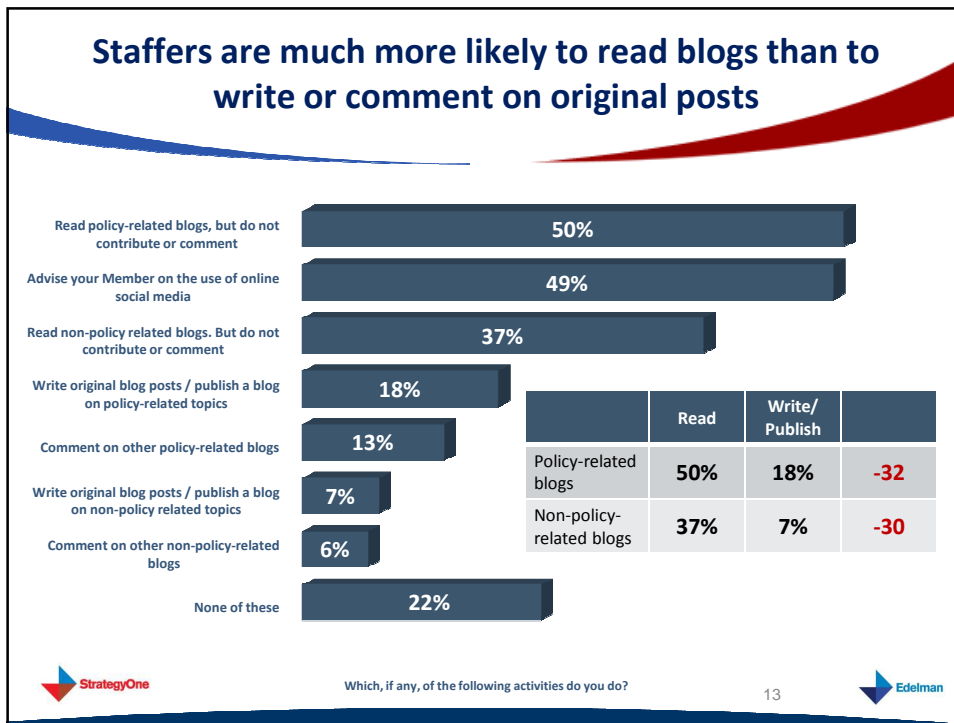
When constituents contact your member, how effective are the following modes of contact?

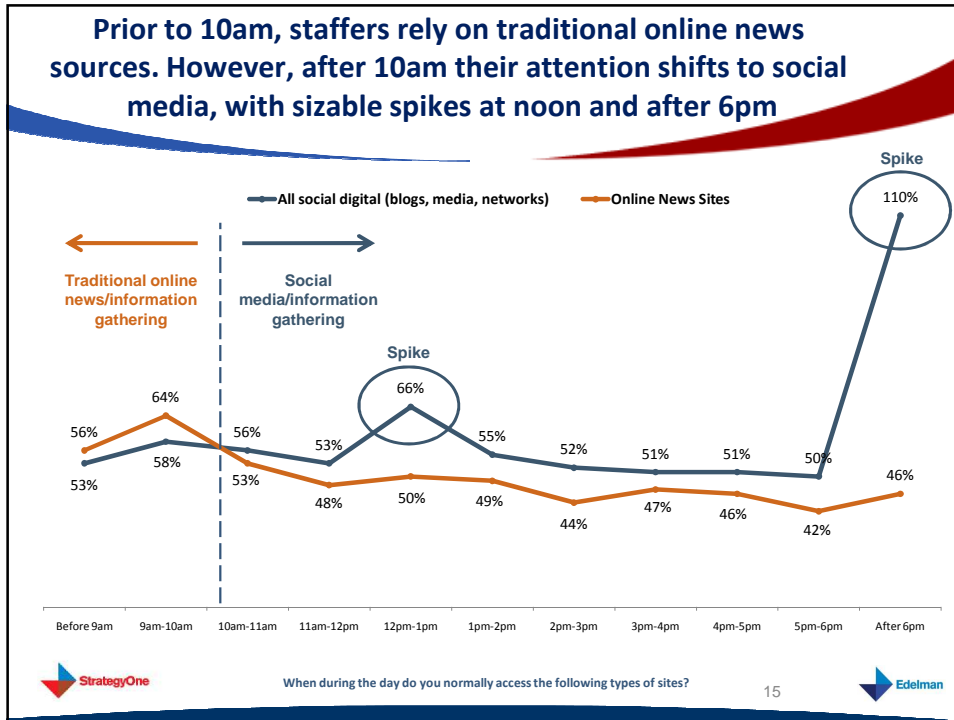
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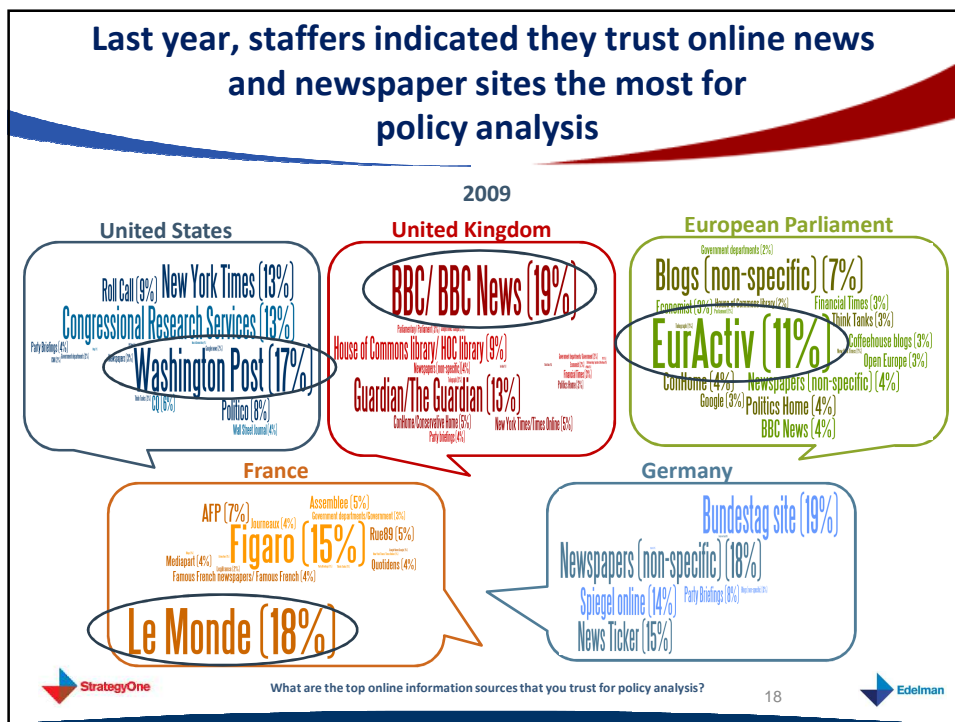
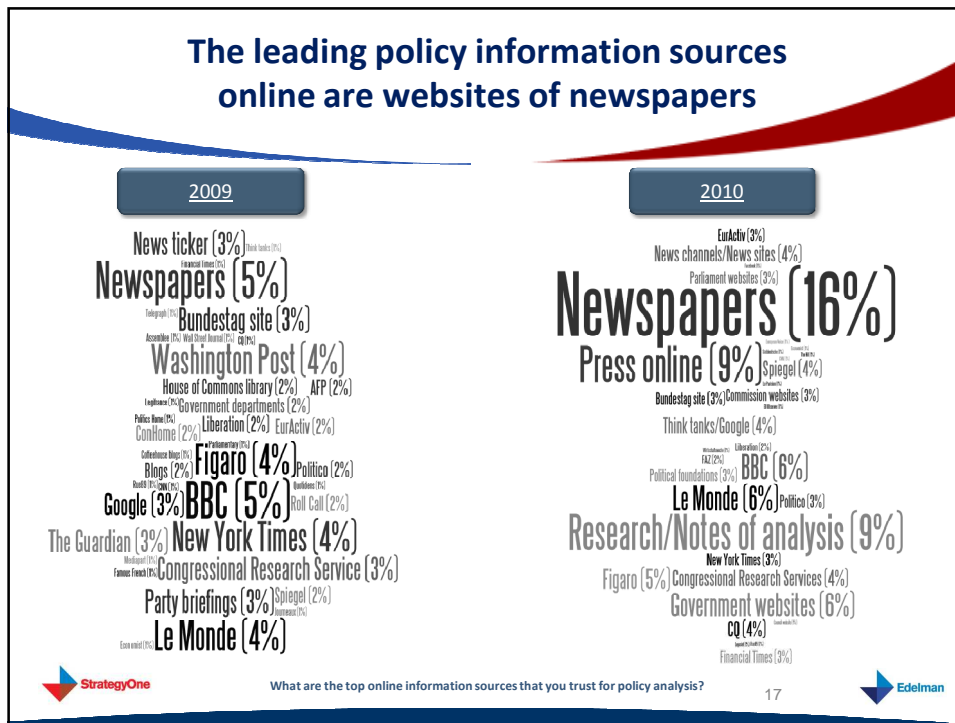


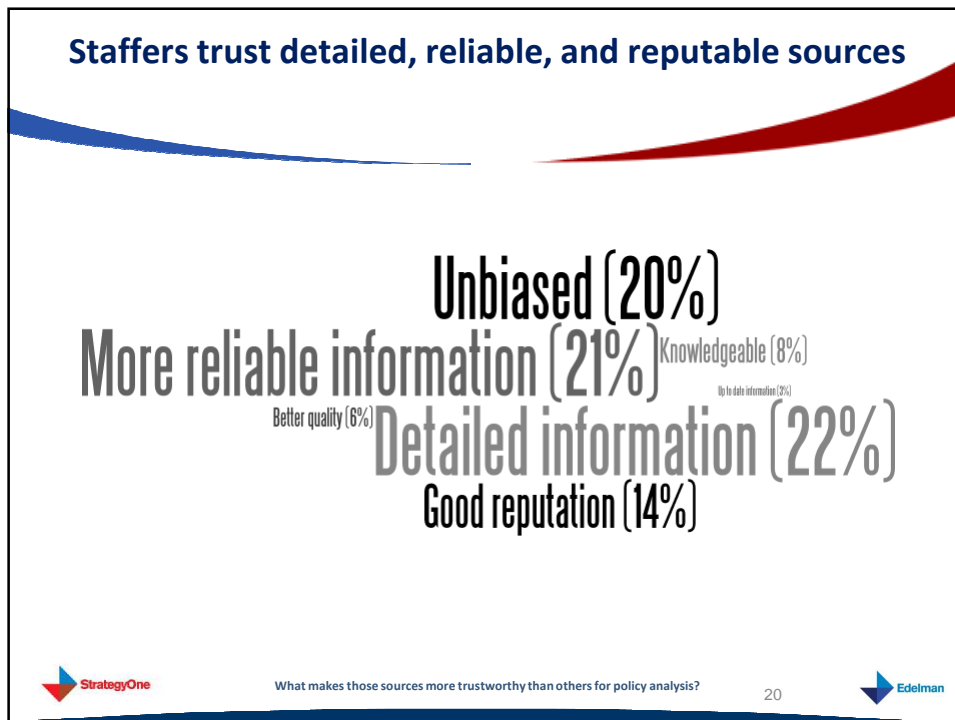
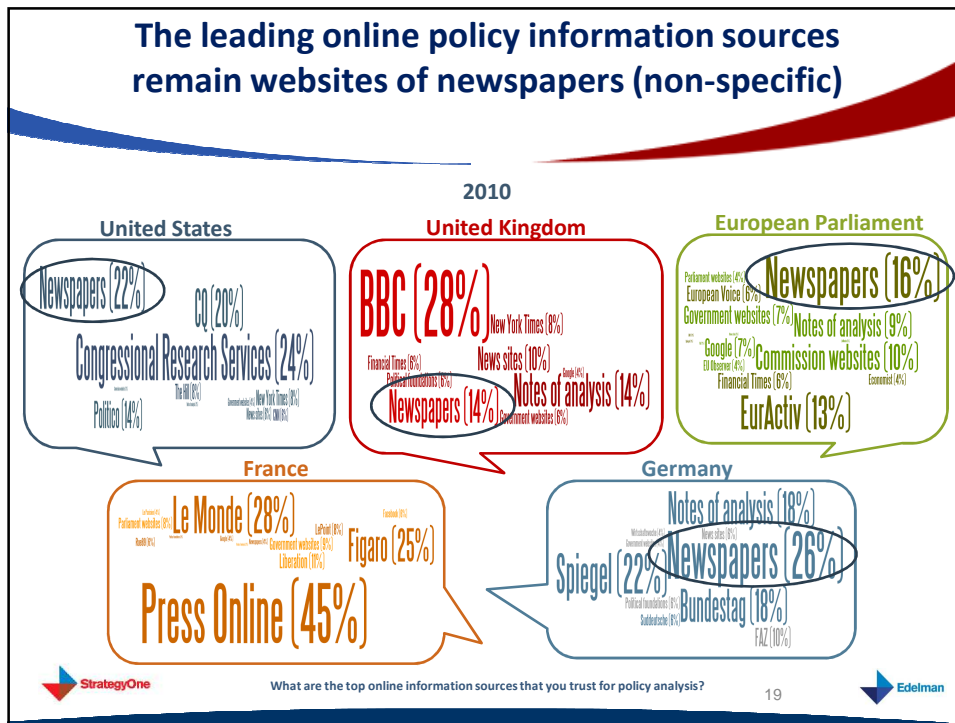


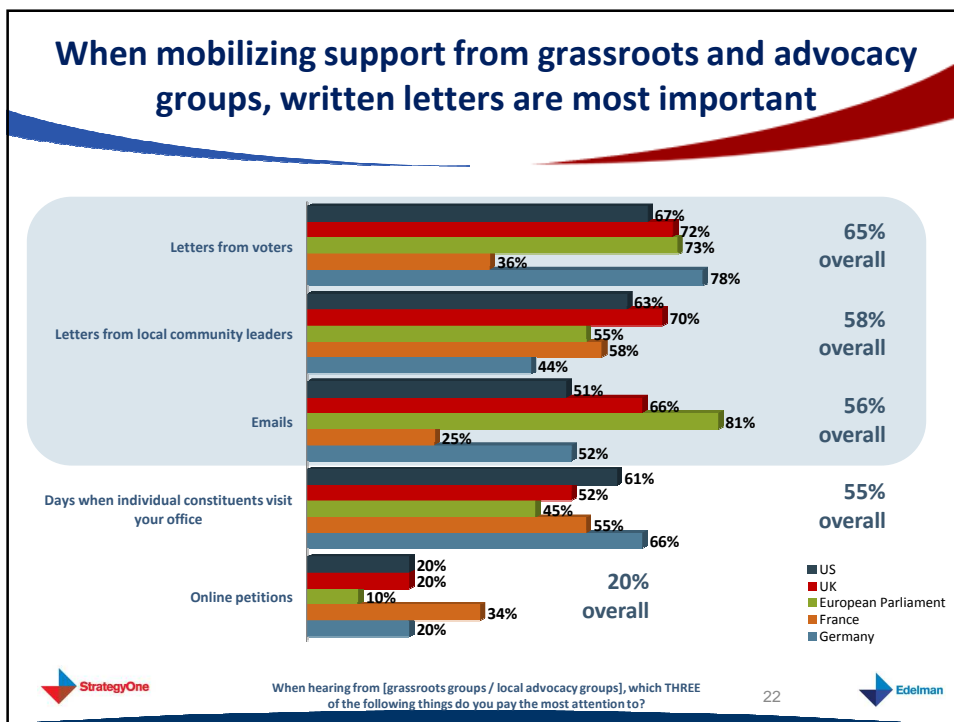
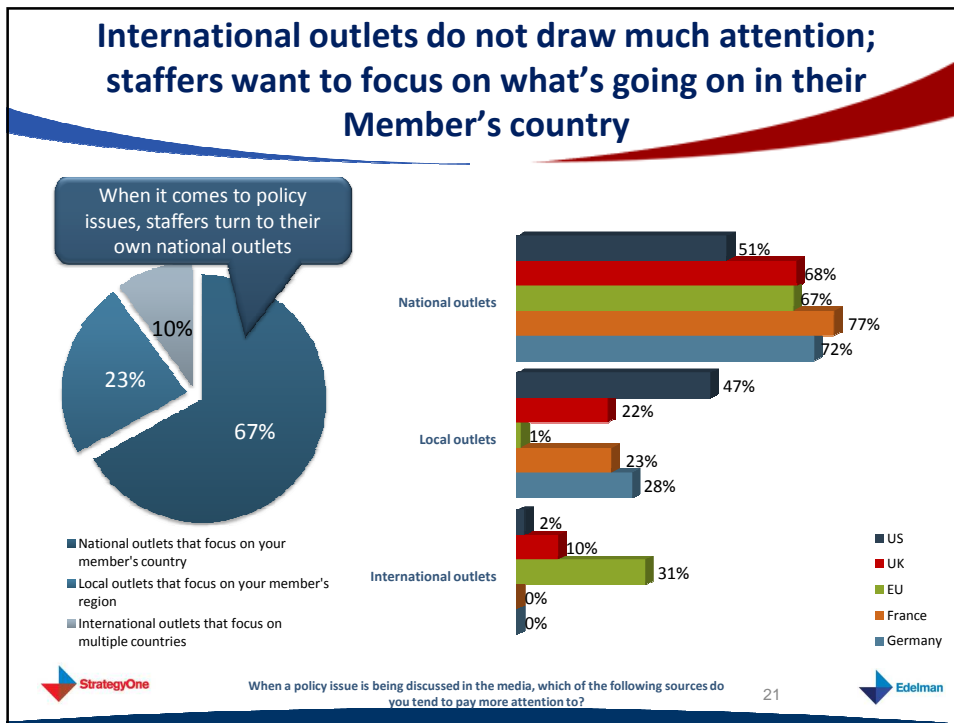


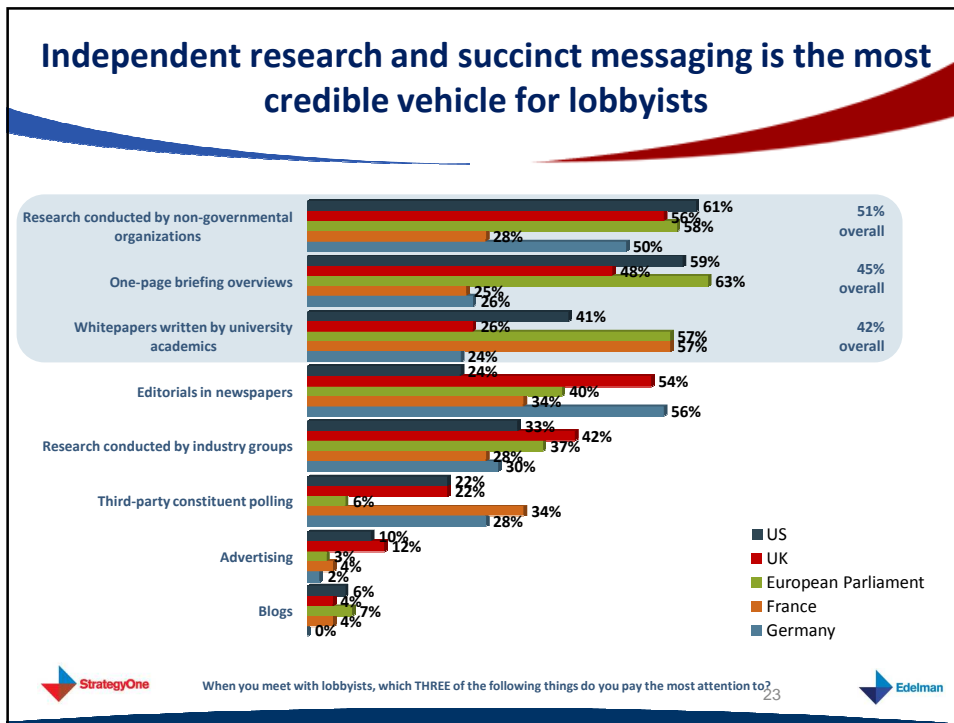


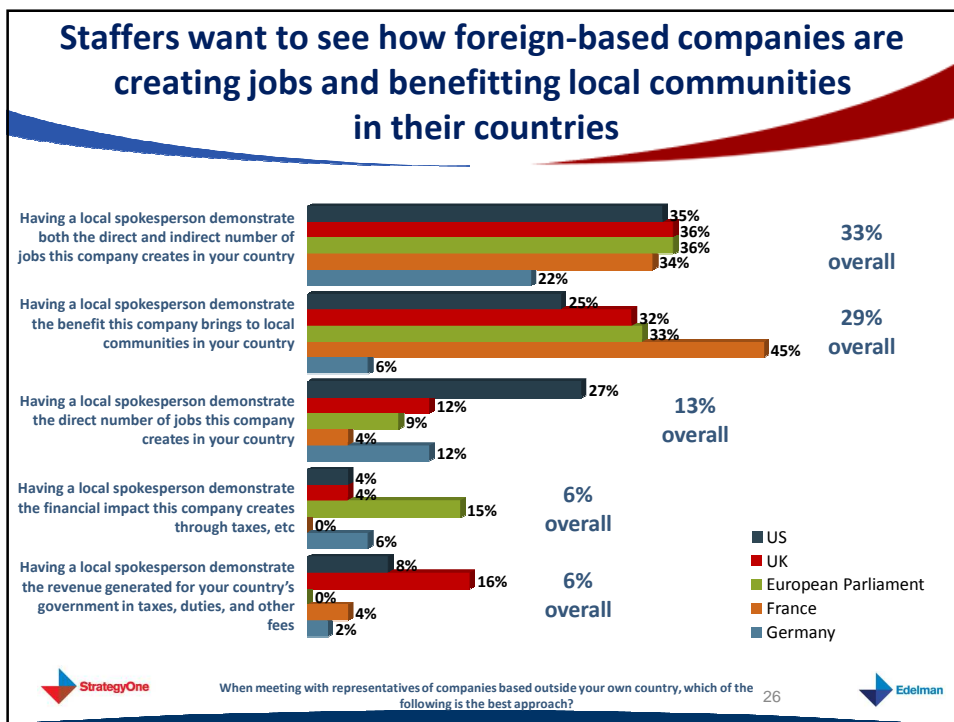
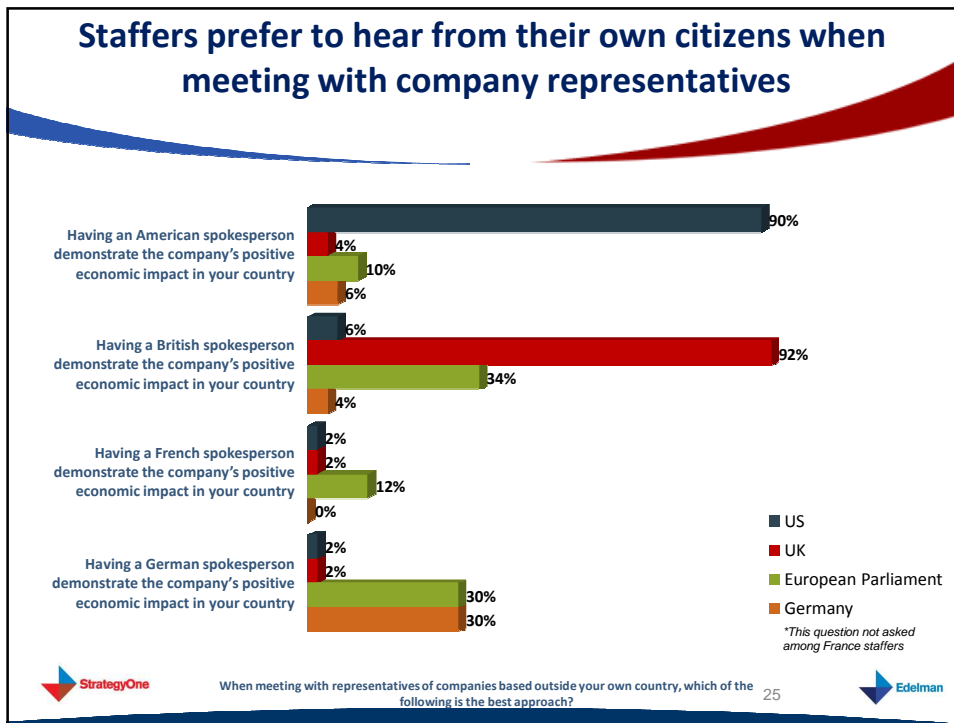
Most Compelling Ways to Reach Legislators









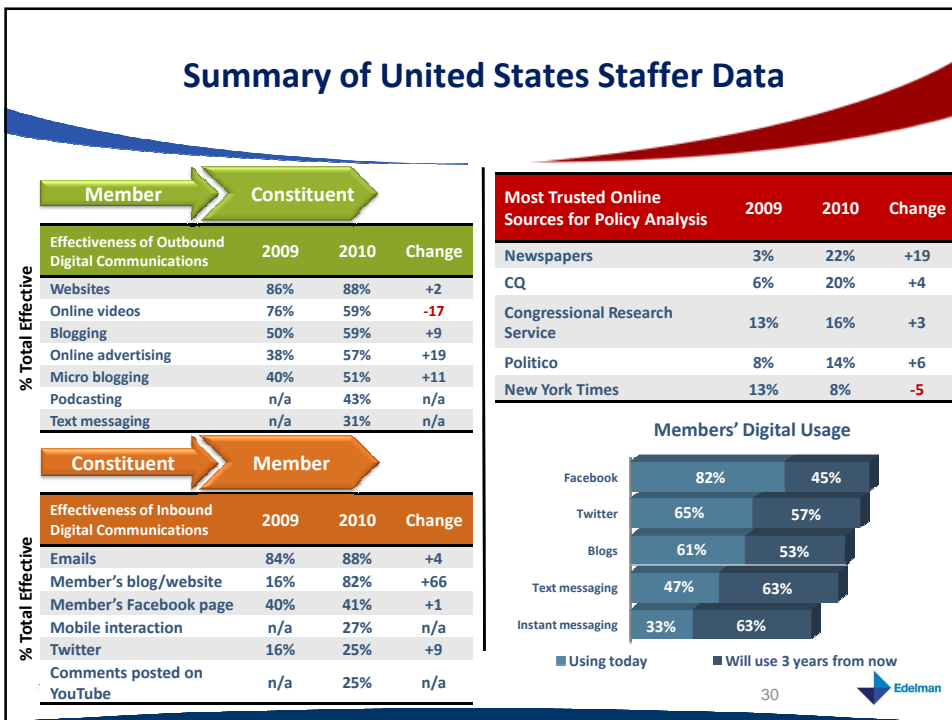


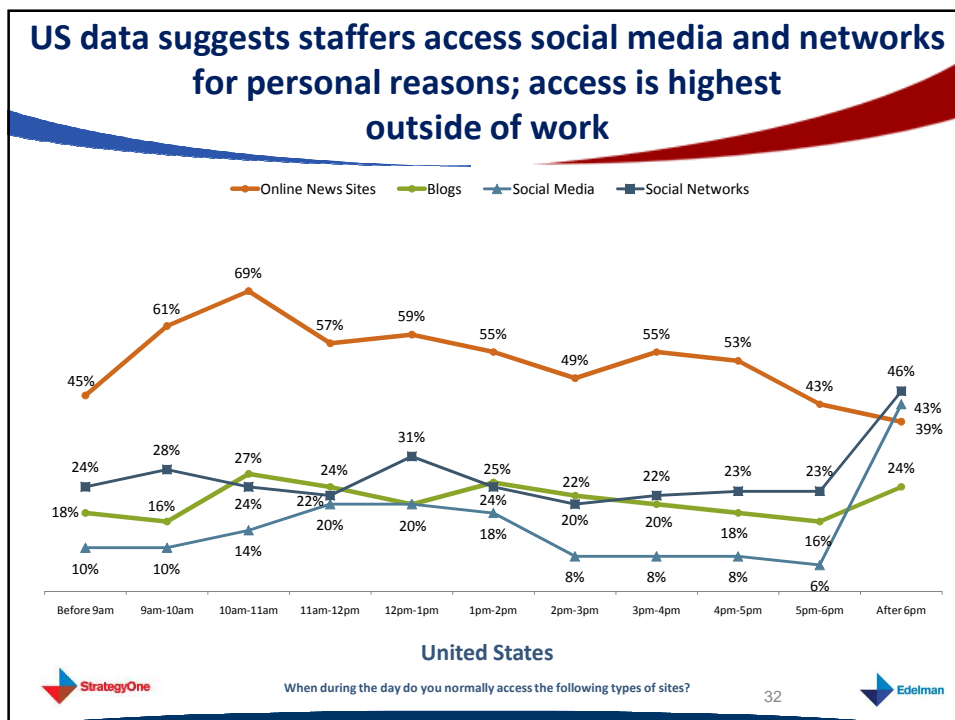


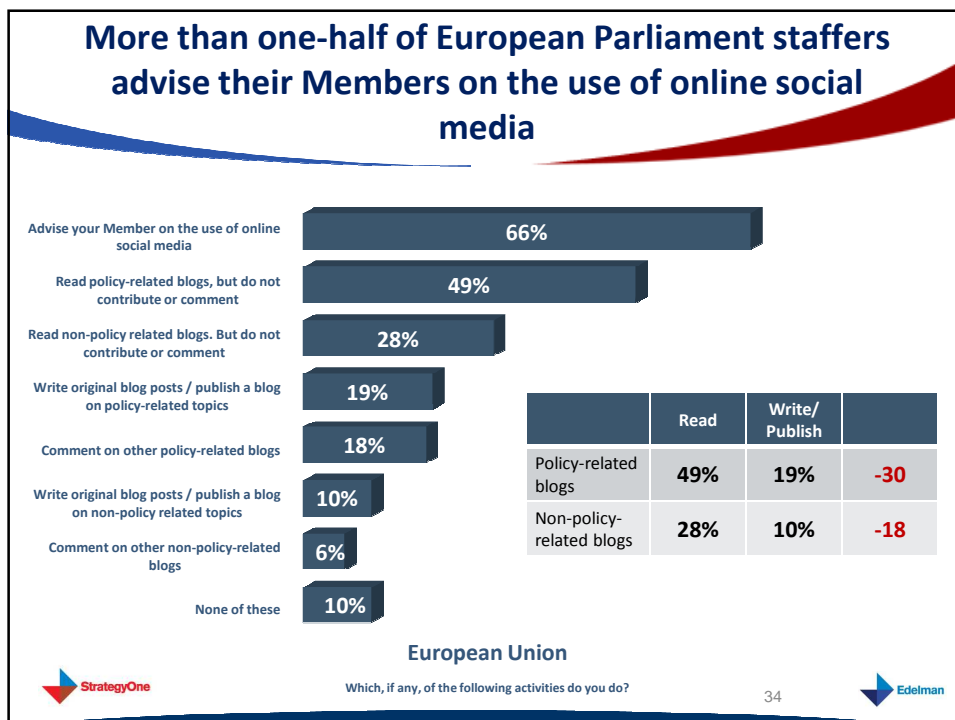
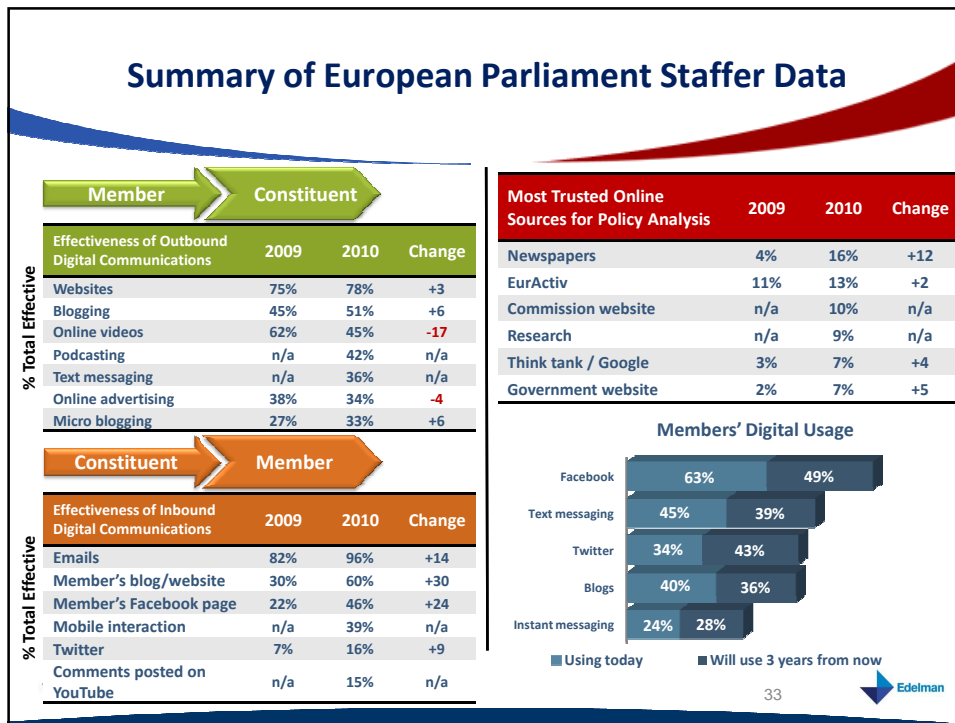
Strategic Recommendations

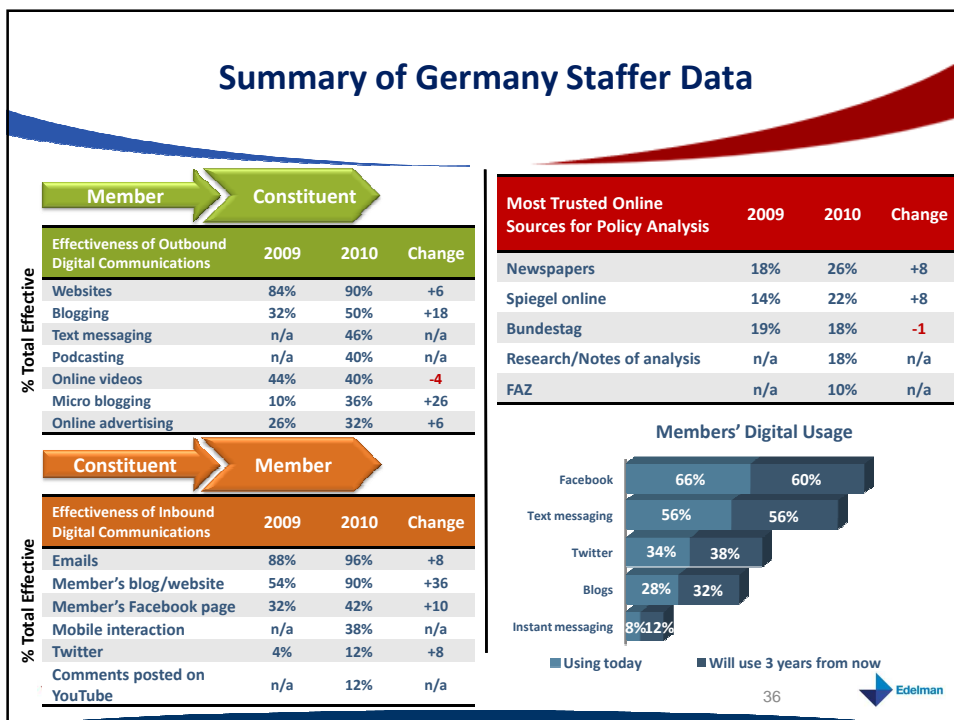
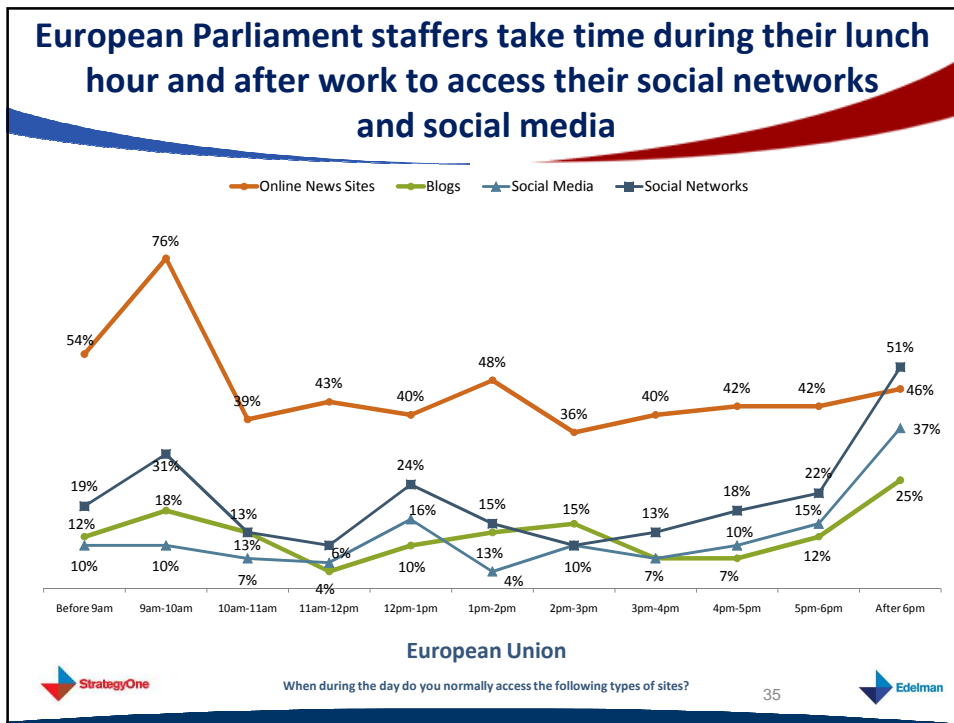
- Respect the old and the new
 - Traditional and digital PA are morphing
- Apply cultural shading to social media
 - Match the most acceptable digital tools with the market
- Timing is everything
 - Guide your outreach with the *daily digital access trend*
- Mobilization knows no bounds
 - Advocacy building is embraced on both sides of the Atlantic and should not be overlooked
- Succinct, supported messages are the most impactful
 - Concise messaging, backed up by independent research
- Tell the complete contribution story
 - Members want to know an organization's social and economic footprint

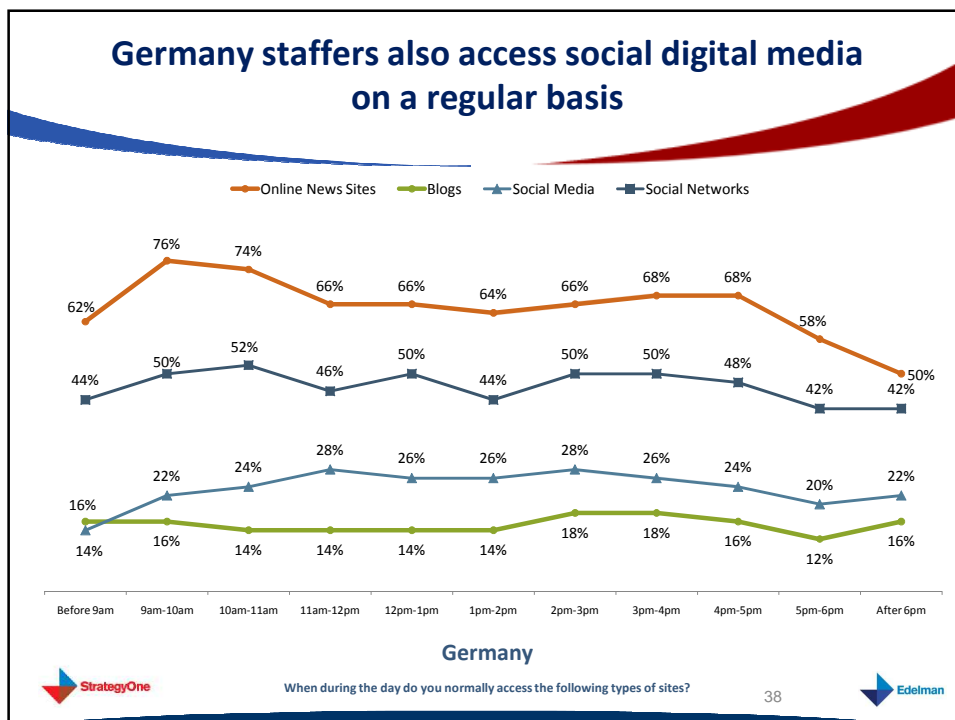
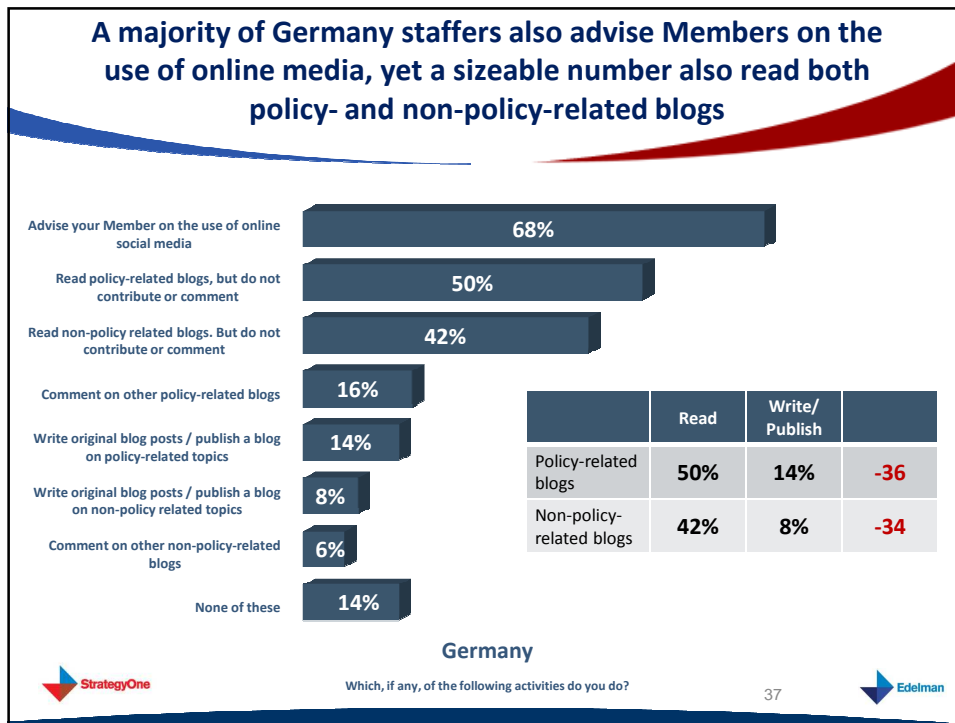
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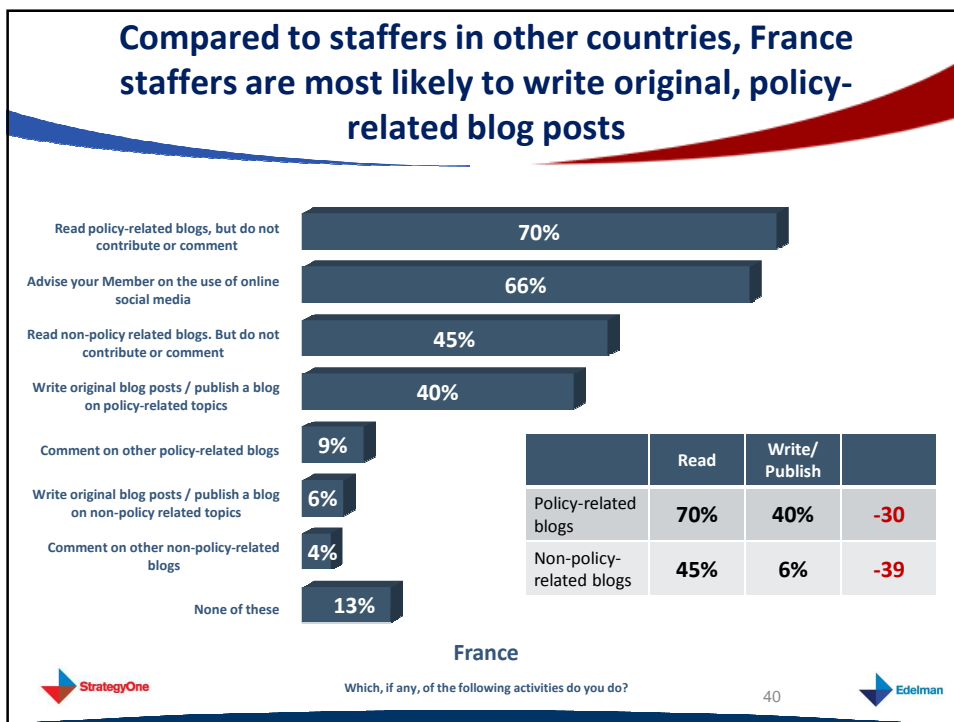
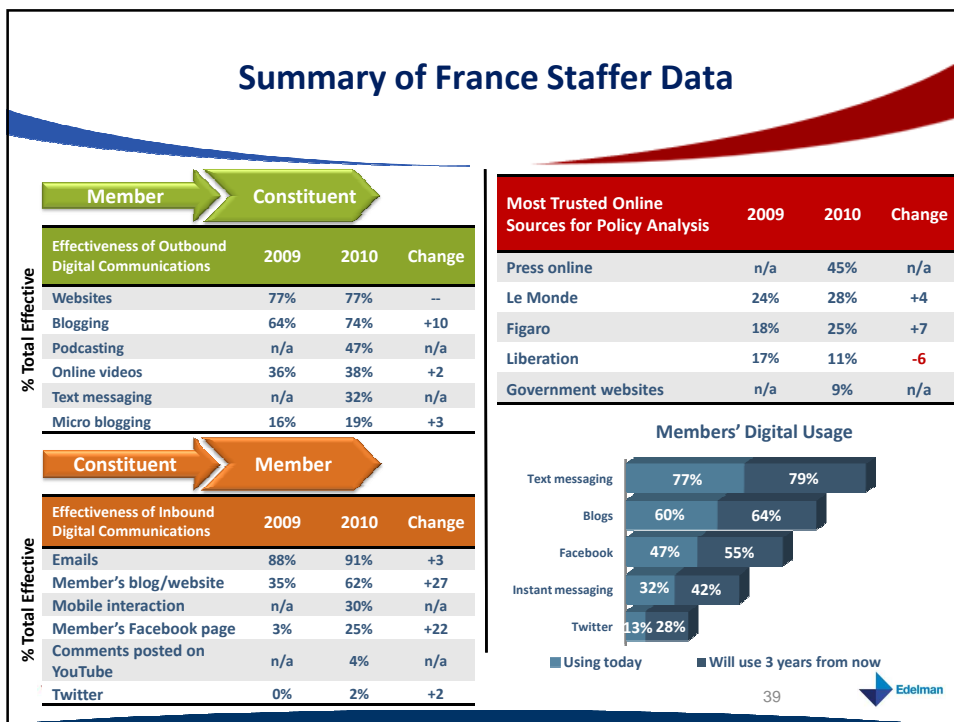


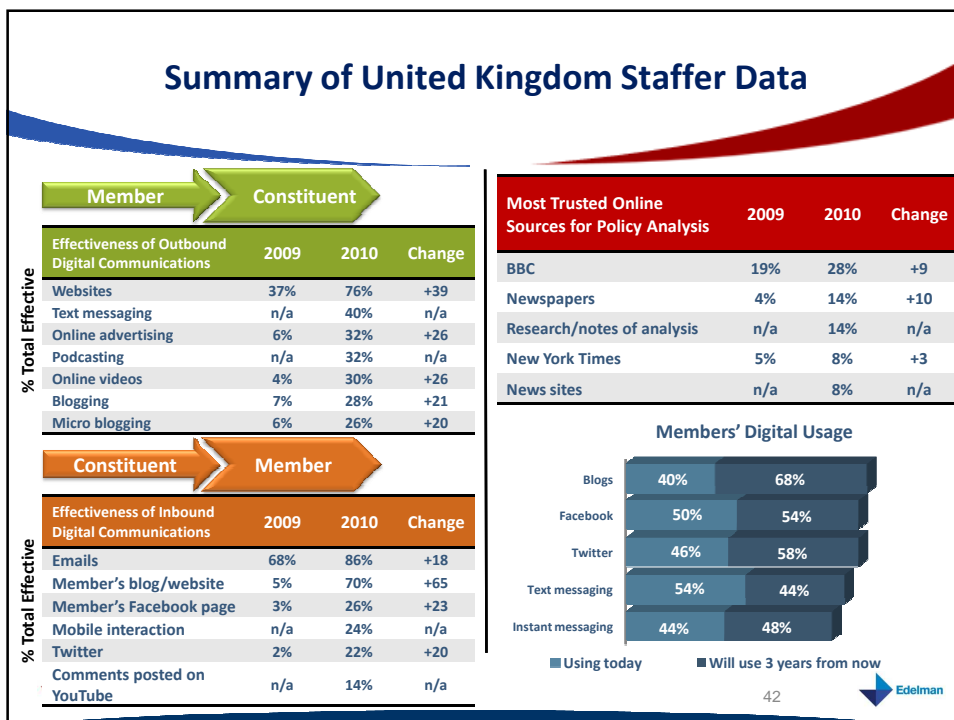
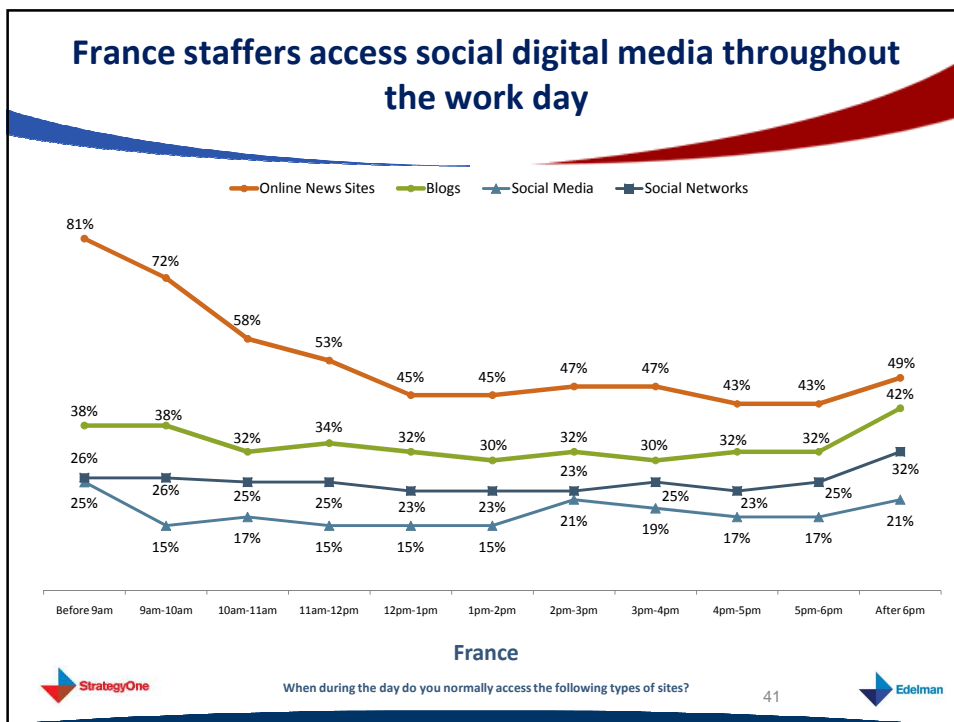


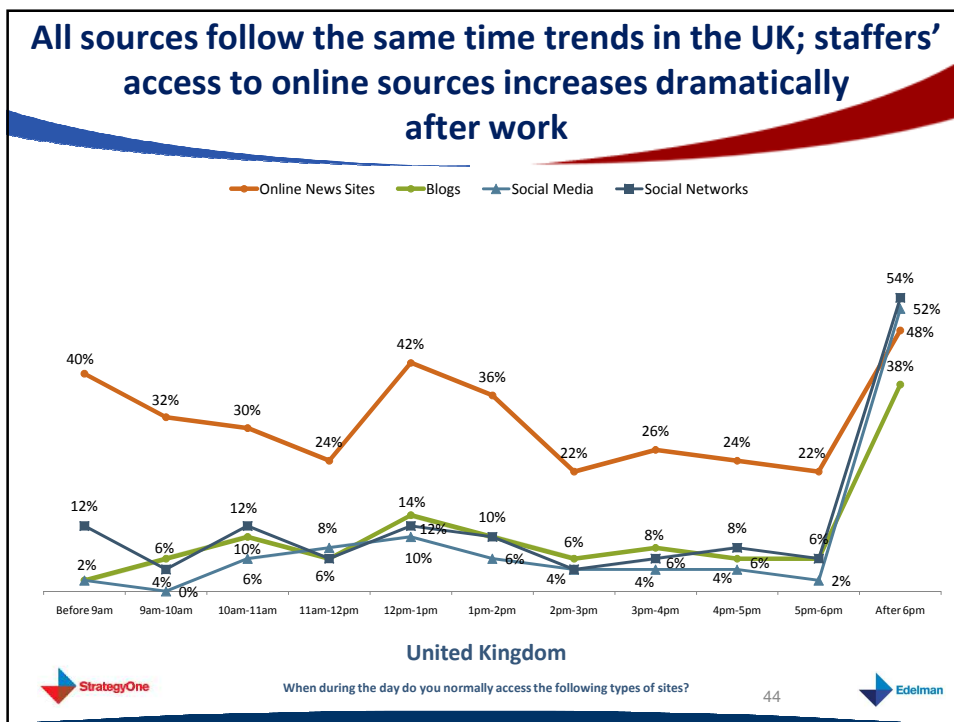
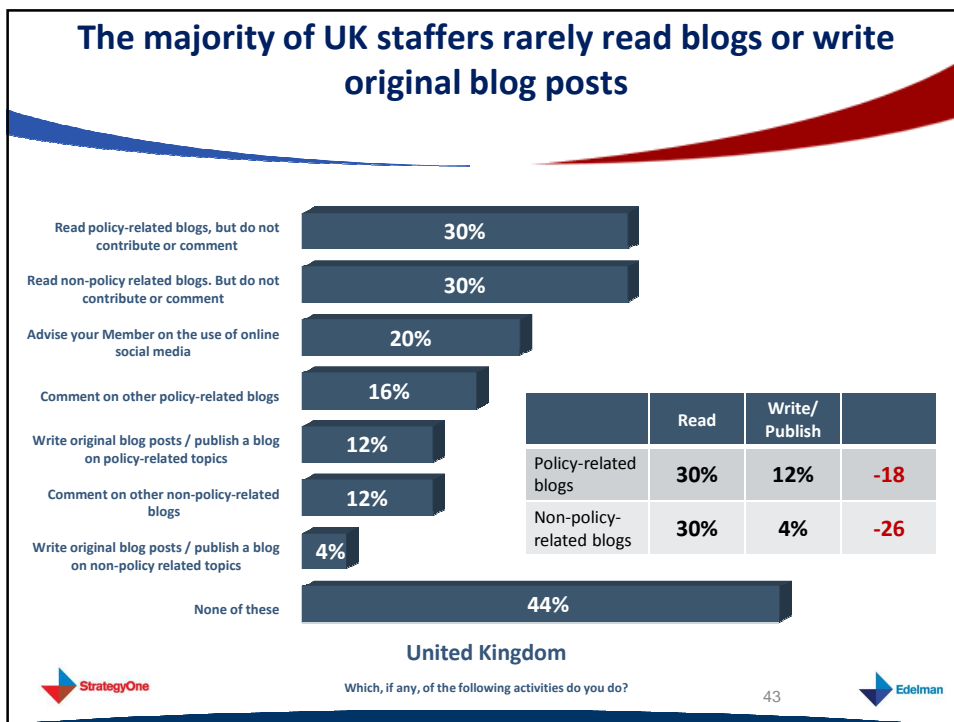














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Merci!
Danke!
Thank you !

