COMMUNICATION TRENDS

MICK BULLOCK, NCSL PUBLIC AFFAIRS DIRECTOR
COMMUNICATION TRENDS

IT’S WORKING SATURDAY...

THAT FACE YOU MAKE!
COMMUNICATION TRENDS

The Washington Post
CQ ROLL CALL
MSNBC
USA Today
CNN
THOMSON REUTERS
The Huffington Post
npr
Bloomberg
POLITICO
Las Vegas Review-Journal
ABC News
The Times-Picayune
CBS News
Associated Press
NATIONAL CONFERENCE OF STATE LEGISLATURES
In the U.S., roughly nine-in-ten adults (93%) get at least some news online (either via mobile or desktop)
In 2017, two-thirds of U.S. adults get news on social media.
About four-in-ten Americans now often get news online.
COMMUNICATIONS: THE MEDIA
Responsibilities to the Press:

• Build Relationships
• Build Rapport
• Establish Point of Contact
Responsibilities to Constituents:

• Inform

• Build Relationships

• Gain Trust
Daily Challenges to a Journalist

• Deadlines

• Write stories that have to be approved by an editor

• Subject of endless ‘sales pitches’

• Don’t write headlines or decide programming
The “A or B” Dilemma
• “Is it that the legislature just doesn’t care about this issue or is it just that the lobbyists have too much power?”

The Irrelevant Questioner (Goin’ fishin’)
• Series of obvious questions
• Going back to a certain question again and again

The Absent Party Ploy
• “The Speaker told me that if the state adopts this kind of bill, it will regret it later. Do you agree with his assessment?”

The Loaded Preface
• “Given the fact that the industry and the general public is overwhelmingly against the committee’s position on this, why do you keep trying?”
Machine Gun Questioning
• Interruptions, foot tapping, jittery eye movement, snowballing interview speed

The “Golden Pause”
• Uncomfortable silence -- who will break first?
Media Tactics and Terminology

As an Interviewee You Have the Right to:
✓ Know the topic
✓ Know the format
✓ Buy time
✓ Have time to answer the question
✓ Correct misstatements (on site)
✓ Use notes
✓ Record the interview
Media Tactics and Terminology

As an Interviewee You Do Not Have the Right to:
✓ Know the questions in advance
✓ See the story in advance
✓ Change your quotes
✓ Edit the story
✓ Expect your view be the only view
✓ Demand article be published
Media Tactics and Terminology

A Reporter’s Lexicon

• Off the record: Material may not be published or broadcasted.

• Not for attribution: Information may be published, but without revealing identity of the source.

• Background: Usually means not for attribution. Confirm with reporter.

• Deep background: Usually means off the record. Make sure it does.
Rule of Silence
• Never say (or write) anything to a journalist you don’t want to read in the newspaper, see on television or hear on the radio.
## Three Pillars to Messaging

<table>
<thead>
<tr>
<th>Three Mediums</th>
<th>Three Main Points</th>
<th>Three Minutes</th>
</tr>
</thead>
</table>
| • Traditional  
• Social  
• Watercooler | • Too many points can bury your message. | • The audience’s attention seldom lasts longer than three minutes. |
COMMUNICATIONS: INTERVIEW TIPS

- Buy preparation time if possible
- Establish an “interview setting”
  - Clear your desk
  - Close the door
- Use notes
- Talk Slowly! (for more accurate quotes)
COMMUNICATIONS: INTERVIEW TIPS

• Keep Jacket, Tie, Make-up, Jewelry at work
  ✓ Dark = Thin
  ✓ No tight patterns

• Don't 'Mick Jagger' the mic
COMMUNICATIONS: INTERVIEW TIPS

Blocking and Bridging

- Don’t ignore or evade the question
- Address the topic of question
- Asked about a problem, talk about a solution
- Never say “no comment,” but explain why you can’t
COMMUNICATIONS: INTERVIEW TIPS

Blocking and Bridging

• "I think what you're really asking is..."
• "That speaks to a bigger point..."
• “Let me put that in perspective...”
• “What’s important to remember, however...”
• “The real issue here is...”
• “I don’t know about that...But what I do know is...”
• “What you’re asking is...”
• “Just the opposite is true...”
• “That’s false...”
• 75 – 85% of news that makes it into mainstream and niche media is originally from press releases.

• But, they don’t always have to be distributed by traditional means
  – Twitter
  – Facebook
"I love reading. I read about 3 hours a day. My favorite book is Facebook."
(Almost) Everybody’s Doing It

- Average state legislature has 58 percent of all members on Facebook and 65 percent of all members on Twitter.
SOCIAL MEDIA EXPLAINED

Twitter — I am eating a cake
Facebook — I like eating a cake
YouTube — This is how I eat my cake
LinkedIn — My skills include eating a cake
Instagram — Here’s a classic pic of the cake I eat
Blog — Here’s my cake eating experience
Pinterest — Here’s my recipe for the cake
Four Square — This is where I am eating the cake
SOCIAL MEDIA: QUICK LOOK

- 1.45 billion daily active users worldwide on average.

- 800 million monthly active users and 500 million daily active users.

- 191 million daily active users.

- 336 million monthly active users worldwide.
Among the users of each social media site, the % who use that site with the following frequencies:

- **Facebook**: 76% daily, 15% weekly, 7% less often
- **Instagram**: 51% daily, 26% weekly, 22% less often
- **Twitter**: 42% daily, 24% weekly, 33% less often
- **Pinterest**: 25% daily, 31% weekly, 43% less often
- **LinkedIn**: 18% daily, 31% weekly, 51% less often
### SOCIAL MEDIA: QUICK LOOK

#### 79% of online adults (68% of all Americans) use Facebook

<table>
<thead>
<tr>
<th>% of online adults who use Facebook</th>
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<tbody>
<tr>
<td>All online adults</td>
<td>79%</td>
</tr>
<tr>
<td>Men</td>
<td>75%</td>
</tr>
<tr>
<td>Women</td>
<td>83%</td>
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<tr>
<td>18-29</td>
<td>68%</td>
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<tr>
<td>30-49</td>
<td>64%</td>
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<tr>
<td>50-64</td>
<td>72%</td>
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<tr>
<td>65+</td>
<td>62%</td>
</tr>
<tr>
<td>High school degree or less</td>
<td>77%</td>
</tr>
<tr>
<td>Some college</td>
<td>82%</td>
</tr>
<tr>
<td>College+</td>
<td>79%</td>
</tr>
<tr>
<td>Less than $30K/year</td>
<td>64%</td>
</tr>
<tr>
<td>$30K-$49,999</td>
<td>60%</td>
</tr>
<tr>
<td>$50K-$74,999</td>
<td>75%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>77%</td>
</tr>
<tr>
<td>Urban</td>
<td>81%</td>
</tr>
<tr>
<td>Suburban</td>
<td>77%</td>
</tr>
<tr>
<td>Rural</td>
<td>81%</td>
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#### 32% of online adults (28% of all Americans) use Instagram

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<tr>
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<td>26%</td>
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<td>38%</td>
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<tr>
<td>18-29</td>
<td>59%</td>
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<td>30-49</td>
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#### 24% of online adults (21% of all Americans) use Twitter

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Note: Race/ethnicity breaks not shown due to sample size. Source: Survey conducted March 7-April 4, 2016. “Social Media Update 2016.”

PEW RESEARCH CENTER
SOCIAL MEDIA MESSAGING: TRICK OF THE TRADE

Have a Plan

– Don’t just dive in and start commenting on others’ posts.
  • Daily
  • Weekly
  • Monthly
SOCIAL MEDIA MESSAGING: TRICK OF THE TRADE

Monday, Jan. 18th

Press Release on Report Addressing the Costs of Diabetes to States - 30 am edt

Twitter

- What does #READAct mean for you? https://youtu.be/9z0hG4N8wIw
- NY, IL, & NM have appropriated hundreds of thousands of dollars as a result of #diabetest https://www.ncsl.org/press-room/releases/report-addressing-the-costs-of-diabetes-to-states.aspx
- Quick video explains what #READAct means for you https://youtu.be/9z0hG4N8wIw
- How to link to learn more about the Every Child Succeeds Act (ESEA) Reauthorization https://youtu.be/0K2xv0Ov0W4
- What is important for state legislatures to know about Every Student Succeeds Act https://youtu.be/0K2xv0Ov0W4
- 5 Min. breakdown of Every Student Succeeds Act (ESEA) Reauthorization https://youtu.be/0K2xv0Ov0W4
- What changes in reauthorization policy does the Every Child Succeeds Act (ESEA) require of states https://youtu.be/0K2xv0Ov0W4
- What does #READAct mean for you? https://youtu.be/9z0hG4N8wIw
- What are the implications for states and #READAct https://youtu.be/9z0hG4N8wIw
- Quick video explains what #READAct means for you https://youtu.be/9z0hG4N8wIw
- Quick video explains what #READAct means for you https://youtu.be/9z0hG4N8wIw
- What is the impact to the Department of Homeland Security (DHS) https://youtu.be/9z0hG4N8wIw

Facebook/LinkedIn

- Tennessee appropriated close to $3 million specifically for diabetes, a chronic disease which affects over 29 million Americans. Other states, like New York, Illinois, and New Mexico have appropriated hundreds of thousands of dollars as a result of this disease. The United States spends an estimated $245 billion annually to address the growing problem of diabetes. New
SOCIAL MEDIA MESSAGING: TRICK OF THE TRADE

- Follow your social media plan.
- Engage with your followers by responding with your message.
- Link to press releases, video and blogs which move your message forward.
Twitter: Best Practices

- Think instant information
- Twitter is a social media tool used to impart short (140 or fewer characters) bits of news, items of interest, and links to websites.
  - 17% higher engagement when 110 character or less
- Tweet during daytime hours
  - Twittersphere is active during the 11-12 hours of daytime in your audience’s time zone.
  - Between 8am and 7pm, your tweets will have 30% higher interaction.
- Tweet on Saturday and Sunday
  - According to the data, engagement is 17% higher on the weekends than it is on weekdays.
- Share Images
  - 150% increase in retweets just by including images
- Become an expert resource for your cause
  - Tweets with links receive 86% higher retweet rates
- Tweet or retweet
  - Data shows every 1-2 hours is most effective
- Tweets that include properly sized photos (800 X 400 pixels) receive up to 3X more retweets than those cropped photos.
SOCIAL MEDIA: TWITTER

Twitter: Best Practices

Best Time to Post on Twitter

[Diagram showing the best times to post on Twitter with a color-coded grid for each day and time of day, indicating the best and worst times, and a chart showing the number of impressions over a 28-day period.]
Facebook: Best Practices

• Alternate sharing links and uploading photos on Facebook and then monitor the results in Insights.
• Limit posts to 80 character or less.
  • Posts with 40 characters or less receive 80% more engagement than posts with a higher character count.
• Photos can get up to 4X more engagement on Facebook than links.
• Experiment with only posting 4-5X weekly or less.
• The number one reason why supporters unlike a Facebook page is because the admin posts too often.
• Post at least once on the weekend through the “Scheduled Post” function.
### Facebook: Best Practices

#### Best Time to Post on Facebook

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Best Times</th>
<th>Worst Times</th>
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<tbody>
<tr>
<td>9 a.m.</td>
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<td>10 a.m.</td>
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<td>5 p.m.</td>
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<td>8 p.m.</td>
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</table>

**Overall Best Days**

<table>
<thead>
<tr>
<th>Day</th>
<th>Best Times</th>
<th>Worst Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td></td>
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<td>Monday</td>
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<td>Friday</td>
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<tr>
<td>Saturday</td>
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</tbody>
</table>
SOCIAL MEDIA

WHAT HAS BEEN SEEN...
Cannot be un-seen.
Check, Check and Double Check!

Corrects link on previous tweet: CIA director’s private email hacked? Person claims to have breached account.

Hacker claims to have breached CIA director’s personal email

WASHINGTON (AP) — An anonymous hacker claims to have breached CIA Director John Brennan’s personal email account and has posted documents online, including a list of email addresses purportedly from...
SOCIAL MEDIA MESSAGING: TOP FIVE

1. Engage your audience
2. Direct line of communication
3. Plan
4. Use photo and video
5. Pick one and be good with it