

CONNECTIONS THAT COUNT

**POSITIONING BOARDS & PRESIDENTS
FOR STRONG RELATIONSHIPS**

#GPOP2017

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WHY IS GOVERNMENT RELATIONS IMPORTANT?

1. Public investments are a major source of revenue for our institutions.
2. Public policies can help (or hinder!) our success as institutions.
3. Points 1 and 2 are also true for countless other organizations, individuals and causes.



ALIGNED

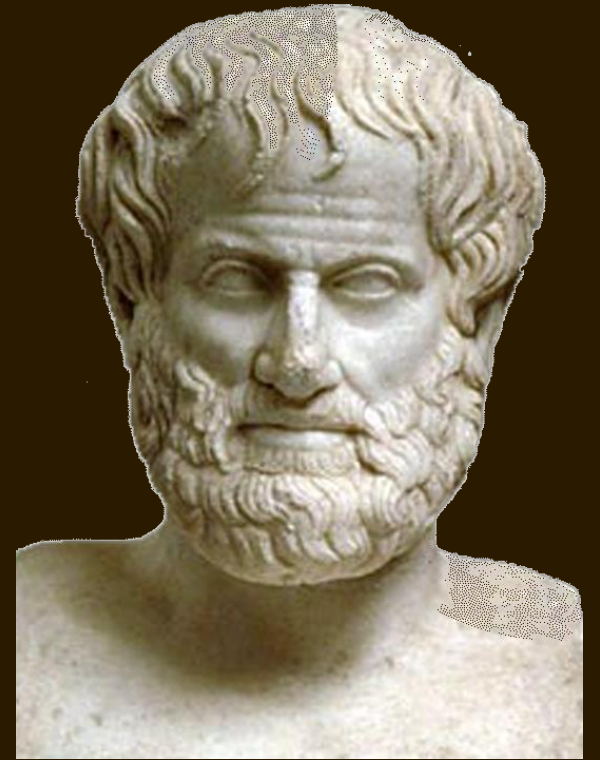
AUTHENTIC

ONGOING





ARISTOTLE



LOGOS PATHOS ETHOS

LOGOS



- Use facts that resonate with your audience
- Demonstrate that you've done your homework

PATHOS



- Consider how your audience feels
- Share compelling stories
- Use visuals to bring your message to life
- Be enthusiastic about your message yourself

ETHOS



- Demonstrate mutual benefit and alignment
- Keep your facts and stories are straight
- Build trust between “asks”
- Do what you say you’ll do

LOGOS PATHOS ETHOS



HEAD



HEART



CRED





TELL ME A STORY

“Tell me the facts and i’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.” *NATIVE AMERICAN PROVERB*

<p>SUBJECT What is the story about?</p>	<p>GOAL What do you want to achieve with this story?</p>		<p>AUDIENCE What is your story's audience? What are their needs?</p>	
<p>BEFORE What does your audience think, feel, know, want, before they have experienced your story?</p>	<p>1. SET THE SCENE What do you need to introduce? What should be set up or explained?</p>	<p>2. MAKE YOUR POINT The audience's A-Ha moment.</p>	<p>3. CONCLUSION The end of your story. What is the conclusion? What is your call to action?</p>	<p>AFTER What does your audience think, feel, know, want, after they have experienced your story?</p>

What is the
story about?

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What do you
want to achieve
with this story?

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What is your
story's audience?
What are their
needs?

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What does your audience think, feel, know, want before they experience your story?

**B
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What do you need
to introduce?

What should be
set up or
explained?

**S
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The audience's
'a-ha' moment.

MAKE
YOUR
POINT

The end of your
story.

What is the
conclusion?

What is your call to
action?

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What does your
audience think, feel,
know, want after
they have
experienced your
story?

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NOW IT'S YOUR TURN



**STORYTELLING
THROUGH
SOCIAL MEDIA**

FACEBOOK



- 1.89 billion monthly active users
- 79% of internet users use Facebook
- Demographic skews older and female

LINKEDIN



- 450 million members but only 25% actively visit
- 29% internet users use LinkedIn
- Slightly higher educational attainment and income levels



32% internet users use Instagram
Skews younger



31% internet users use Pinterest
Skews female



18% internet users use Snapchat
Skews younger (much younger!)

TWITTER



- 328 million monthly active users
- 24% internet users use Twitter
- Slightly higher educational attainment

GETTING STARTED



- Setting up a Twitter profile
- Start following; start posting.
- Keep it real.

THERE'S JUST SO MUCH GOING ON...



- Creating a Twitter list can help you organize who you're following.
- Consider creating lists for:
 - Elected officials
 - Board members
 - Key industry partners
 - Other colleges

4 TIPS FOR KILLER CONTENT

1. Photos
2. Hashtags
3. Tagging others
4. Value-add retweets

 Robertson Institute
@TransformNB

Following

Great things happening with the @myNBCC
Habitat House in #StAndrews #transformNB

Tag others!

Hashtags!

Pictures!



RETWEETS 3 LIKES 11



2:32 PM - 13 Apr 2017

  3  11



Heather Allaby

@HeatherAllaby



Amazing energy @mynbcc Girl Summit w/
middle school girls from across Charlotte Co.
@KarenLudwigMP @Rick_Doucet
@JohnBAmes #transformNB

*Strategic
Tags*

Hashtags!



Robertson Institute @TransformNB

"Every day in small ways each of you can shake the world a little bit." @SDesrosi welcomes 130+ girls to @myNBCC Girl Summit #transformNB

RETWEETS

4

LIKES

3



10:23 AM - 13 Apr 2017



4



3



IF YOU WOULDN'T SAY IT HERE...



DON'T WRITE IT HERE.



What's happening?



**NOW IT'S YOUR
TURN!**

Q&A

THANKS!