CONNECTIONS THAT COUNT
POSITIONING BOARDS & PRESIDENTS FOR STRONG RELATIONSHIPS
#GPOP2017
HEATHER ALABY
COMMUNITY & GOVERNMENT RELATIONS ADVISOR
NEW BRUNSWICK COMMUNITY COLLEGE
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
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
“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
<table>
<thead>
<tr>
<th>SUBJECT</th>
<th>GOAL</th>
<th>AUDIENCE</th>
</tr>
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<tbody>
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<td>What do you want to achieve with this story?</td>
<td>What is your story's audience? What are their needs?</td>
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<th>2. MAKE YOUR POINT</th>
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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
Great things happening with the @myNBCC Habitat House in #StAndrews #transformNB
Amazing energy @mynbcc Girl Summit with middle school girls from across Charlotte Co. @KarenLudwigMP @Rick_Doucet @JohnBAmes transformNB
IF YOU WOULDN'T SAY IT HERE...
DON'T WRITE IT HERE.

What's happening?
NOW IT’S YOUR TURN!