

## 2023 Digital/Social Media Campaign to Build Supporter Base

### Overview

In Feb. 2023, CAI contracted with CM Public Affairs to build CAI's base of supporters and potential donors. Through the use of digital and social media tools, the campaign highlighted specific CAI campaigns: our social media legislation to protect kids online and our campaign to protect federal benefits belonging to youth in foster care. We encouraged individuals to learn more about these campaigns, and to take action. These action items required individuals to provide contact information (email and phone), which CAI used to provide updates on the policy issue(s) the individual signed up to support; CAI also used the contact information to solicit financial donations to support our work.

CAI also used this digital and social media effort to ask constituents of key legislators to reach out to their elected officials in support of our social media legislation.

This agreement ran from February 1, 2023 through July 31, 2023, for a fee of \$6,000/month.

### Results

**Protecting Kids Online.** Our online safety portion of the program collected over a million impressions from 207k individuals, with each targeted individual seeing our ads an average of five times. These ads were clicked on more than 5,600 times and collected 40 individual contacts. However, we ended up dedicating a large portion of this program to influencing key members of the Legislature — which is where we saw our program's largest victory with the passage of SB 287 from the Senate Appropriations Committee.

**Protecting Foster Youth Federal Benefits.** The foster youth program ran for the final six weeks of our program, and received 2.54 million impressions across the state, reaching 452k individuals on average of more than five times. We received more than 1700 clicks on these advertisements. However, we ran into the same issues we hit with the protecting kids online program with converting clicks to petition signatures. Again, the program underperformed our expectations with the number of petitions signed with only 15 individuals passing on their contact information.

### Conclusion

All-in-all, the program raised the visibility of CAI's priorities with the general public, helped inform thousands of individuals, and changed the political environment surrounding SB 287. However, it was generally unsuccessful at converting that interest on social media platforms into the identification of citizen activists willing to sign petition in support of CAI's issues or make donations in support of CAI's work.

In the future, CM Public Affairs recommends that CAI use digital advocacy in specific and targeted ways to influence elected officials and run highly-targeted ads pertaining to an elected official's upcoming actions. They believe that, through the use of digital advocacy tools, CAI can change the political environment in which public officials operate.