

Public Affairs Terms Glossary

General

Advocacy Advocacy leaders Advocacy plan Advocates, messengers Audience Benchmarking **Best practices** Champions for your cause Communications strategy Compliance (legal) Corporate communication Crisis communication Cross-functional communications Decision makers Due diligence External messaging Influencers Integration of functions Internal & external stakeholders Key stakeholders Measuring and communicating value (all functions) Media outreach Media relations (press relations) Media strategy Messaging (messages) Metrics Public affairs campaign

Public affairs outreach program

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Public affairs plan Public affairs strategy Reputational damage Reputational objectives Return on Investment (ROI) Speechwriting for public affairs Stakeholder engagement Stakeholder mapping Storytelling for advocacy (advocacy story) Storytelling platform (e.g.: social media) Strategic communications plan

Government Relations

Advocacy activities, efforts Advocacy campaign Advocacy strategy Advocacy tools Advocates, messengers Engagement plan Engagement strategy Fly-in, lobby day or advocacy day Gift giving, gift rules Government affairs team Government affairs, relations Government relation strategy Government relations efforts, lobbying efforts In-House lobbyist Key legislative issues Key policy positions Law firms and consultancies Lawmakers, legislators Legislative issues Legislative objectives

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Legislative staff education Legislative tracking, monitoring Legislative trends Lobbying activities Lobbying, traditional lobbying (interchangeable with public affairs, GR, direct advocacy) Lobbyist Local-level lobbying Non-government organizations (NGOs) Policy communication Policy debates Policy education Policy influencers Policy issues **Policy positions** Policy priorities Policy shapers Policymakers Public affairs initiatives Public policy objectives, goals Regulatory advocacy **Regulatory affairs** Regulatory compliance Regulatory efforts Regulatory engagement plan **Regulatory function** Regulatory issues Regulatory monitoring Rulemaking Social policy State and local government relations Think tanks and research, academic institutions

Trade, industry, business associations

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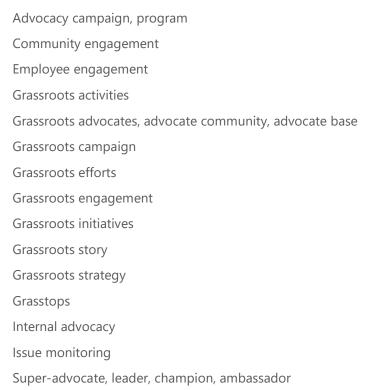
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Grassroots



Social media & Digital Communications (linked a lot to Grassroots)

Content (videos, images, reports, social posts, graphs etc.)

- Content strategy
- Digital advocacy campaign
- Digital advocacy efforts
- Digital advocacy program
- Digital advocacy strategy
- **Digital communications**
- Digital media
- Digital, online advocacy
- Digital public affairs

Digital tools (websites, social media, apps, infographics etc.)

Shareable (advocacy) messages

Shareable visuals

Social media advocacy campaign

Social media channels, platforms (ex: Snapchat, Instagram)

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Visual content



Issues & reputation management

Issues management Crisis communication strategy Crisis management Issue tracking, monitoring (legislative & others) Issues management systems Risk management (linked to compliance)

International public affairs

Global, international public affairs function Cross-border strategy (cross-border coordination and issue management) Identification, tracking, and management of public policy issues International media relations International media strategy International public affairs plan, strategy Issues management across geographic borders Regulatory convergence

Corporate Responsibility (CSR)

CSR plan, CSR strategy Corporate reputation CSR & government relations integration CSR initiatives CSR reporting, report CSR story Integrated CSR efforts Political transparency and CSR Reputation building Reputation management Reputational issues Signature CSR initiative

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