

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

Brasília

SAF Sul Qd. 2 Bl. D
Ed. Via Esplanada
Salas 103 a 106
CEP 70070-600
Fone: (61) 3327-2606

São Paulo

Rua Olimpíadas, 134
5º andar, Cj. 52
Vila Olímpia
CEP 04551-000
Fone: (11) 3079-4533

Washington DC

1101 17th St. NW
Suite 1010 - 20036
Fone: (202) 822-6420
www.patripoliticaspUBLICAS.com.br
patripoliticaspUBLICAS@patri.com.br



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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Grassroots

Advocacy campaign, program
Community engagement
Employee engagement
Grassroots activities
Grassroots advocates, advocate community, advocate base
Grassroots campaign
Grassroots efforts
Grassroots engagement
Grassroots initiatives
Grassroots story
Grassroots strategy
Grasstops
Internal advocacy
Issue monitoring
Super-advocate, leader, champion, ambassador

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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