Using Digital Tools to Expand Reach and Engagement

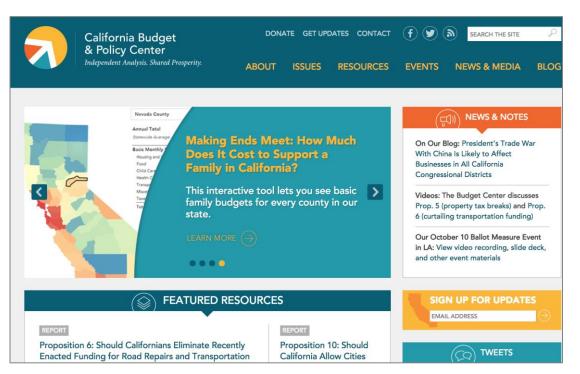
Some Recent Experiences With Content Creation, Social Media, and Email

Steven Bliss California Budget & Policy Center November 30, 2018



A few key benefits of moving toward "digital first"

- Allows us to be more responsive with our analyses
- Enables easier sharing/engagement
- Provides platform for highlighting and sharing local-level data





Content creation: Adding shorter publication types

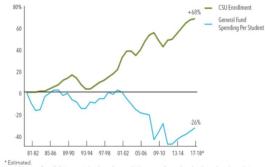
- Example: new "Data Hit" format
- Easy to create, with very brief text and main focus on chart
- Easily shared (as image file) or downloaded and printed (as PDF).

Data Hit

MAY 2018 | BY AMY ROSE

Even as CSU Enrollment Has Increased, State General Fund Support Has Declined

Percent Change in Enrollment and Direct General Fund Spending Since 1981-82



Note: Figures reflect "full-time equivalent" enrollment, which accounts for credits taken by each student relative to a full-time course load. Expenditures are inflation-adjusted and exclude indirect state funding for the CSU attributable to Cal Grant tuition and fee payments. Source: California State University and Department of Finance Enrollment at the California State University (CSU) has increased significantly. More high school graduates are eligible for the CSU, and more students are applying to and enrolling in the university. Enrollment has increased by 68% since the early 1980s, rising from 240,387 in 1981-82 to 403,116 in 2017-18.

• At the same time, direct state investment in the CSU has dropped. Despite recent state funding increases, inflation-adjusted General Fund spending per student is down by a quarter since the early 1980s, falling from \$11,409 in 1981-82 to \$8,433 in 2017-18.

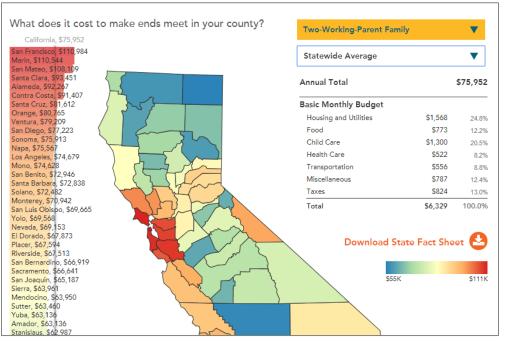
State disinvestment in the CSU negatively impacts California's students and economy. Inadequate state support fails students – many of whom are turned away from the CSU due to capacity limitations – as well as our economy, which relies on having a highly educated workforce.

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Content creation: Interactive data visualizations

- Interactive tools allow users to engage directly with our analyses and the issues highlighted by our work
- These range from elaborate, custom builds to DIY visualizations





Social media: Multifaceted approach to Twitter

- Our "go to" for releases, events, commentary — for "broadcast" and targeting
- Twitter chats and live tweeting events
- Metrics (via bit.ly) provide insights into audience's interests



Budget Center @CalBudgetC... Mar 22 Happening now:

#PolicyInsights2018 lunch plenary featuring the Chairs of the Senate and Assembly Budget Committees in #CAleg, @HollyJMitchell & @PhilTing, on what issues they think will shape this year's #CAbudget debate.





Email outreach and engagement

- Brief emails highlight new analyses
- A/B testing helps gauge audience interest
- Monthly e-news covers recent upcoming activity
- "ClickToTweet": integration with social media



Trump Administration's Trade War With China Is Likely to Affect Businesses in All California Congressional Districts

Early this year, President Trump announced plans for the US to impose tariffs on certain major imports from China, which has led to an ongoing trade war between the US and China. After months of escalating tit-for-tat tariffs, the US has now imposed tariffs on \$263.1 billion of goods imported from China, and China has responded with retailatory tariffs on \$112.4 billion in goods exported from the US to China.

A new analysis by Senior Policy Analyst Sara Kimberin shows that Chinese tariffs imposed in response to the Trump Administration's actions are likely to affect businesses in every part of California, because China is a major export market for goods produced in every California congressional district. This analysis emphasizes that the trade war between the US and China shows no sign of ending any time soon, and that economists on all sides of the debate oppose the broad-based tariffs imposed by the Trump Administration, which, together with retailatory tariffs imposed in response, can be expected to negatively impact jobs, business profits, and state and local tax revenues.

China's Retaliatory Tariffs Are Likely to Affect All California Congressional Districts Total Value of Goods Exported to China in 2016, by Congressional District







Expanding your use of digital: Where to start?

- Consider broader organizational goals: What audiences are you trying to reach? What do you want them to know/do?
- "Quick wins" can be done in near term with big potential impact



Expanding your use of digital: Potential quick wins

- Integrating short webinar briefings into report release strategy
- Adding "ClickToTweet" tool to organization's emails
- Individual or small-group targeting of follow-up emails

- Developing simple target/priority list for sharing on social (Twitter handles, hashtags)
- Adding simple graphics/images to your social media sharing
- Participating in Twitter chats held by other groups



Expanding your use of digital: More quick wins

- Live tweeting events yours or others
- Adding/creating hashtags for events or issues (#CutPovertyCA)
- Using bit.ly to (a) streamline shares and (b) track social metrics

- Facebook Live video
- Using Facebook ads to boost reach and engagement



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