

## 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  
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

#### Brasília

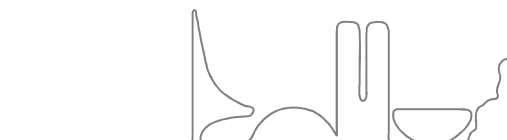
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Advocates, messengers  
Engagement plan  
Engagement strategy  
Fly-in, lobby day or advocacy day  
Gift giving, gift rules  
Government affairs team  
Government affairs, relations  
Government relation strategy  
Government relations efforts, lobbying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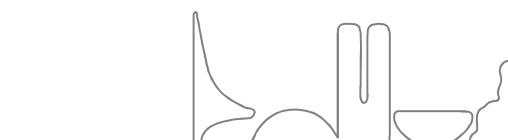
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### Grassroots

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)  
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

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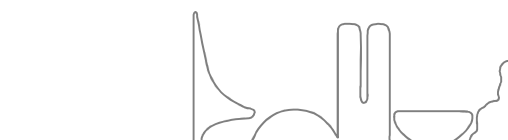
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International media relations  
International media strategy  
International public affairs plan, strategy  
Issues management across geographic borders  
Regulatory convergence

**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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