

4.4. Advocacy and lobbying: tips and tricks

On website and newsletter also see the section **Information for members : tips and tricks**

1. Integrate the advocacy and lobby information – your opinions – in the corona section of your website, but **don't put this information behind a login**. You want the world to know what your views are.
2. Integrate summaries of your opinions in the special corona newsletter and posts on social media.
3. Make sure the newsletter is delivered to the mail box of the people you want to reach – people in government, politicians, civil servants and (public) media. Invest time and finding their personal details. info@ministry.org is not good enough.
4. Make sure to include details of people in your organisation in every article – preferably telephone number and email. Be available for questions. You want your audience to get in touch with you. If possible even organise a dedicated corona helpdesk.
5. Try to involve the general public and stakeholders in your lobby. Consider a campaign to inform the country about the importance of industry for employment.

Find a good example on the next webpage of NECA, Nigeria:

<https://news.neca.org.ng/index.php/2020/04/28/gradual-winding-down-of-the-lockdown-by-federal-government-reaction-from-organized-private-sector/>