The future is digital. How to stay in tune with the latest social media trends?

UIA Round Table
Brussels, 20/05/2022
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We are an advocacy and communications consultancy.

We bring a collaborative approach to government relations, public affairs and public relations to anticipate and manage our clients’ policy and reputation needs.
Our service offering.
Who we are...

Feriel Saouli
COO, Director of Association & event management

- 20+ years experience
- Full range of services:
  - Strategic advice
  - Legal and financial compliance
  - Government relations
  - Communications
  - Membership strategies & outreach
  - Events

Vanessa Terrier
Senior Communications Consultant

- 12+ years experience in comms
- Building strategies
- Advice on platforms
- Analysis of target audiences
- Understanding your data & analytics
- Social media management
- Policy communications
- Creative coordinator

Katarina Oja
Digital Consultant

- Social media content creation
- Website / app optimisation and development
- Digital campaign development
- Data analytics & visualisation
First... Some questions for you!

1. Scan the QR code or go to https://www.menti.com/

2. Enter code 9492 2716

Connect to MarriottBonvoy_Guest wifi network
The rise of digital.

- Disruption
- Relevance
- Digitisation
- Impact
Why social media is important

YOUR ORGANISATION

WHAT PEOPLE CARE ABOUT

The sweet spot
Most used social media channels.

The importance of social media.

Source: BCW Global
European Associations Digital Report.

• Launched by SEC Newgate EU in 2015

• Analysis of ~575 European industry associations

• With the rise of digital, transition from quantitative to qualitative insights

See the 2021 European Associations Digital Report here
What are associations talking about?

- Climate communications
- Covid response
- Diversity and inclusion
- Youth empowerment
- Leadership
What new formats are emerging?

- Virtual events
- Digital campaigns
- Podcasts
- Visual formats
What is the best approach?

- Members and partnerships
- Data-driven communications
- Human-to-human communications
CREATIVE CAMPAIGNS
Highlights.

• Online video series which explores how medical technology connects the dots, from diagnosis to cure.
• Diverse stories.
• Paid partnership with BBC Storyworks Commercial Productions.

Why it matters.

• A positive collection of human stories.
• A series of high-quality videos and a well curated and user-friendly dedicated page.
• Expanding beyond the ‘Brussels bubble’.
Extract from ‘Our Food, Our Future’ campaign.

Highlights.
• #FoodFuture Exhibition
• Foodies Awards
• Promotional videos, live-streams

Why it matters.
• Combining online & offline.
• Solid visual identity with high quality content shared throughout the year.
• Leveraged pop culture to connect with EU audiences in a ‘modern’ way, using food trucks and Foodies promotion.
Highlights.

- The #SolarWorks campaign aims to promote jobs in the solar sector through a series of short videos of workers.
- Showcasing the growth of the sector.
- Diverse profiles showcased.
- The campaign was supported by Grow With Google.

Why it matters.

- Employer branding and recruitment campaign.
- “Giving a face” to the industry.
- Videos in local languages ensures reach among younger local audiences.
- Partnership ensured visibility and targeting as well as consideration.

Installing solar on just 10% of our water reservoirs
WHAT are LOW-CARBON

liquid fuels

COMPARIBLE

Climate Neutrality by 2050

Highlights.
• Umbrella campaign launched in 2020
• Series of webinars, studies, animations
• Partnership with the Pau Motors Festival for the historic Grand Prix de Pau

Why it matters.
• Multi-annual campaign
• Leveraging popular sports events
• Science-driven communication & visual materials
HOW TO GET IT RIGHT?
Reality check

• No, there are no silver bullets in digital advocacy.
• Yes, it is time consuming.
• No, we can't tell you for sure what will work.
• Yes, you need to engage.
• No, that content is interesting to YOU but not your audience
• Yes, this is a long game.
what's twitter?

Twitter. It's what's happening.
From breaking news and entertainment to sports and politics, get the full story with all the live commentary.

what's linkedin?

LinkedIn Belgium: Log In or Sign Up
675 million+ members | Manage your professional identity. Build and engage with your professional network. Access knowledge, insights and opportunities.
You've visited this page 5 times. Last visit: 3/11/20
The Audience

- Primarily **business-focused**
- Best source to reach out to **industry peers**
- LinkedIn considered **most trustworthy** social media platform
- Only **18%** of “EU influencers” check LinkedIn daily (vs 46% on Twitter) but it is on the rise (source: Burson-Marsteller – Brussels media consumption survey)

**Policy Makers**: Usually MEPs engage if the debate is in their favour. Best chance during live events, after meetings, direct questions in replies.

**Media**: They will follow only if you bring added value to the conversation. They engage only if it’s worth their time.

**Industry**: They are very likely to follow and engage if you are active and create good content they can share with their audience as well.
How to reach your audience?

**Identify your influencers**

- Who is talking about your topics?
- Are you interacting with them?
- Where are you placed in the discussion?

**The power of paid campaigns**

- The rise of pay to play
- Organic content: the end of an era?
- The importance of targeting

Example of a Social Network Analysis by SEC Newgate EU
So create content that resonates:

- Breaking-news on EU policy or industry developments.
- Insightful articles/analysis on EU policy or industry developments.
- Direct engagement with users.

“CONTENT IS KING”

Bill Gates, 1996.
How to cut through the noise

Consistency
- Stick to 2-3 general topics
- Has to be timely
- Avoid Mondays & Fridays
- Avoid conflicting events/announcements

Give it personality
- Tone is important
- Be short and straight to the point

Add value
- Don’t just share or state the obvious
- Give your opinion on the issues you engage with
- Offer a summary or analysis on a topic
- Share resources and explain why

Engage with people
- Find out who is talking about “your” topics and engage with them (start with following them)
- Tag / quote people you want to reach out to (don’t just share their content)
- Events are a great excuse to engage with stakeholders
Keep an eye on your performance

• Is your following growing?
• Are you increasing your visibility / impressions?
• What topics generate the most engagement?
• Who are the people engaging with you?

This will help you

DO MORE OF WHAT WORKS!
10 tips to leave with.

1. Remember you are talking to people
2. Keep it short and sweet
3. Make it visual
4. Talk about societal issues
5. Get creative
6. Use each platform for its purpose & audience
7. Create content that adds value
8. Want results? Build engagement
9. Learn from your own analytics
10. Don’t be afraid to try (new things)
Any questions?
Thank you.

Katarina Oja koja@secnewgate.eu
Vanessa Terrier vterrier@secnewgate.eu
Feriel Saouli fsaouli@secnewgate.eu