

Guess who?

Thoughts on **attention grabbing** and audience targeting in the EU Bubble

Panel discussion — Using digital to engage with EU decision-makers #EUDAS21



The Problem

The team, behind the handle

You are dealing with humans. Whatever the account, the technology, or the budget. In the end, you must always convince the human on the other end of that digital line.



● Institution

Team: often Intramuros (Junior or Midlevel)

Gadgets: over-equipped and poorly used

Process: inflexible and slow

● Non-profit

Team: lack of resources, and community management is not a priority

Gadgets: freeware or inexpensive SaaS

Process: flat and often flexible yet limited impact

● Personal

Team: few have a content strategy or a team

Gadgets: the common free or low-cost-ware

Process: They interact on the spot with what they like or deem “necessary”

● Politics

Team: a small group of dependent trustees

Gadgets: will get info via the group/party

Process: Does engage too lightly or not at all.

Subjective checks and decisions

● Private Sector

Team: Highly professionalised, great budgets

Gadgets: The bigger, the more they have

Process: What is good for them, can be damaging for you

● Satire

Team: small teams of similar people

Gadgets: access to media and design programs

Process: horizontal to be quick on the uptake



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**The
Solution**



● Institution

Engage with the campaign. A general @mention, hashtag or comment might get lost in the crowd. A comment or share of a campaign, preferably a paid ad campaign, will include you in any campaign analysis.

● Non-profit

Offer a media partnership. Send an email to the communication team with a request. Cooperation is the best way to increase your impact.

● Personal

Add to a public Twitter list. Create lists for certain groups of experts, insiders or else and add the account .

● Politics

Engage with the content. Coordinate a group of accounts to stir conversation. Don't troll! Allow account time to draft a response.

● Private Sector

Find team members on LinkedIn and connect with there. Or send an email to their office address. Please, don't be creepy!

● Satire

Don't take yourself too serious. Be bold enough to dare. Good banter is very entertaining.





Be savvy!

1. Draw up a priority list of accounts
2. Analyse appearance, content and activities
3. Try to map the team and the processes behind account

Finally, write an outreach strategy. Set yourself **SMART** goals.

