

# Digital Advocacy Campaigns in the EU - Case Studies, Insights and Lessons Learned.

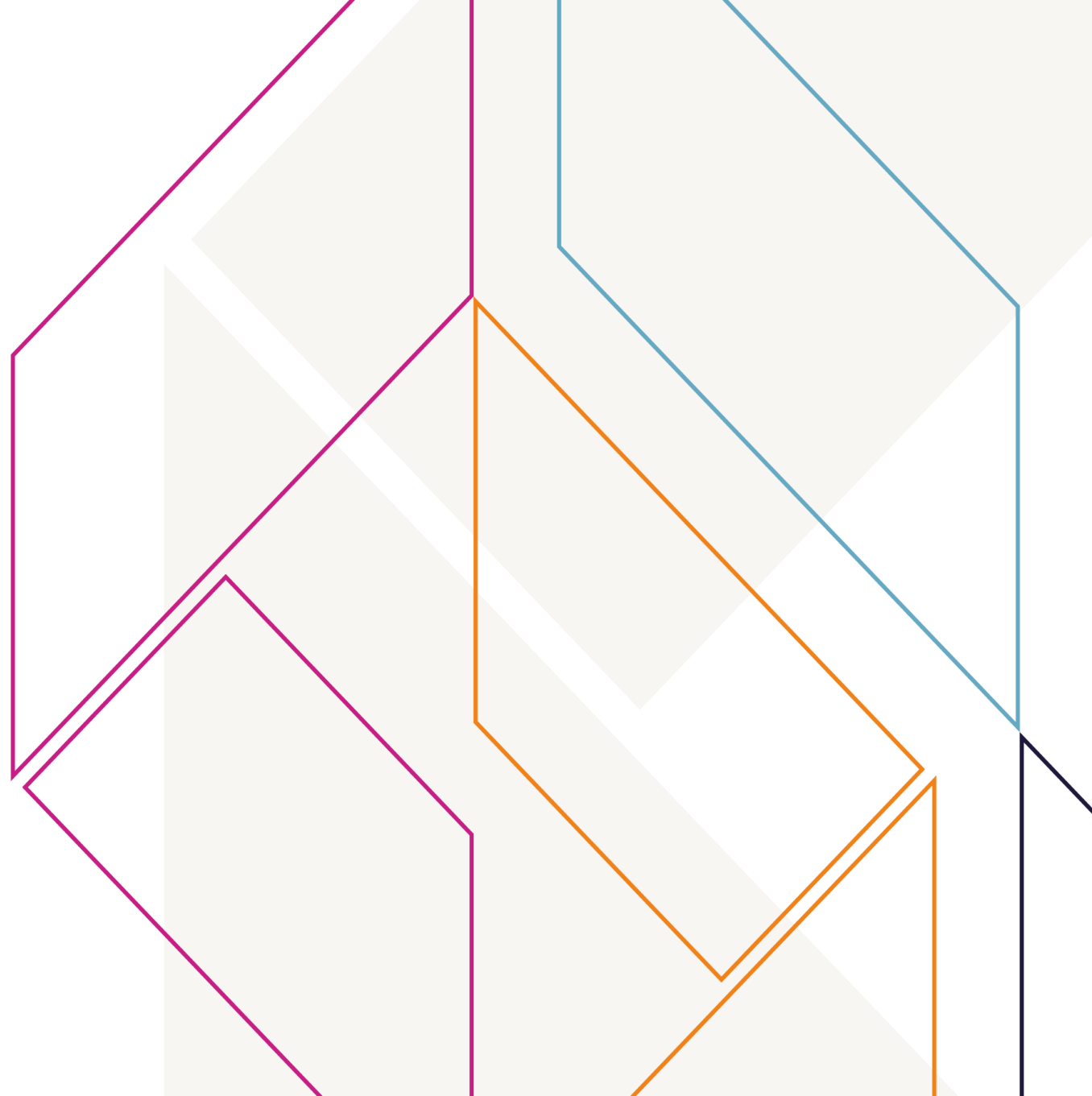
Public Affairs Council, 16 April 2024



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# A changing landscape.



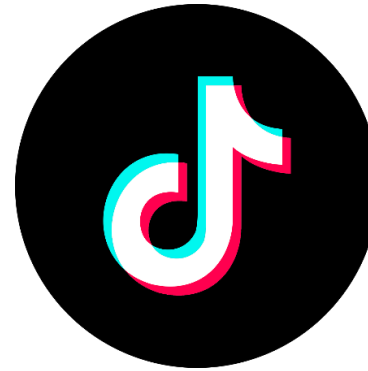
Love to hate.  
Loss of  
engagement.



Capturing the EU  
& professional  
conversation



The new 'place to  
be'?



Creating trends,  
capturing the  
young  
generation.



Potential to be  
the 'new'  
Twitter?

# Loss of trust, monetisation, and 'everything'

FROM POLITICO PRO

## No more ads on Elon's X, EU Commission tells staff

Ads on Musk-owned social media site risk causing 'reputational damage' to the EU, its executive says in internal note.

The Guardian

## 'The everything app': why Elon Musk wants X to be a WeChat for the west

Twitter owner's rebranding is part of larger strategy to add payment functionality and more

The New York Times

## *X May Lose Up to \$75 Million in Revenue as More Advertisers Pull Out*

Internal documents show companies like Airbnb, Coca-Cola and Microsoft have halted ads, or may do so, after Elon Musk's

The Verge

## Elon Musk's 'everything app' plan for X, in his own words

During an employee all-hands, Musk said that Twitter became X to replace YouTube, LinkedIn, FaceTime, dating apps, and even your bank.

By Alex Heath, a deputy editor and author of the Command Line newsletter. He's covered the tech industry for over a decade at The Information and other outlets.



# How to reach EU policy-makers?

## Policy-makers are people too

They want to trust the information they're given

They want to be entertained

They want to hear stories

## People are busy

You have three seconds to catch your audience\*

## People don't leave the platform they're on

An average click-through rate across social media platforms hovers around 1%\*\*

## Thinking beyond digital

Look for the right platforms (online and offline)

Build a broader strategy (media, meetings, events, etc.)

\*Source: [Marketing Essentials Lab](#)

\*\* Source: [Statista](#)

# Association in the packaging world.

- ✓ Repeat, repeat, repeat
- ✓ Work across platforms and formats (X, LinkedIn, podcasts, paid opportunities)
- ✓ Find ways to reach policy-makers beyond social (meetings, media, podcasts)
- ✓ Leverage partnerships (are part of several alliances)
- ✓ Get creative with your content
- ✓ Show your people
- ✓ Communications as an integral part of their advocacy outreach.



**Thank you.**



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