What’s **good** content for your brand on Linkedin?
What’s your *goal* with posting?
What is an “influencer” exactly? It’s an easy question to answer but also a hard one.
How can the EU communicate better? That age-old question that we'll never stop asking (and shouldn't).

My take in a few points (5 min vid sorry!):

#1 The EU needs to meet people "where they are" and drop the "Brussels knows best" mentality - EVEN if this feels weird to do. Anything that smacks of elitism just plays as condescension.

#2 The EU needs to admit that it doesn't have everything right and needs to improve (see Macron agenda!). Anything less just plays as propaganda.

#3 The EU needs to relinquish control of the "EU message" - the EU means many things to many people and we need to create the space for them to discover what it means to them. Anything less just plays as overengineered and contrived.

#4 The EU needs to be honest about how much time people want to spend hearing about the EU. Simplicity + brevity + repetition + time will win the race. Anything more complex will get lost in the noise.
There are 5 types of LinkedIn „content creators“:

When it comes to publishing content on LinkedIn you will find the following strategies used over and over again:

1. The super salesy sales guy: Only Posts advertising and offers. I am NOT a social selling expert but I highly doubt that this strategy will help you generating great leads/sell stuff.

2. The repeater: Reposts content from industry „gurus“ - often without adding his thoughts. Why should people read this article? What were your thoughts after reading it? Do you agree? Do you have something to add? Let the world know!

3. The growth hacker: Hires an assistant to find viral videos in the www and then reposts them on LinkedIn Brilliant from an algorithm/growth perspective. But your audience wants to see and learn from YOU.

4. The tagger: Posts a question or quote (often without mentioning the original source) and tags at least 15 „influencers“ I would love to send those people into „LinkedIn jail“ for 24 hours.

5. The original content creator: Sits down once per week, crafts his content based on his audience’s needs. My fave kind of LinkedIn content creator.

What further content creator types have you seen here?
Can social media make politics great again?

Published on May 7, 2018

Dan Sobovitz  
Speechwriter, Digital storyteller, communication strategist & trainer, #Tech4Good Evangelist, #pixelart geek

10 articles
In Tech We Trust

Published on February 20, 2017

Dan SoBovitz

Speechwriter, Digital story-teller, communication strategist & trainer, #Tech4Good Evangelist, #pixelart geek

10 articles

A few years back, an online rumour spread, claiming that old private messages from
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]
2mo

What does computer code, public affairs & Watson have in common? Join our free webinar on "AI & its implications for public policy" with Tom Korman, Nicholas Hodac and John Higgins CBE. See you on 20 June, online.
What would an Israeli manager posted in Russia do differently with his team? Why do German and American mergers so often fail? Fascinating book with tons of practical insights, highly recommended. By Erin Meyer #culturechange ...see more
Your image posted on July 30, 2018  (9 comments, 59 likes)

6,684 views  3 reshares

108 people from European Commission viewed your post

Johnson & Johnson  51
European Parliament  31
Siemens  30
Borealis  29
APCO Worldwide  25
Bayer Crop Science  21
Bayer  19
EY  18

304 people who have the title Public Relations Specialist viewed your post

Salesperson  212
Lawyer  166
CEO / Executive Director  153
Political Staff  151
Project Manager  124
Consultant  107
Business / Corporate Strategist  100

988 people viewed your post from Brussels Area, Belgium

London, United Kingdom  211
Hungary area  183
Paris Area, France  82
Madrid Area, Spain  70
Milan Area, Italy  66
Copenhagen Area, Capital Region, Denmark  65
Washington D.C. Metro Area  55
Berlin Area, Germany  49
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]
1yr

#Brexit
Andras Baneth
Public Affairs Council, European office [director]. SpeakerHub [founder], Arboreus [partner]
1yr

A very pro-EU street in Brussels
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]

1mo

Who said new technology doesn’t create more jobs? Companies of self-driving cars just established a new lobby group, and they’re probably hiring :)

#lobbying #advocacy #selfdrivingcars

Ford, Waymo, Lyft and others form a new self-driving advocacy group
cnet.com

6 Likes
Ford, Waymo, Lyft and others form a new self-driving advocacy group (6 likes)

16 people from European Commission viewed your post

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40 people who have the title Public Relations Specialist viewed your post

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138 people viewed your post from Brussels Area, Belgium

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<td>Bucharest, Romania</td>
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<td>Austria area</td>
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Great branding at the Watergate Hotel in Washington D.C.
It's probably time to read about the EU in French or Spanish, but not English.

- the eu is
- the eu is doomed
- the eu is not democratic
- the eu is an example of an __
- the eu is the fourth reich
- the eu is which type of system
- the eu is finished
- the eu is undemocratic
- the eu is bad
- the eu is dead
- the eu is falling apart
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]
1mo

When it's EU ambassadors who speak up for free trade "against" the US administration, you know the times have changed.

Opinion | An open letter on trade: The facts speak for themselves
washingtonpost.com

2 Likes
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]
2mo

Advice: when booking Wizzair/Ryanair, or any hotel/flight/etc. online, never use their own "conversion to another currency" feature on their website if the fee is not in EUR or the currency of your bank account or credit card. Pay in the original currency using your credit card or do a bank transfer and let your bank apply the conversion rates. Websites make serious money on exchange rates, too. (In my case it was as high as 10% of the original ticket price). Save that money for beer, rather :-) Or give it to charity. You're welcome!

60 Likes · 4 Comments
Andras Baneth
Public Affairs Council, European office [director], SpeakerHub [founder], Arboreus [partner]
11mo

Work life balance
Agnes Uhereczky

WHAT WE IMAGINE
WHEN WE SAY
WORK-LIFE BALANCE

REALITY

191 Likes · 6 Comments
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