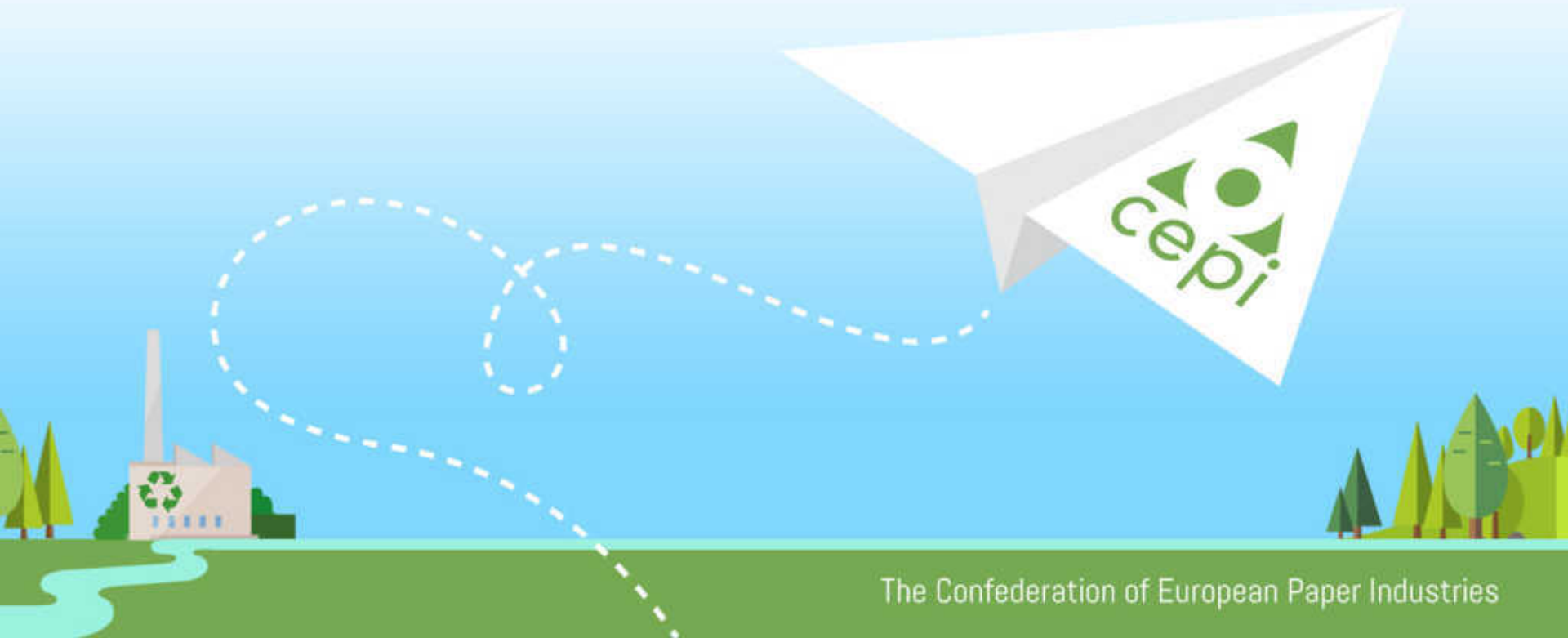


# How the paper industry seeks to be influential through digital advocacy

Ben KENNARD

*Press & Digital Communications Manager*

 @digital4paper



The Confederation of European Paper Industries

# Challenge perception

- Don't be afraid to tackle sensitive issues head on

🌲🔄📦🔄🔋📶🌱 Guess by how much European forests are growing per day? We proud to promote their sustainable management [#IntlForestDay](#)



1:40 AM - 21 Mar 2017

63 Retweets 70 Likes



🕒🌲📶 Getting full value from [#cellulose](#)!  
The material from [#trees](#) used to make paper-based products is high on the agenda at the Blue Sky Young Researchers session at European Paper Week [#CEPI25](#)



8:04 AM - 28 Nov 2017

# Surprise!



# Personality....

- The key word in social media is *social*. Show the social side of your organisation

♻️ Our intern Emily registered for Paper Week 🙌 Have you? If not, click on the link above her: do not miss #CEPI25! [goo.gl/nju2Fx](https://goo.gl/nju2Fx)



3:50 AM - 7 Nov 2017

6 Likes



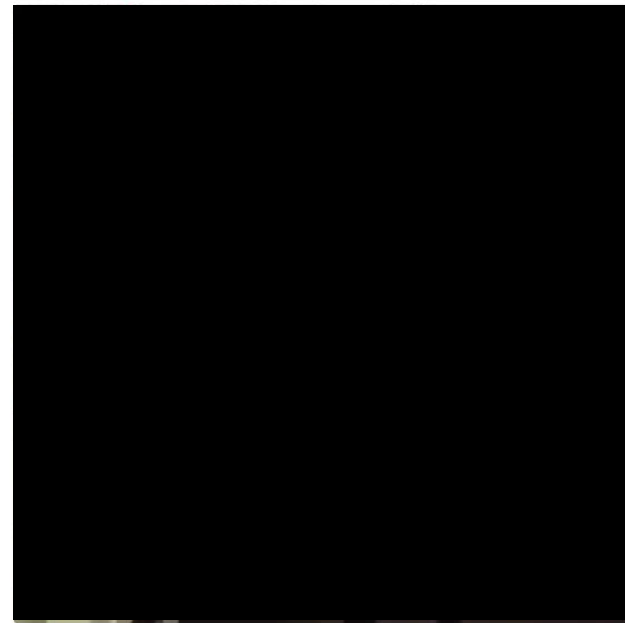
👤 Mondy Group, Industrie Papetière, Burgo Group and 6 others



CEPI

@CEPI\_Paper

Have you seen our fuss-ball table entirely made of paper? Yes, it's true, #paper is fun!!  
[#OnTargetFor2050](#) [#EPW16](#)



7:43 PM - 23 Nov 2016



# Personality...



Sylvain Lhôte

@SLhote

Following

📢 The European paper industry reacts to Trump retreating on the Paris Climate Change Agreement ! [goo.gl/yi7c9w](https://goo.gl/yi7c9w)



8:56 AM - 2 Jun 2017

7 Retweets 4 Likes



James Crisp, Sara Stefanini, Kalina Oroschakoff and 4 others



- Get your team members on Twitter. A message delivered by a personal account can be much more effective

Video is a great way to do this



CEPI

@CEPI\_Paper

? (Q1/3) Why should #REDII respect the EU waste hierarchy?

@SLhote, DG of the European paper industry answers why! #renewables



4:25 PM - 11 Oct 2017

# Digital is much more than social media!



# Invest in digital tools

Avoid silo thinking! Your social media accounts shouldn't operate independently



More efficient and better link with public affairs strategy

# So what is an influencer?

- A person who has the power to influence many people, as through social media or traditional media
- Wrong debate?
- Each our organisation should define influence for themselves





# Thank you!

