

# BEYOND BRUSSELS

HOW IS THE EU COMMUNICATING?



- \* Information sharing is a key element in the legitimising process of any governing body. It is crucial in instilling a sense of involvement among the citizenry in the decision-making process.





## Why the end of roaming?

A total of 77.8K web and social media posts were collected from 12-15 June.

# \*results i

## Twitter is the major platform

when it comes to communicating about this EU legislation, with the main bulk of the 69% taking place there. The second platform is News websites, at 12.6%.

## English is the predominant language used

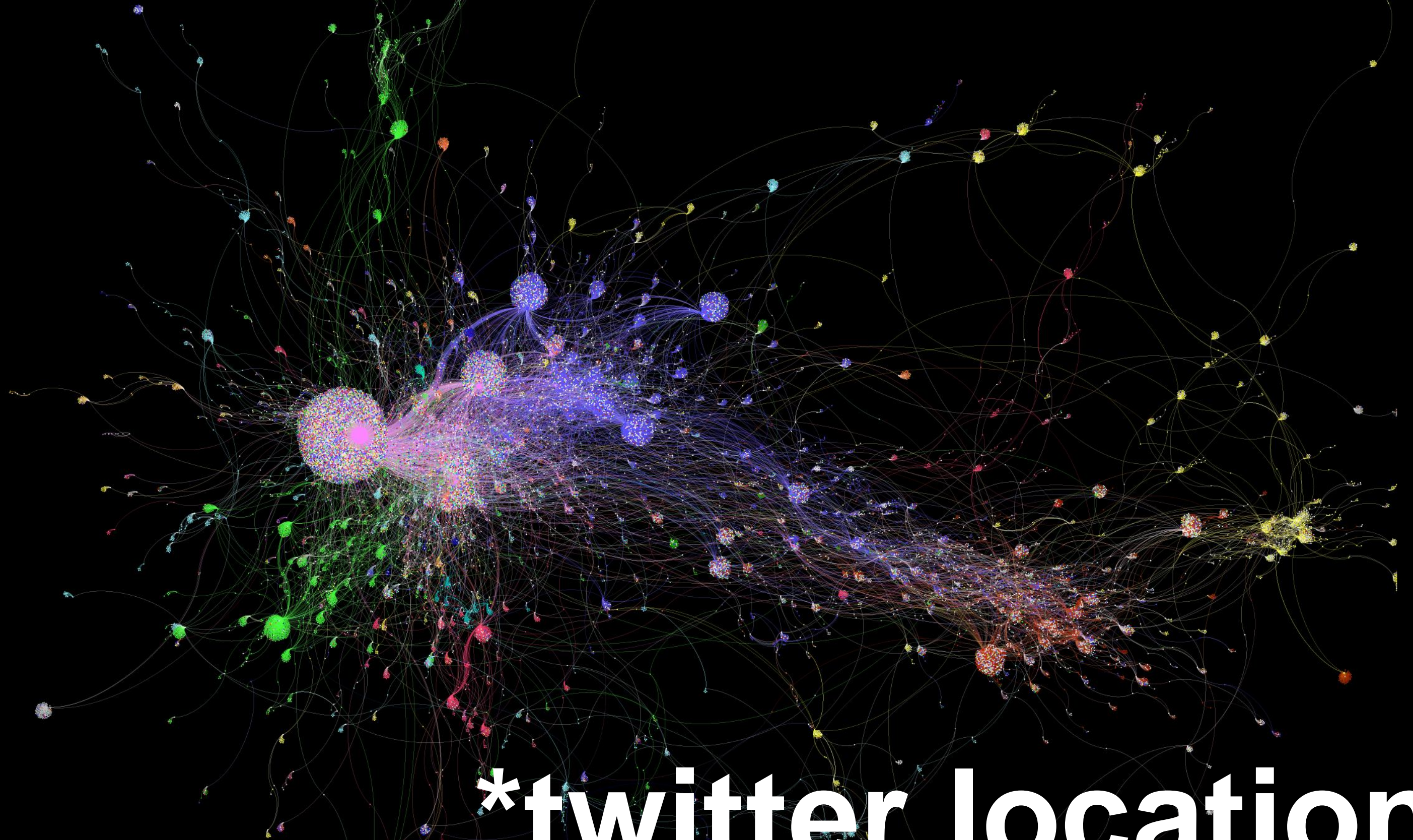
More than half (55.87%) of the posts are in English. German occupies the second place at 12.53%, followed by Italian (7.92%) and Spanish (7.88%).

## Most locations are undefined, followed by the UK

The UK occupies 14K of all posts, followed by the US.

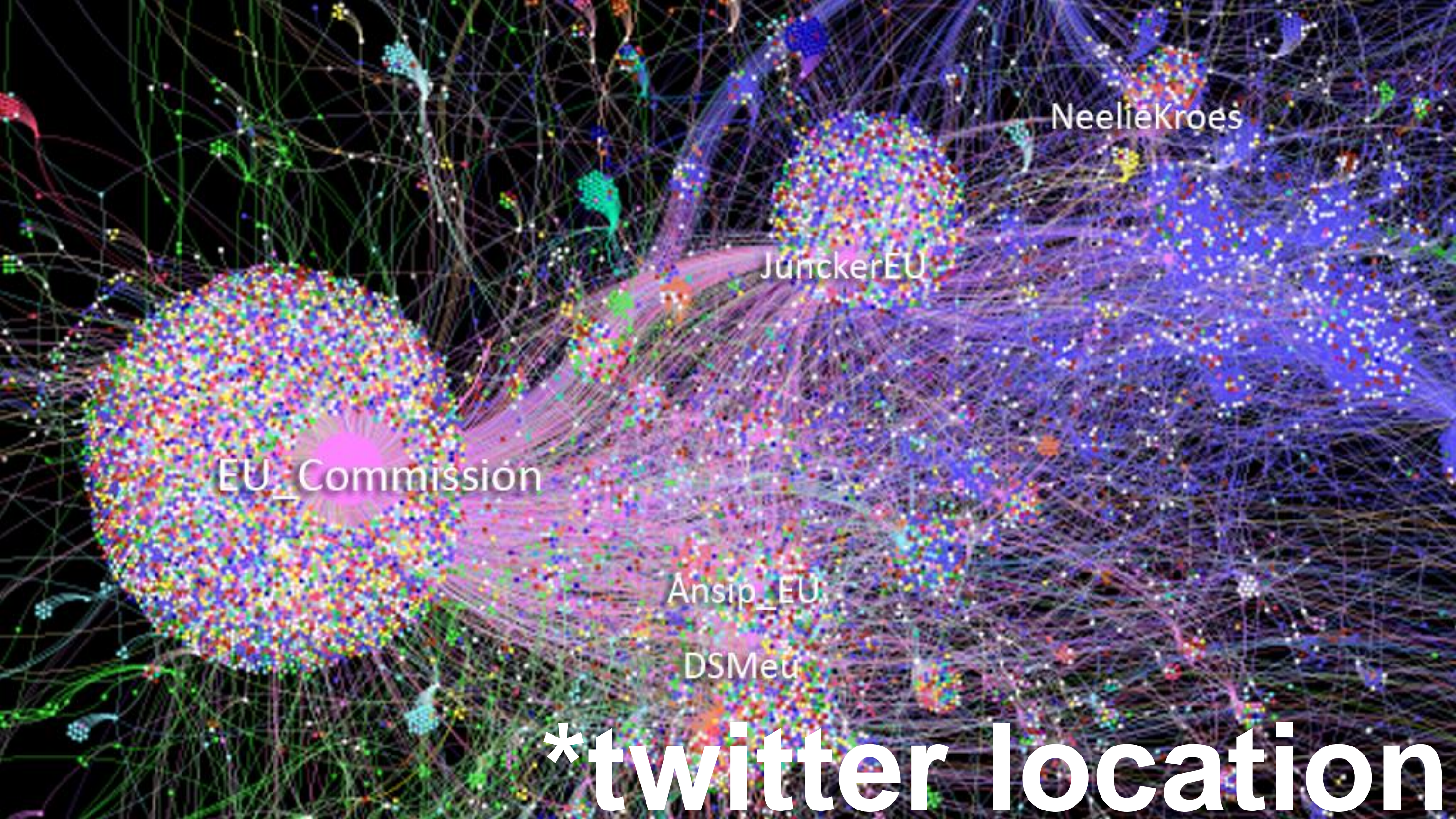






**\*twitter location**





EU\_Commission

JunckerEU

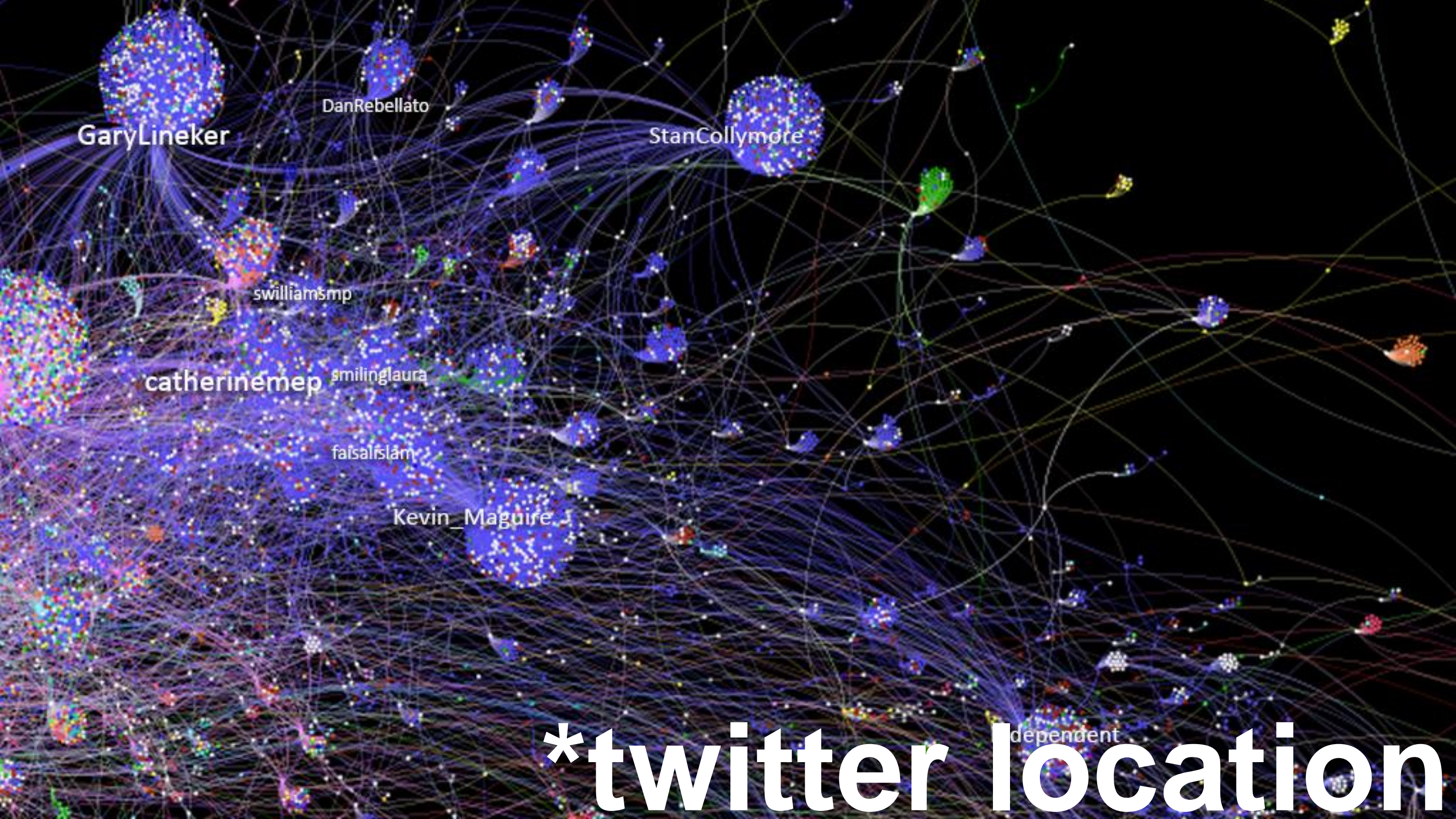
NeelieKroes

Ansip\_EU

DSMeu

**\*twitter location**





GaryLineker

DanRebellato

StanCollymore

swilliamsmp

catherinemep

smilinglaura

faisalislam

Kevin\_Maguire

dependent

**\*twitter location**

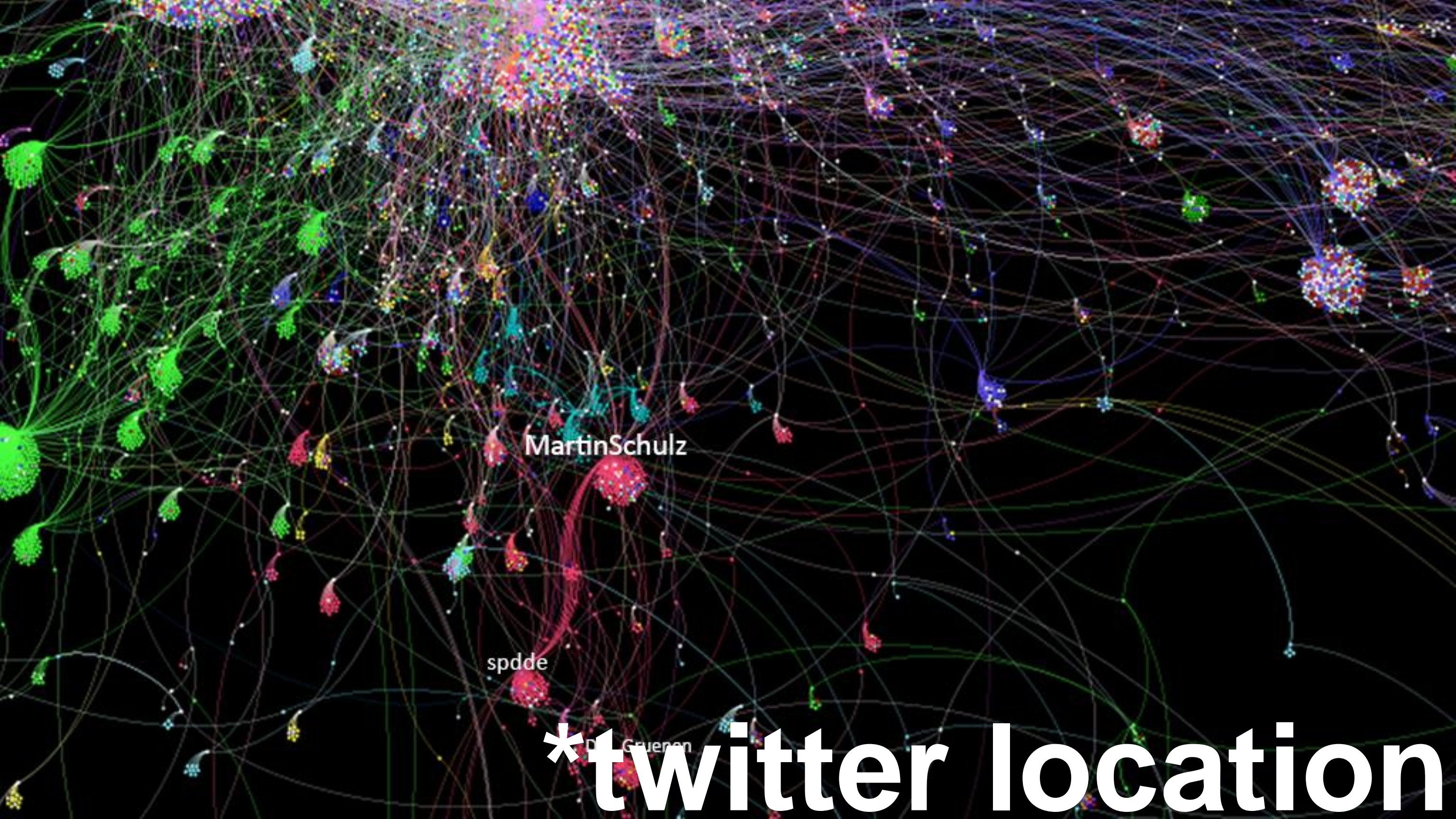




nytimes

**\*twitter location**



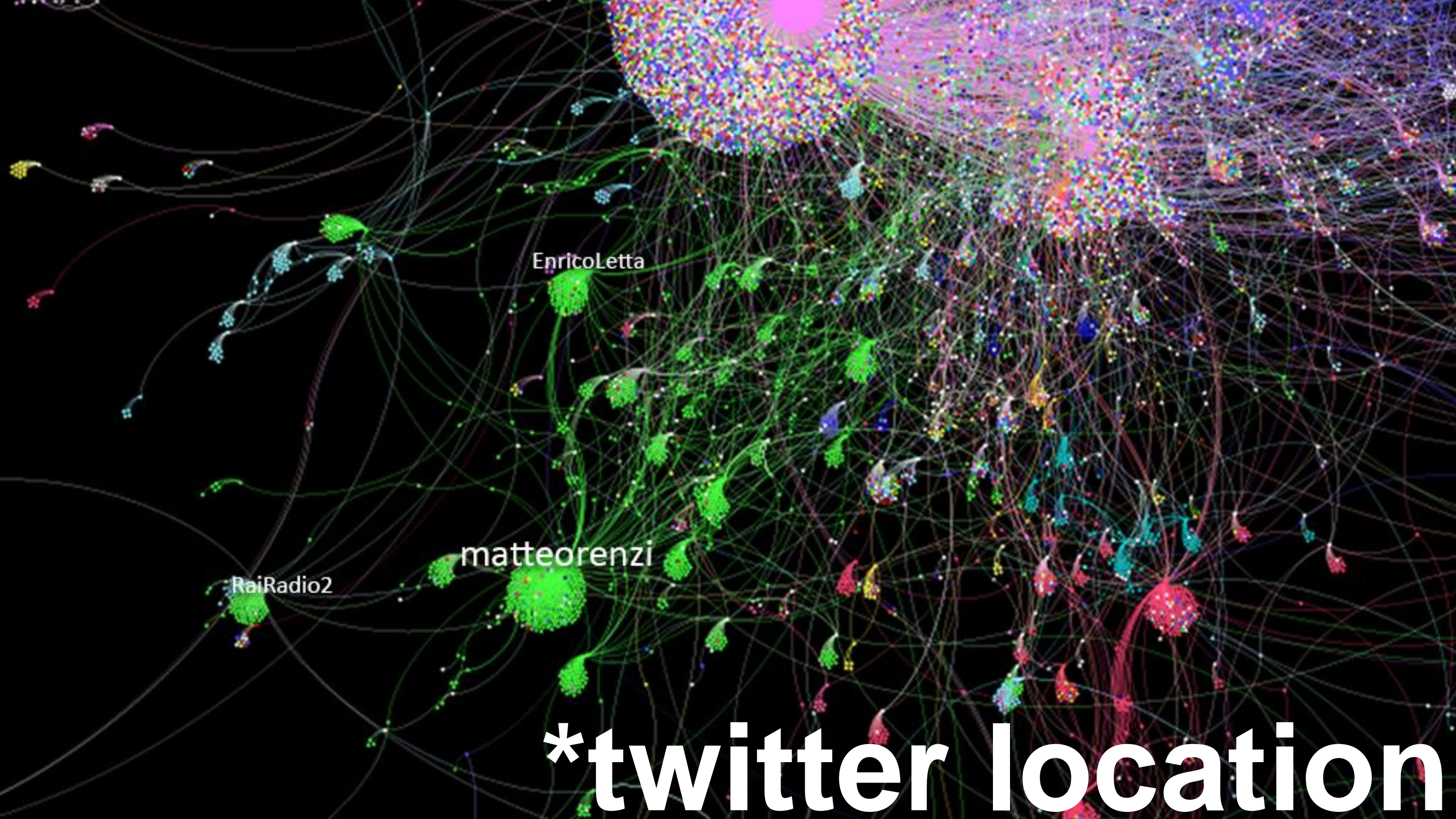


MartinSchulz

spdde

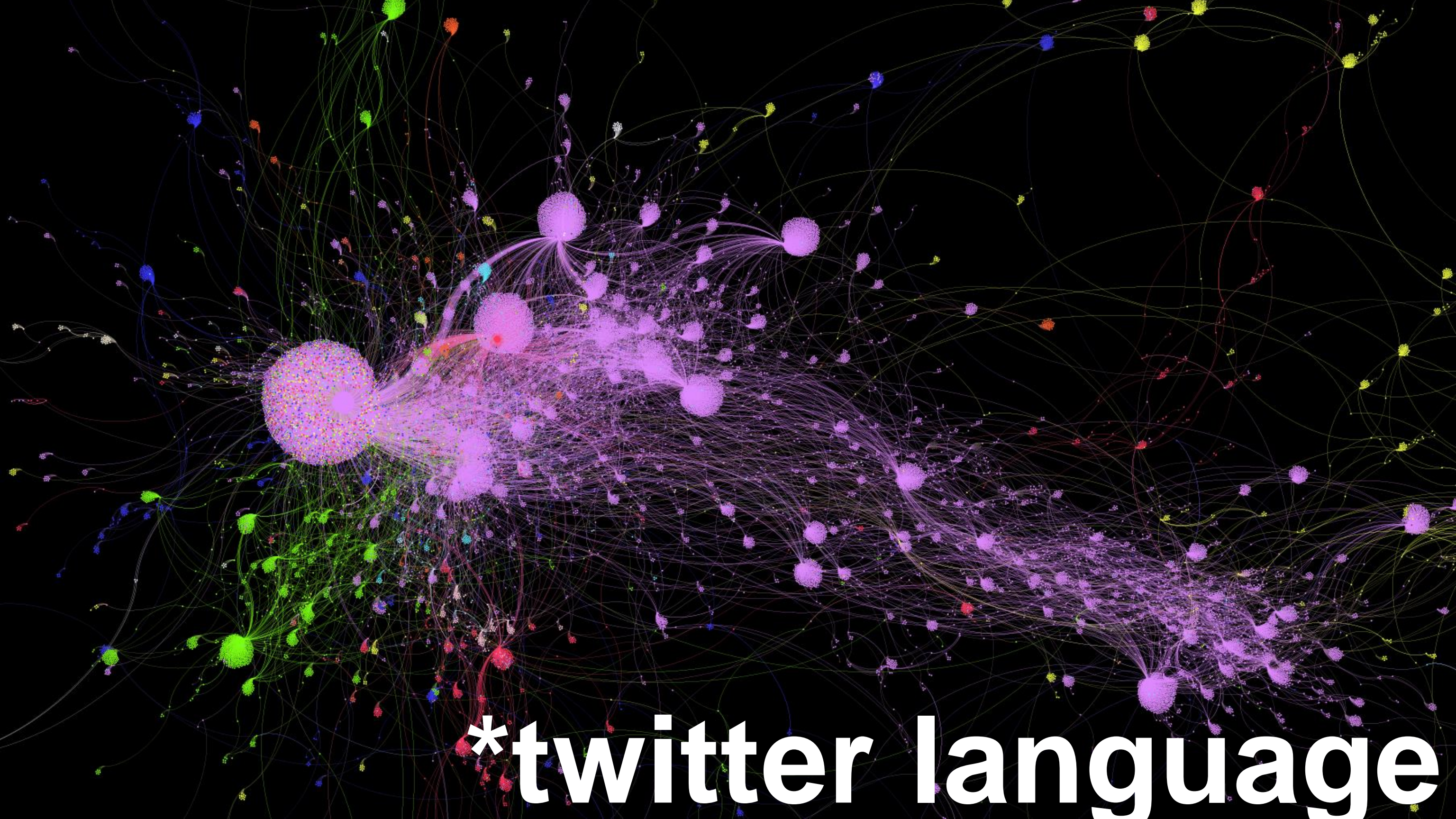
\*twitter location





**\*twitter location**





**\*twitter language**



# \*results ii

## Core comms restricted to Brussels Bubble

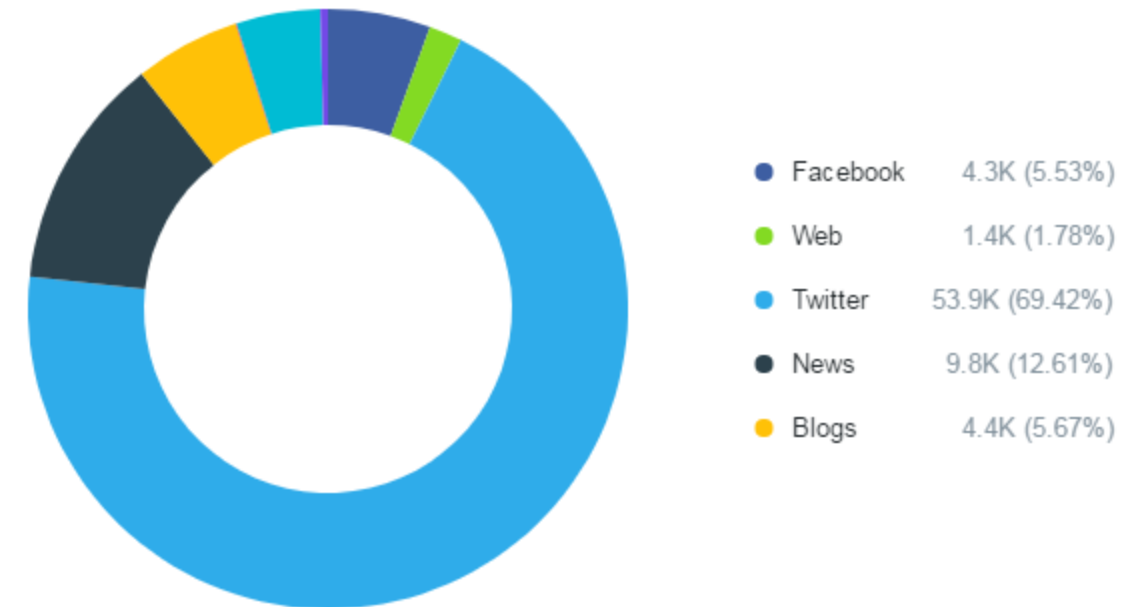
With the exception of the UK, the conversation originating from Brussels did not connect with the national networks.

## Key to UK's success

MEP, Journalists, Influencers, Press. Also the advantage of English. Brexit?

## Lack of state actors involvement

Not a single MS government connected the Comms from Brussels to the national networks. Lack of an intermediary between European-level actors and the citizens on the ground.





## \* Key to communicating beyond Brussels?

EU actors such as MEPs to communicate directly with their national networks.

National actors such as governments, national politicians, journalists, influencers to engage population.

Key influence of prominent journalists, bloggers, and other influential individuals

@HaroldTor