FLEISHMANHILLARD

The power of true

REACHING EU POLICY AUDIENCES ON TWITTER & LINKEDIN

A Public Affairs Council Webinar

Brussels, 24 March 2016

HELLO, MY NAME IS BRETT.

- I lead FleishmanHillard Brussels' Digital, Social & Creative Team

- 12 years in policy and comms in BXL and NYC.

FIND ME ON LINKEDIN

TODAY

- **The rise of social media in EU public affairs**

- **Using Twitter & LinkedIn together**

- **"Hacking" Twitter for public affairs**

THE RISE OF SOCIAL MEDIA IN EU AFFAIRS

Why has it happened?

EU INSTITUTIONS ARE BECOMING

MORE POLITICAL.

CALLS FOR GREATER (LOBBYING)

TRANSPARENCY

ARE ON THE RISE.

AND THE ARRIVAL OF A

"MEDIA POWERHOUSE"

PROMISES TO PERMANENTLY ALTER
EU POLICY DISCOURSE
IN BRUSSELS AND BEYOND.

PERSONAL BRANDS

ONLY THOSE WHOSE OFF- AND ONLINE PRESENCE EXUDES TRUST, KNOWLEDGE AND GOOD INTENTIONS WILL BE ALLOWED A SEAT AT THE TABLE.

A look at channels

Which ones actually matter?

The cocktail party

The boardroom

The cocktail party

- Several groups of people
- Lowered inhibitions
- More opinions, gossip
- Where heated debates thrive
- The loudest person gets the most attention

The boardroom

The cocktail party

- Several groups of people
- Lowered inhibitions
- More opinions, gossip
- Where heated debates thrive
- The loudest person gets the most attention

The boardroom

- One small group
- Professional reputations at stake
- Where consensus is the goal
- The loudest person with the best argument gets the most attention

HOW EU POLICY AUDIENCES CONSUME INFORMATION

TOP 5 TAKEAWAYS

1

61% of MEPs say they follow social media conversations every day. So even if they aren't actively participating, *they are listening*.

2

Twitter (76%) and Facebook (88%) adoption lead the pack in terms of MEP adoption, but *LinkedIn (28%)* has quietly emerged as a social channel not to be ignored.

3

MEPs value traditional approaches to stakeholder communications like *meetings, events and position papers*, but expect to find useful information across a mix of off- and online channels including *infographics, video, Wikipedia*, as well as *stakeholder websites and social channels*.

TOP 5 TAKEAWAYS

#MEP**DIGITAL**

4

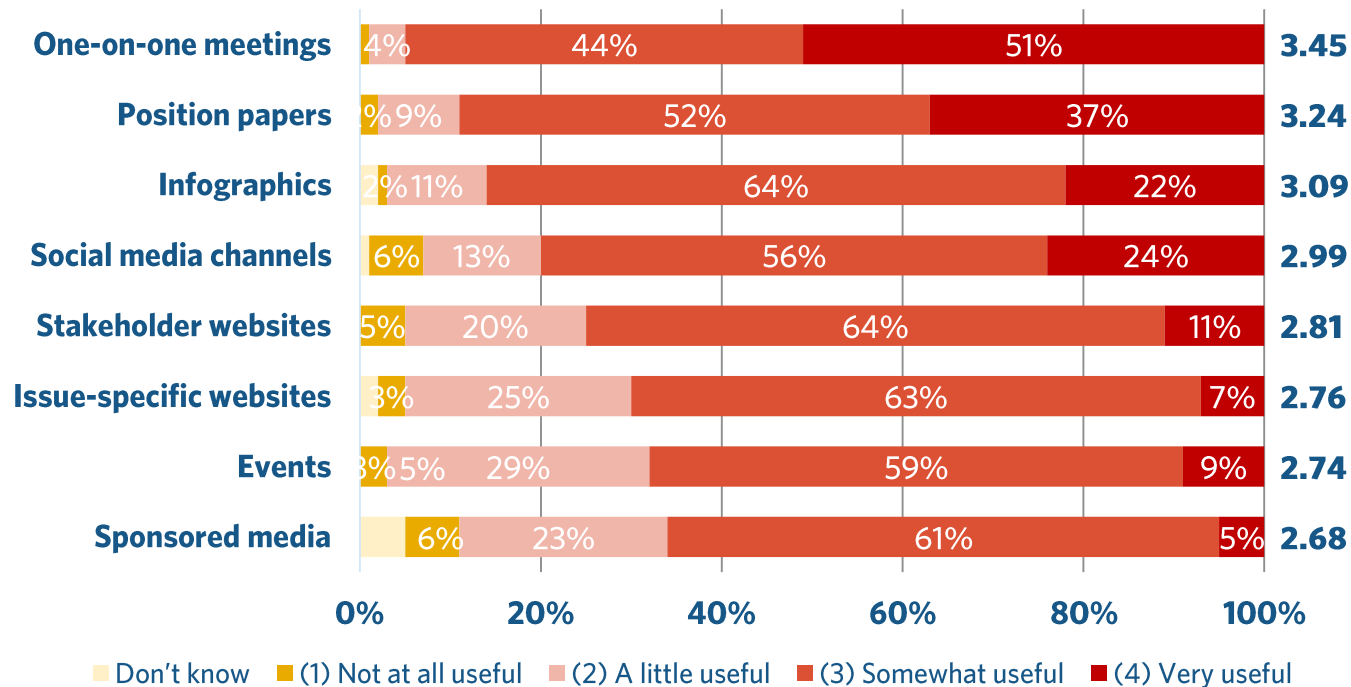MEPs are largely aware of *search engine and social advertising*, but advertisers will have to *craft attention-grabbing content* to reach them, as most (63%) say they only "sometimes click" on these ads.
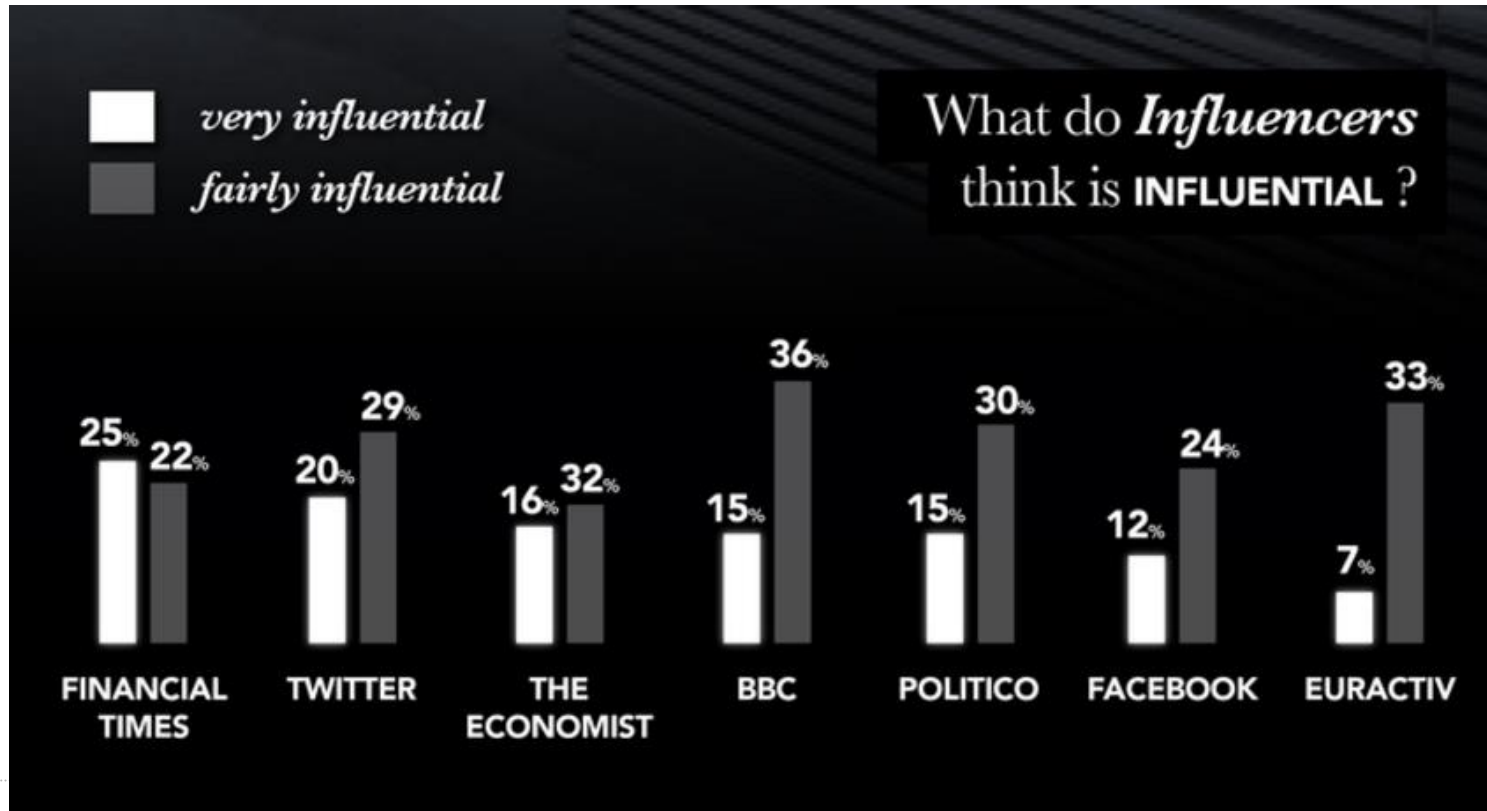
5

Traditional pan-European and national media (67%) as well as *EU-focused media (58%)* (e.g. EurActiv, EUobserver) are consulted by MEPs on a daily basis, often via *Twitter* where 30% of MEPs look for breaking news.

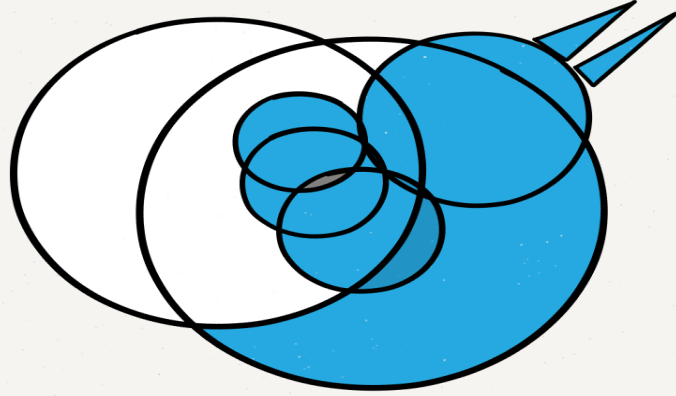# MEPS COUNT ON A WIDE RANGE OF CHANNELS WHEN FORMING OPINIONS ON POLICY

How useful are the following types of communication with stakeholders (e.g. NGOs, industry, think tanks) in informing your thinking on policy issues?
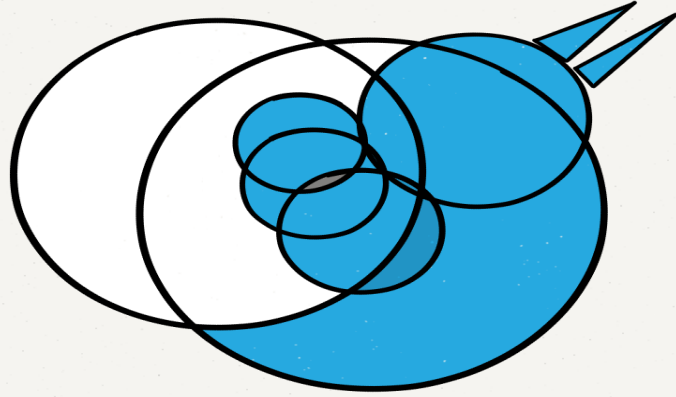
Channel	Score
One-on-one meetings	3.45
Position papers	3.24
Infographics	3.09
Social media channels	2.99
Stakeholder websites	2.81
Issue-specific websites	2.76
Events	2.74
Sponsored media	2.68

One-on-one meetings: 4%, 44%, 51%
Position papers: %, 9%, 52%, 37%
Infographics: 2%, 11%, 64%, 22%
Social media channels: 6%, 13%, 56%, 24%
Stakeholder websites: 5%, 20%, 64%, 11%
Issue-specific websites: 3%, 25%, 63%, 7%
Events: 3%, 5%, 29%, 59%, 9%
Sponsored media: 6%, 23%, 61%, 5%

Legend: ■ Don't know ■ (1) Not at all useful ■ (2) A little useful ■ (3) Somewhat useful ■ (4) Very useful
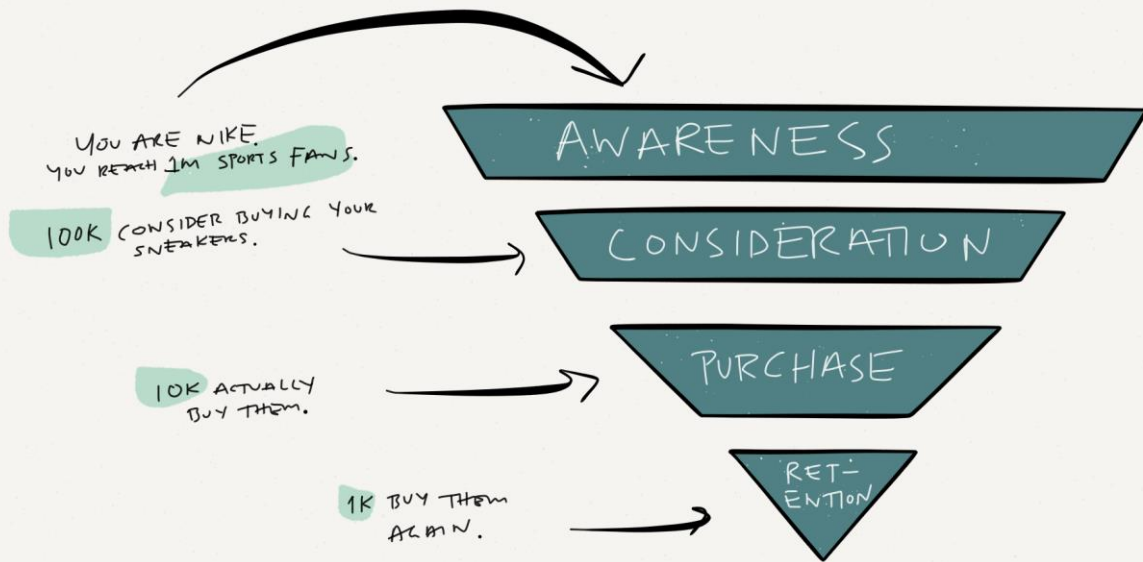
COMRES/BM Survey 2016

"HACKING" TWITTER FOR PUBLIC AFFAIRS

OK. WE GET THAT THIS IS A
REALLY
POWERFUL TOOL

BUT HOW DO WE
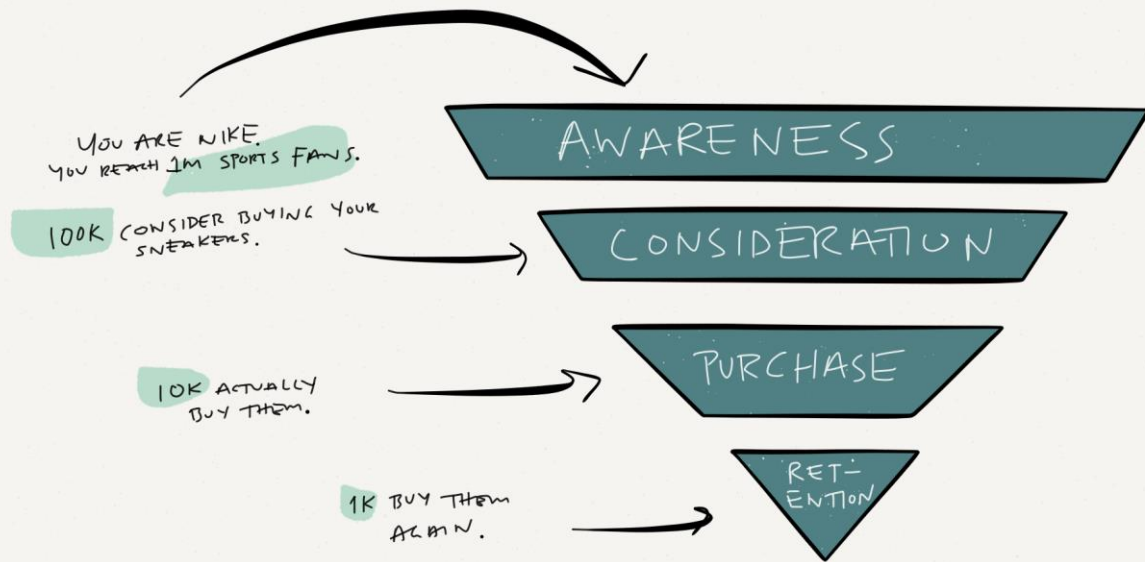ACTUALLY USE IT
TO ACHIEVE OUR
OBJECTIVES ?

How **MARKETING** works

You are Nike. You reach 1M sports fans.

100K consider buying your sneakers.

10K actually buy them.

1K buy them again.

AWARENESS

CONSIDERATION

PURCHASE

RET-ENTION

the marketing funnel
SELLING A PRODUCT

THE PROBLEM:

TWITTER WAS BUILT FOR
MARKETERS

(NOT LOBBYISTS)

HOW *EU* PUBLIC AFFAIRS WORKS

A FEW THOUSAND
PEOPLE NEED TO
HEAR YOUR POV.

AWARENESS

A FEW HUNDRED
WILL INFLUENCE
POLICYMAKERS
DIRECTLY

INFLUENCE

50 OR FEWER
POLICYMAKERS
WILL TAKE ACTION.

ACTION

the public affairs funnel
SELLING AN IDEA
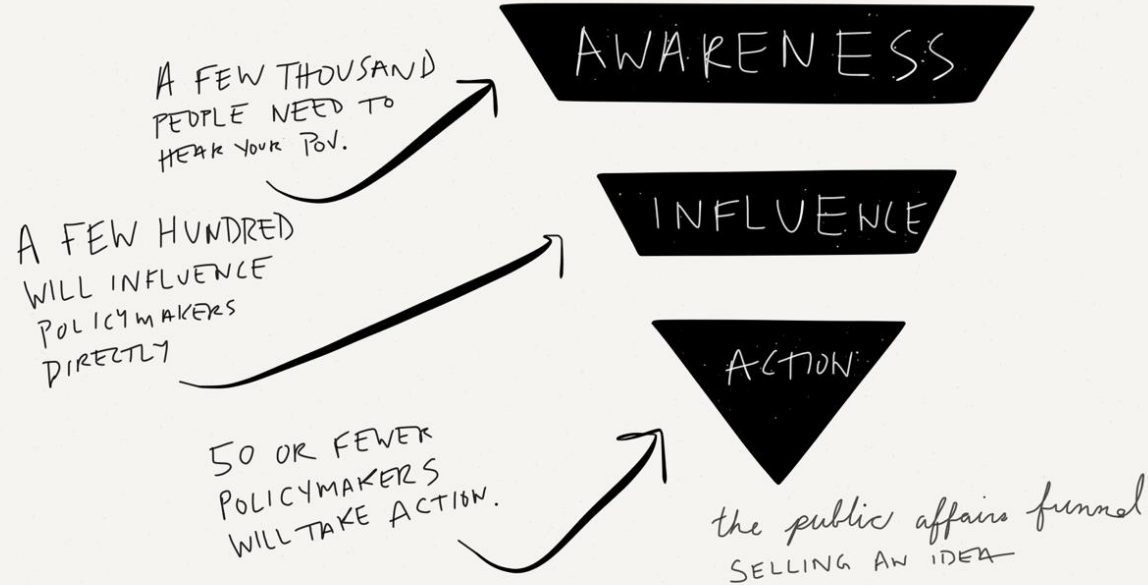
HACKING TWITTER
TO OPTIMIZE FOR THIS MEANS

AWARENESS

INFLUENCE

ACTION

- TELLING THE WHOLE STORY DIRECTLY ON TWITTER.

- REMOVING THE NEED FOR OUTSIDE WEBSITES

- CREATING CONTENT THAT IS DIFFICULT FOR YOUR AUDIENCE TO IGNORE.

- REPETITION!!

AMPLIFYING YOUR EVENT ON TWITTER

LIVE 'TEXT-ONLY' TWEETS

VISUAL TWEETS DESIGNED IN REAL-TIME

REAL-TIME VIDEO (E.G. VINE)

PRE-DESIGNED VISUAL TWEETS
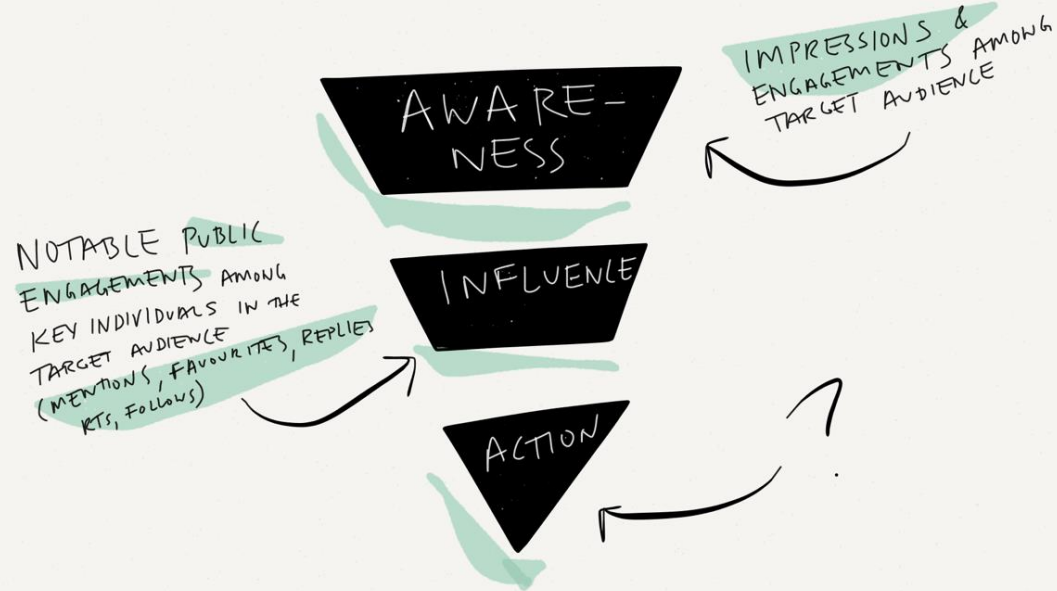
PRE-RECORDED VIDEO

BEFORE | DURING | AFTER

PROMOTED TWEETS

PROMOTED HASHTAG

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@FleishmanEU

HOW POLICYMAKERS INTERACT WITH INDUSTRY

FLEISHMANHILLARD

The power of true