



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

The image shows a screenshot of a LinkedIn profile for Brett Kobie, a Digital, Social & Creative Lead at FleishmanHillard. The profile header includes the LinkedIn logo, a search bar, and navigation links. Below the header, the profile name and title are displayed, followed by tabs for Posts (23) and Recent Activity (20). The main content area features a grid of six infographic posts:

- In Brussels, don't tell your boss you need...** (March 10, 2016): A pie chart titled "THE MINDSET ADVOCACY SURVEY" showing the distribution of responses regarding the need for a boss. The chart is divided into segments labeled "ONE-TO-ONE INTERVIEW", "GROUP MEETING", "DIRECT REPORT", "INDIRECT REPORT", "PUBLIC MEETING", and "PRIVATE MEETING".
- 4 things to watch for in the Brussels bubble...** (February 7, 2016): A graphic titled "4 THINGS TO LOOK FOR IN 2016 IN THE BRUSSELS TWITTER SPHERE" with four numbered points.
- Can industry really expect to have conversations...** (January 7, 2016): A bubble chart titled "CAN INDUSTRY REALLY EXPECT TO HAVE CONVERSATIONS..." showing the relationship between industry and public affairs.
- When does it make sense to go visual in EU public...** (November 9, 2015): A graphic titled "WHEN DOES IT MAKE SENSE TO GO VISUAL IN EU PUBLIC AFFAIRS?" with a handwritten-style text overlay.
- The "value" of a Peter Spiegel retweet in EU...** (October 8, 2015): A graphic titled "THE 'VALUE' OF A PETER SPIEGEL RETWEET IN EU..." showing a retweet icon and a list of names.
- Winning in EU policy communications means** (August 26, 2015): A graphic titled "WINNING IN EU POLICY COMMUNICATIONS MEANS..." with a large orange circle and a smaller yellow circle.

At the bottom of the grid, there is a red banner with the text "REACHING MEPS" and a Twitter logo.

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?

A low-angle, black and white photograph of several modern skyscrapers reaching towards a cloudy sky. The perspective is from the ground looking up, making the buildings appear to converge towards the top of the frame. The sky is filled with soft, white clouds. The text is overlaid in the center of the image.

EU INSTITUTIONS ARE BECOMING
MORE POLITICAL.



CALLS FOR GREATER (LOBBYING)

TRANSPARENCY

ARE ON THE RISE.

Four rolled-up newspapers are shown in the upper left corner of the slide. They are stacked slightly overlapping each other, with their pages visible. The text is overlaid on the right side of the slide.

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

#MEPDIGITAL



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



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.



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

#MEPDIGITAL



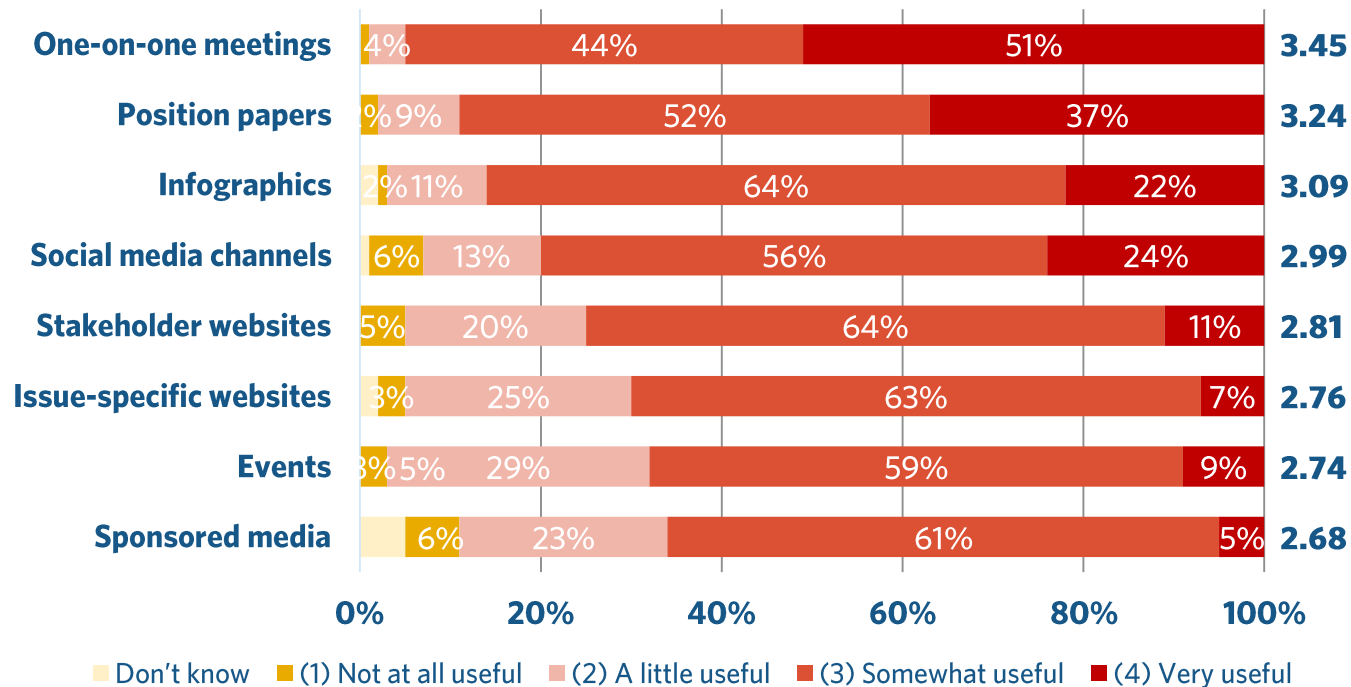
MEPs are largely aware of *search engine and social advertising*, but advertisers will have to *craft attention-grabbing content* to reach them, as most (63%) say they only “sometimes click” on these ads.



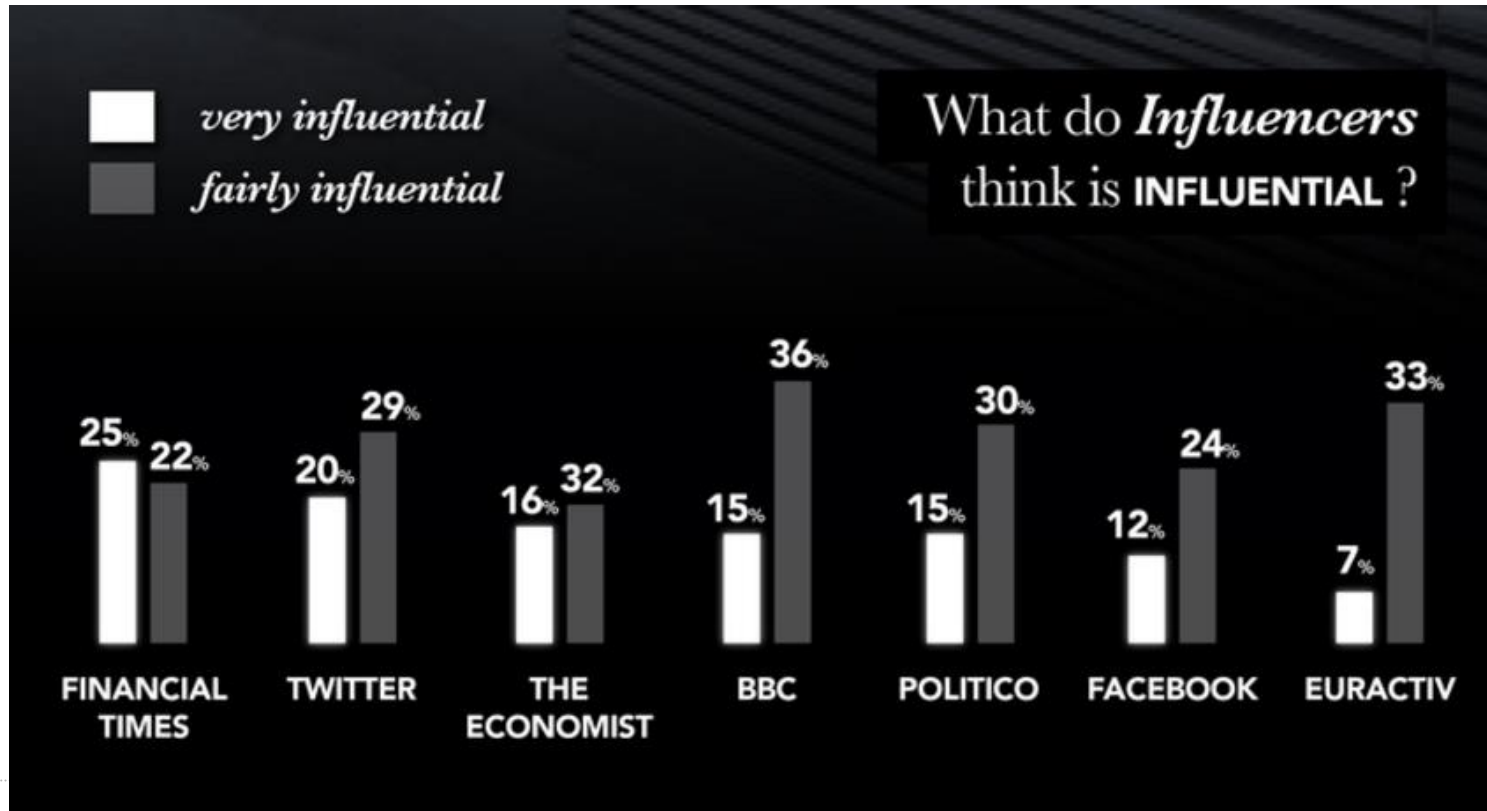
Traditional pan-European and national media (67%) as well as *EU-focused media (58%)* (e.g. EurActiv, EUobserver) are consulted by MEPs on a daily basis, often via *Twitter* where 30% of MEPs look for breaking news.

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

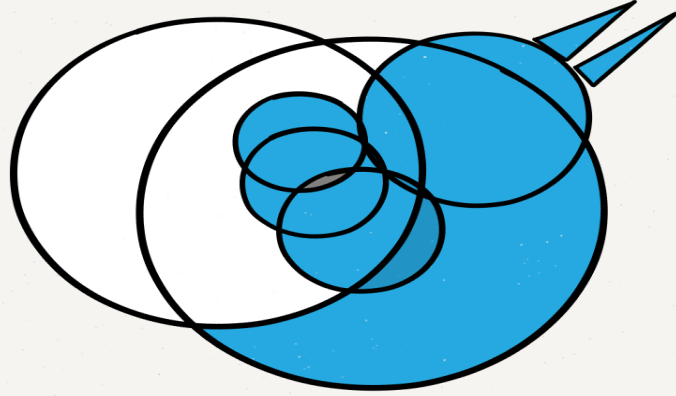
How useful are the following types of communication with stakeholders (e.g. NGOs, industry, think tanks) in informing your thinking on policy issues?



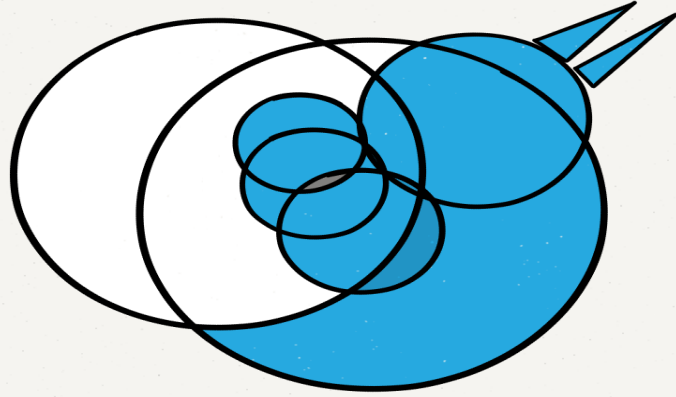
COMRES/BM Survey 2016



“HACKING” TWITTER FOR PUBLIC AFFAIRS

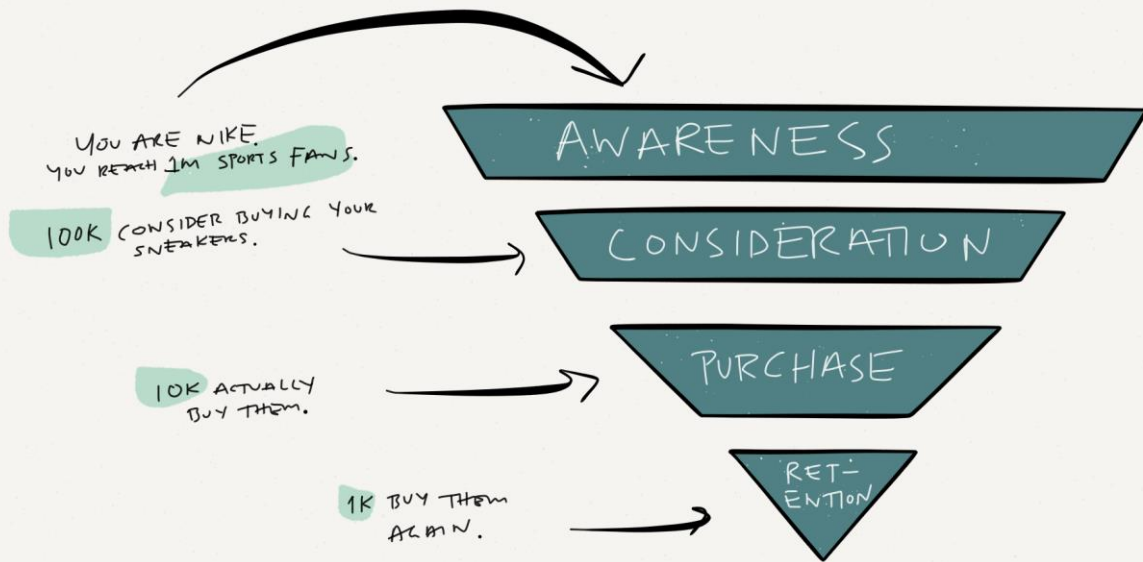


OK. WE GET THAT THIS IS A
REALLY
POWERFUL TOOL



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

HOW MARKETING WORKS



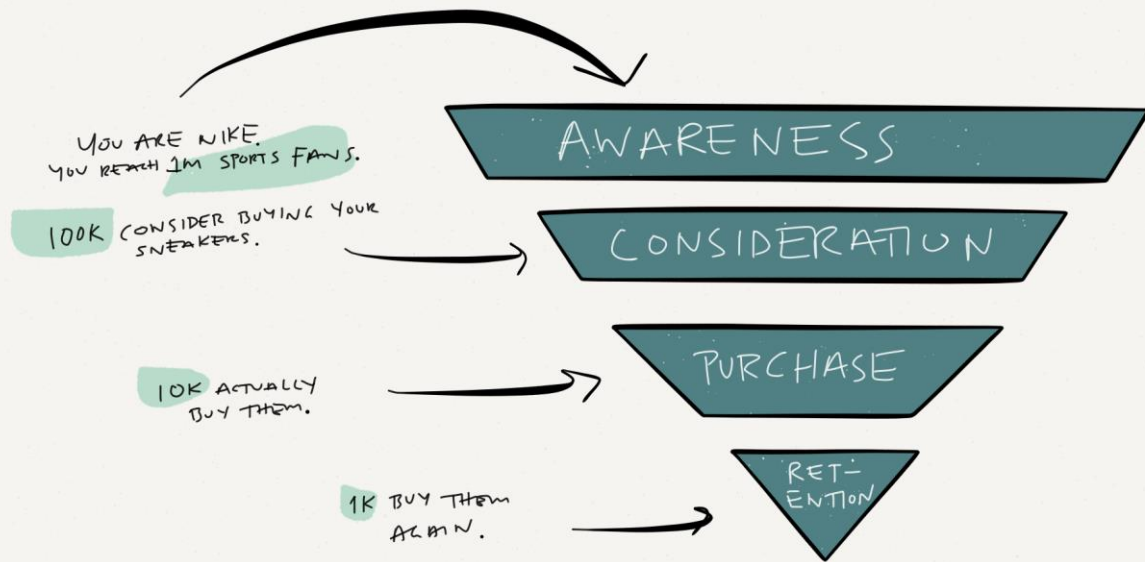
the marketing funnel
SELLING A PRODUCT

THE PROBLEM:

TWITTER WAS BUILT FOR
MARKETERS

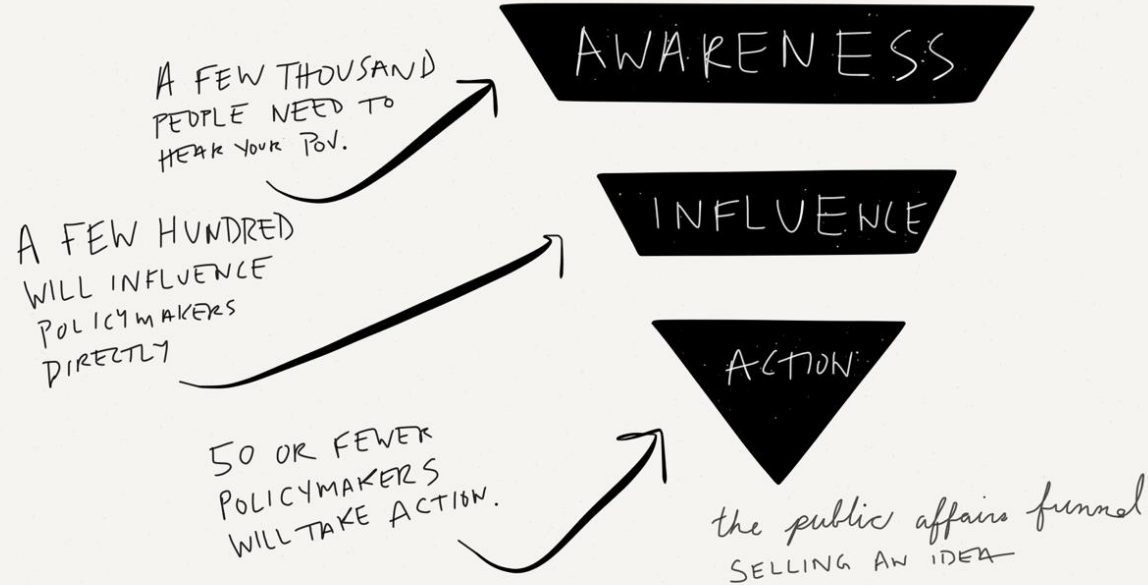
(NOT LOBBYISTS)

HOW MARKETING WORKS



the marketing funnel
SELLING A PRODUCT

EU How PUBLIC AFFAIRS WORKS



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

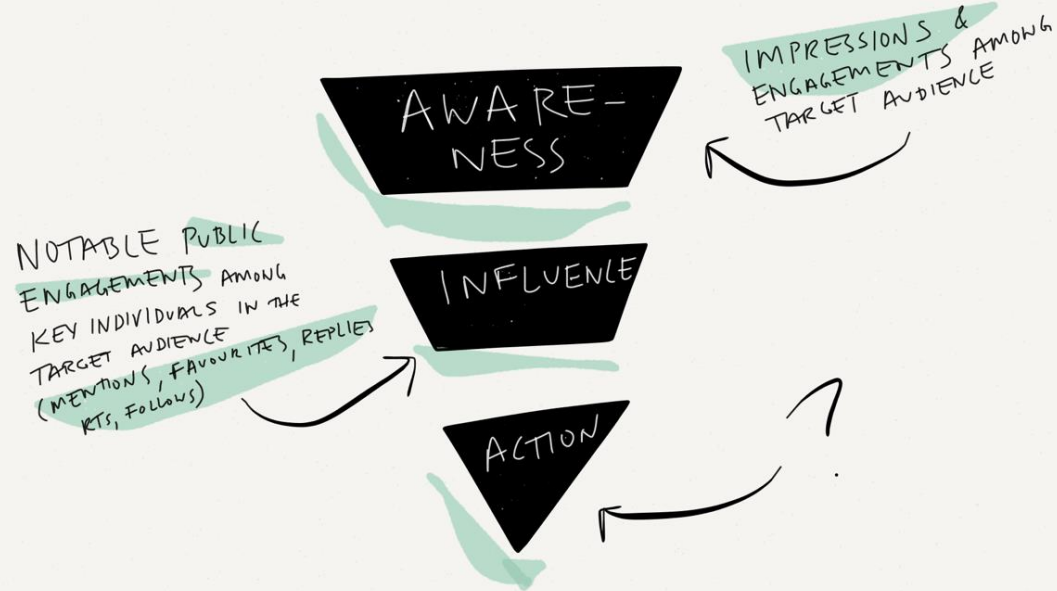
AFTER

PROMOTED TWEETS

PROMOTED
HASHTAG

@kobiebratt
@FleishmanEU

Metrics WITH Meaning



ON METRICS, THINK BACKWARDS

WHAT DOES
 $A(N)$

IMPRESSION

VIDEO VIEW

LINK CLICK

RETWEET

FAVOURITE

A NEW FOLLOWER

MEAN TO
ME?

COMMUNICATING

results, simply

THE
SIMPLE
STORY

TARGETING

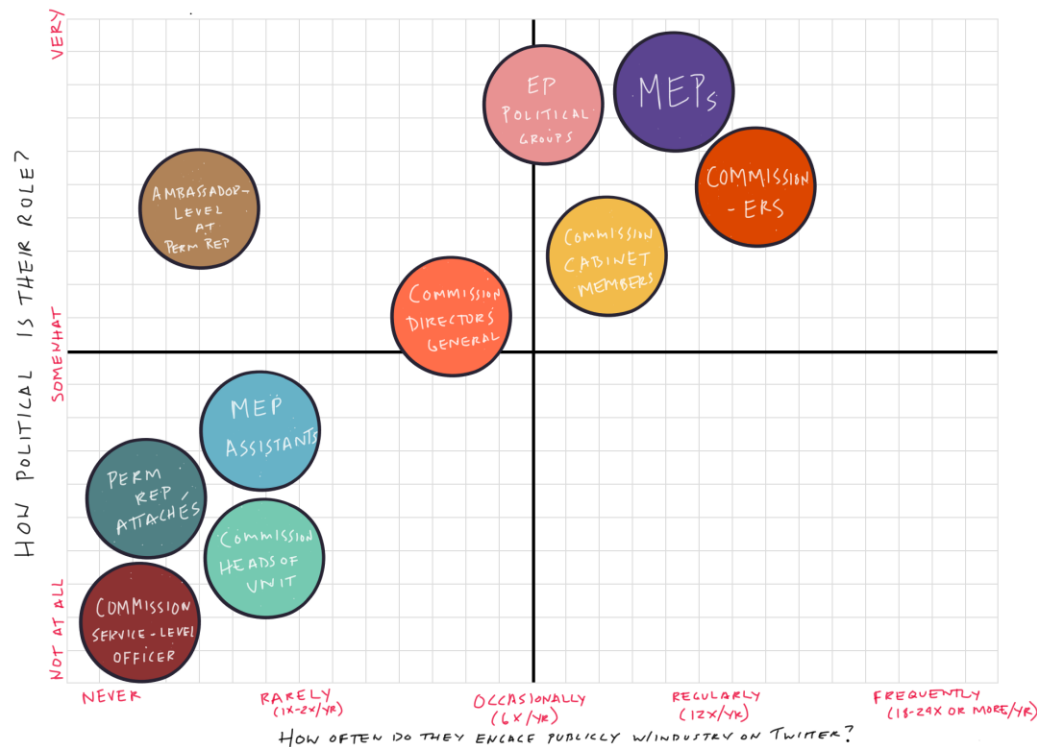
IMPRESSIONS

"BEHIND THE
SCENES"
ENGAGEMENT

NOTABLE
"PUBLIC"
ENGAGEMENTS

NOTABLE
NEW
FOLLOWERS

HOW POLICYMAKERS INTERACT WITH INDUSTRY





FLEISHMANHILLARD

The power of true