

NRN Communication Social Media Strategy

1 June 2018 - Prague



Social Media Strategy

WHY use social media?

WHAT do you want to communicate?

WHO do you want to interact with?

HOW do you do this?

Social Media Strategy

WHY: organisational objectives → social goals

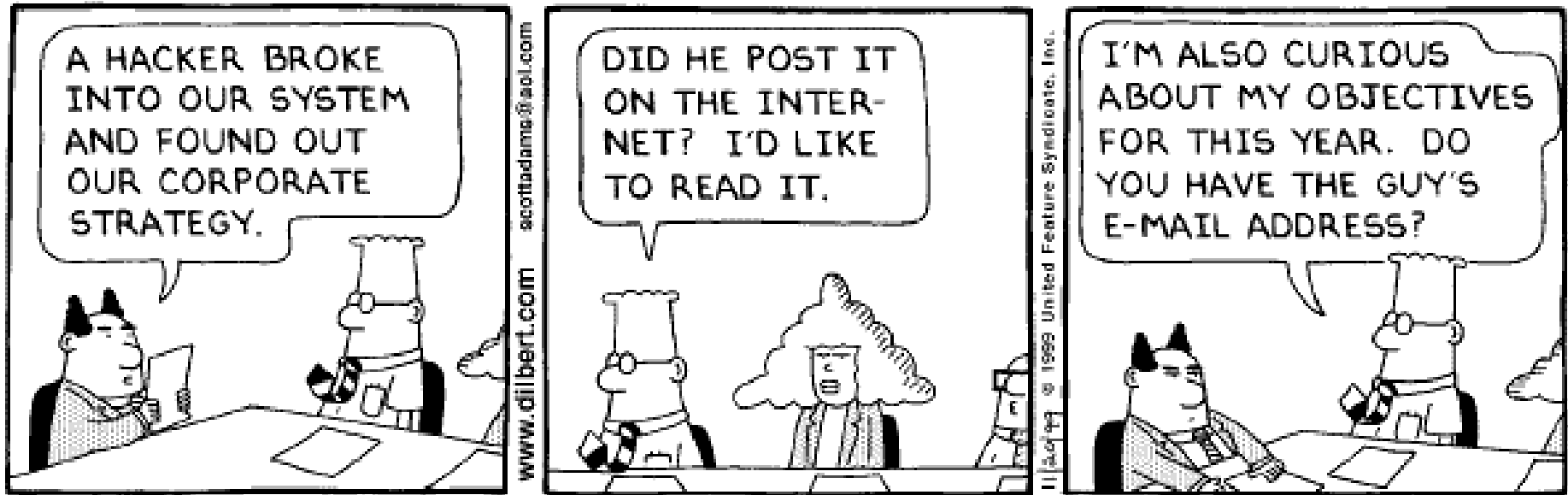
WHAT: defining themes, topics & types of info

WHO: people & platforms

HOW: copy, creation & call to action

WHY?

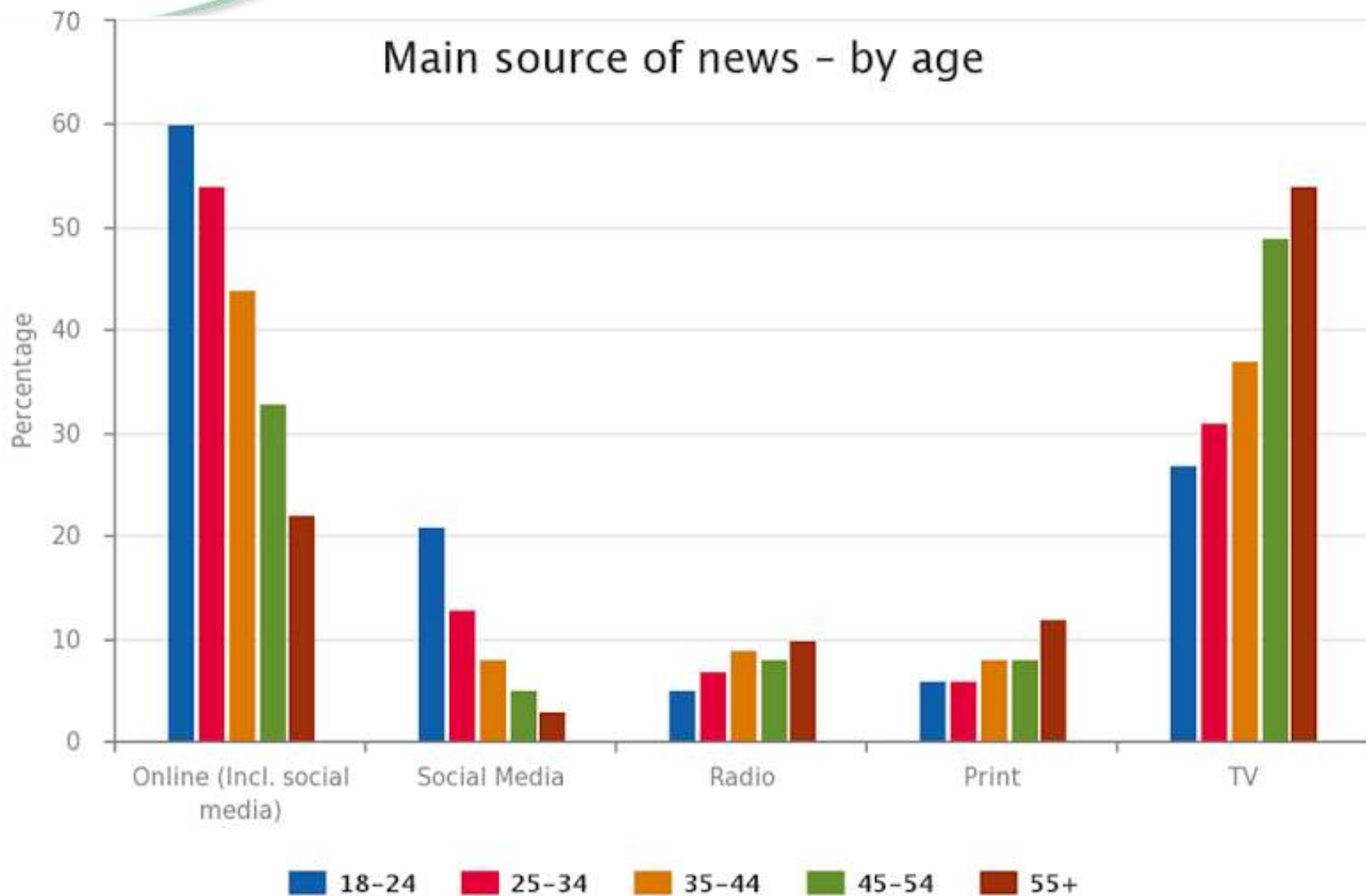
Objectives



Objectives

1. **increase the involvement of stakeholders** in the implementation of rural development
2. **improve the quality of implementation** of rural development programmes
3. **inform the broader public** and potential beneficiaries on rural development policy and funding opportunities
4. **foster innovation** in agriculture, food production, forestry and rural areas

Main source of news - by age



 **THE
STATE OF
SOCIAL** 2016

What are the main reasons your business uses social media?



Business Goals

Brand Awareness

Thought Leadership

Word of Mouth

Leads

Sales

Social Goals

Reach

Consumption

Shares, Likes, Retweets

Actions

Conversion

SMART goals

1. Increase awareness of **funding opportunities** amongst rural businesses
2. Drive 20% more referral **traffic to the one-stop-shop website** on Tuesday mornings.
3. Boost **newsletter** signups by 10% amongst 30 - 35 year olds
4. Drive social media followers to **on-the-ground engagement** via Facebook **events**

WHAT?

Content

Identify **themes**, **topics** and **types** of information



Themes



1. **Competitiveness**
2. **Environment**
3. **Social**

Topics

- 1. Knowledge Transfer and Innovation**
- 2. Farm Viability and Competitiveness**
- 3. Food Chain Organisation and Risk Management**
- 4. Restoring, Preserving and Enhancing Ecosystems**
- 5. Resource-efficient, Climate-resilient Economy**
- 6. Social Inclusion and Economic Development**

Types

Type of
information
to target
the groups

Broader public	Project Beneficiaries and Rural SMEs/Businesses	Local/Regional institutions	Farmers	Local Action Groups (LAGs)	
					RDP funding opportunities
					Cooperation offers
					National news & events
					Good project examples
					Benefits of the policy

1. Funding opportunities
2. Cooperation Offers
3. National News & events
4. Good Project Examples
5. Benefits of the policy
6. ... any others?

WHO?

Target Audience

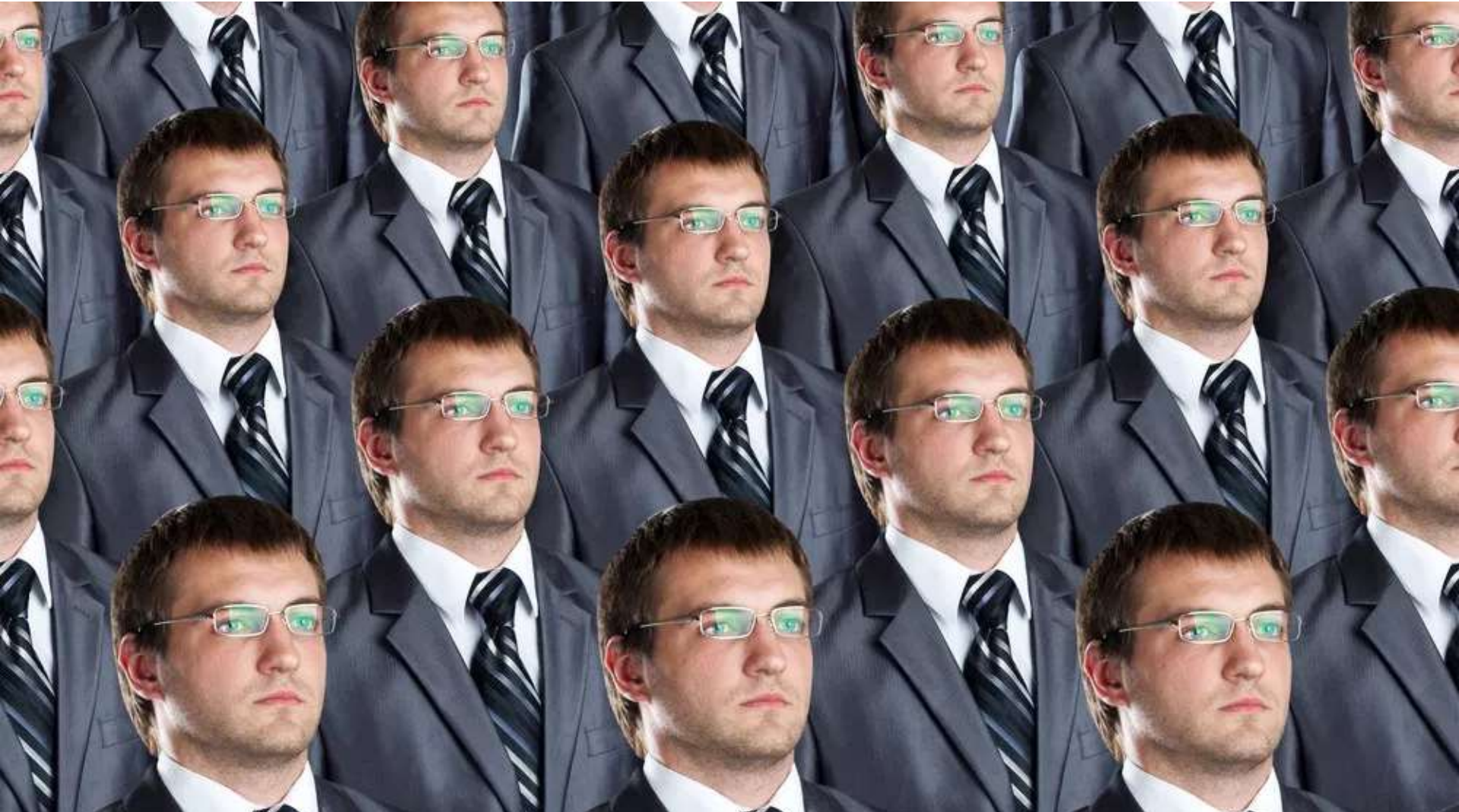
People & Platforms



Human/non-human



“General Public”

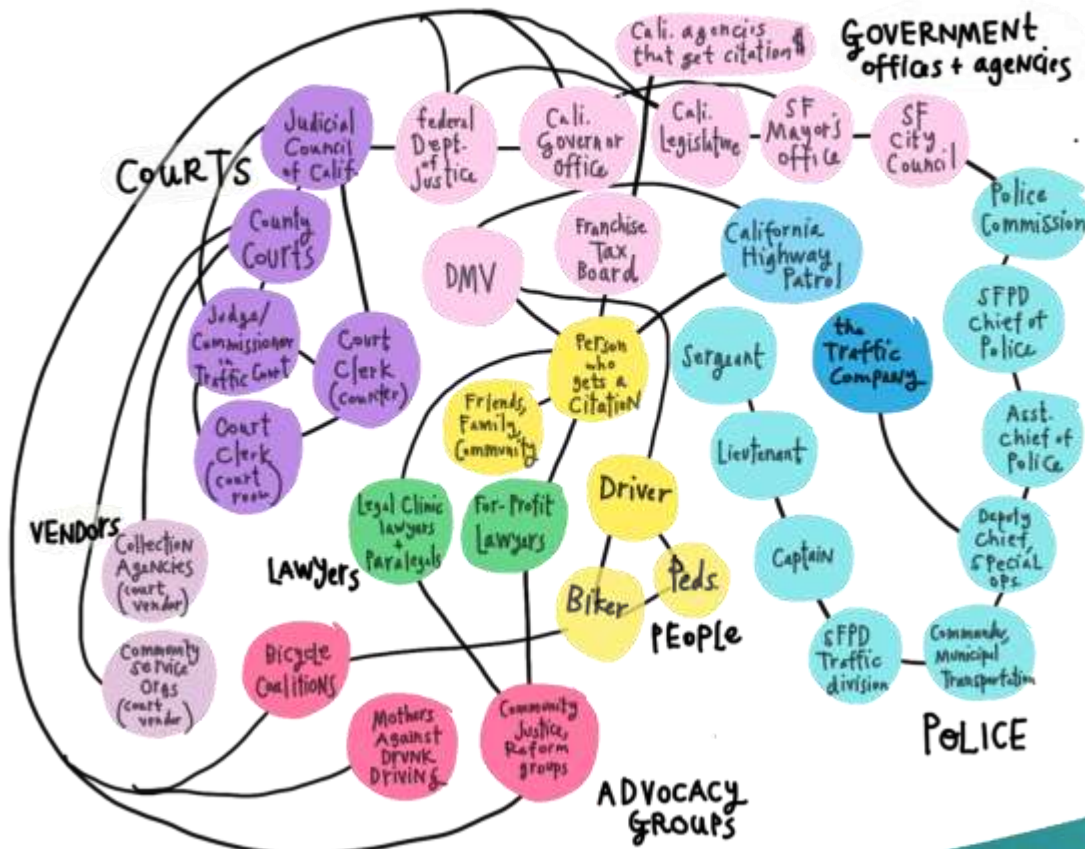


“Stakeholders”



Stakeholders

Stakeholder Map for the Traffic Citation System



Target Audience

Target groups

The top 5 main target groups for NRN communication are:



“Project Beneficiaries”



Target Audience

Target groups

The top 5 main target groups for NRN communication are:



Target Audience

Main communication channels

	Website	94%
	Events	88%
	Newsletter	76%
	Publications	67%
	Social Media (Facebook & Twitter)	65%

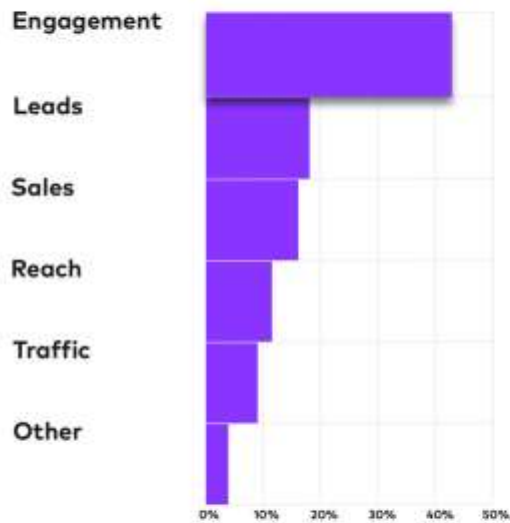
How can social media help?

HOW?

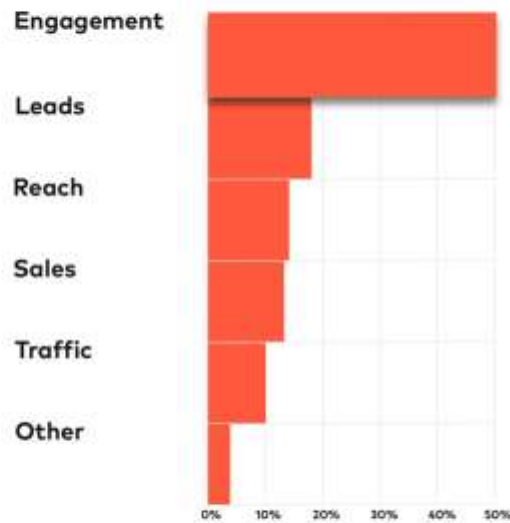
Engagement

How do you tend to measure the ROI of your social media advertising?

Small businesses (1-50 employees)



Large businesses (50+ employees)



Engagement

Any action on a post:
*Retweet, Comment,
Likes, Share, Click,
Expand details/see
more, Reactions,
Favorites*



How to Engage

1. Post types
2. Techniques
 - Copy
 - Creation
 - Call to Action.



© marketoonist.com

Facebook

Write something...



 Write post in another language [\[?\]](#)



Boost Post

Publish



Language options

Default: English ▾

Write in French...

French ▾ · Remove

Write in German...

German ▾ · Remove

[+](#) Write post in another language [\[?\]](#)



Boost Post

Publish



Preferred Audience



Preferred audience

Audience restrictions



Choose the people who you'd like to reach in News Feed. People in this group are more likely to see your post.

Interests ⓘ

Search interests

| [Suggestions](#) | [Browse](#)

Have a question? [Read our Guidelines.](#)

Cancel

Save

Audience Restrictions



Preferred audience

Audience restrictions



Limit who can see this post. Only people in the audiences that you choose can see this post anywhere on Facebook.

Age 

13 ▼

-

65+ ▼

Gender 

All

Men

Women

Locations 



Include ▼

Add locations

Add locations in bulk

Languages 

Enter a language...

Twitter

What's happening?

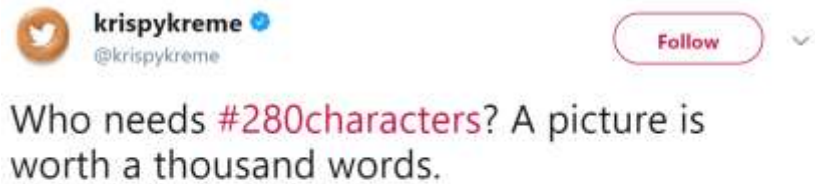


Tweet

Visuals

When people **hear** information, they're likely to remember only **10%** of that information three days later...

However, if a relevant **image** is paired with that same information, people retained **65% of the information** three days later!





Upload Photos/Video

Add photos or video to your status.



Create Photo Album

Build an album out of multiple photos.



Create a Photo Carousel

Build a scrolling photo carousel with a link.



Create Slideshow

Add 3 to 10 photos to create a video.



Create a Canvas

You can now tell a more immersive story by combining images and videos.



EU Agriculture: Food & Farming



Published by Louise Bogey [?] · 14 May at 13:57 · 🌐

Inspirational ideas 💡, network activities 📅, funding opportunities 📄, all in the new EIP-AGRI newsletter! 📧

<https://mailchi.mp/.../newsletter-on-agriculture-innovation-e...>



r and more



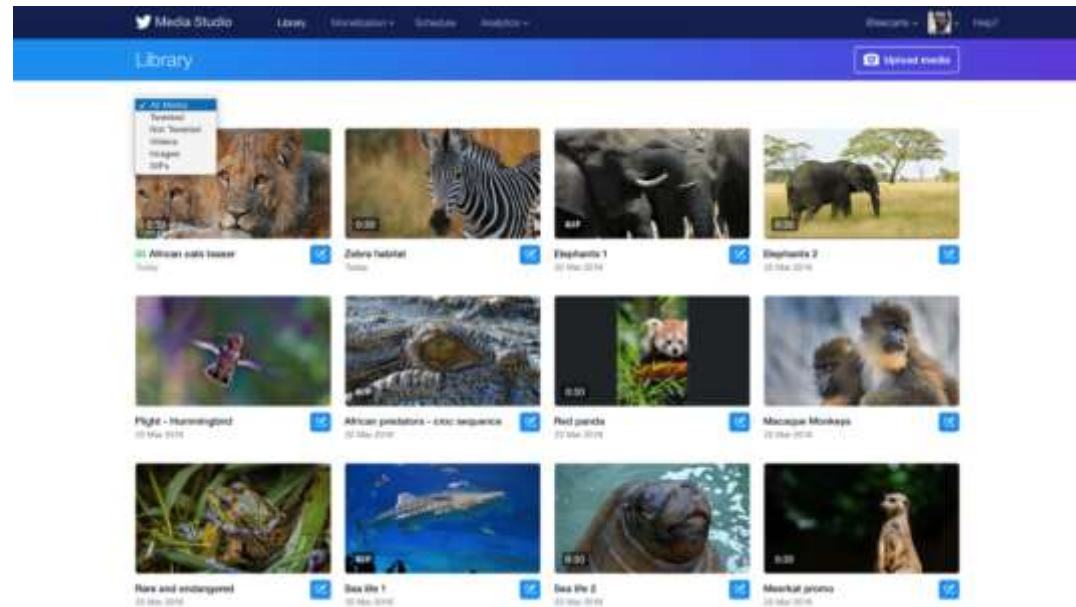
A grain dryer which is both energy and time efficient



Algae to promote
and circular ec

Video

Global internet traffic from videos will make up **80%** of all internet traffic by 2019!



Native Videos get more reach than any other kind of social media post



CREATING JOBS

FOR 9 FARMERS
AND AROUND
10 HERB GATHERERS



Join the campaign

Materials for partners



EU investments trigger improvements that matter in our everyday lives. The investEU campaign tells the stories behind EU support: projects that got off the ground, new jobs, modern schools and universities, enhanced healthcare solutions, efficient transport infrastructure, greener energy and innovation everywhere in Europe.

The investEU campaign was designed to allow for partnerships. This page is dedicated to third parties interested in endorsing or co-branding the campaign. All materials can be used extensively to promote EU action for jobs, growth and investment in combination with your own communication activities.

Co-branding

Posters A1	Posters A4	Printable roll-up	Ads	Campaign signature
				
-Download here-	-Download Here-	-Download here-	-Download Here-	-Download Here-



Shared materials and visuals

Copyright-free pictures featuring people and projects in a range of sectors.

[-Download Here-](#)

Shareables for social media

Visuals (pictures, keywords) to be systematically used with the EU emblem, the hashtag #investEU and the campaign's URL: www.europa.eu/investeu

[-Download here-](#)

Social media videos

Select country to see related videos.

[-Select country-](#)

Other options



Share a Photo or Video



Advertise your business



Create Offer



Start a Live Video



Get People to Learn More



Help People Find your Business



Create an Event



Write a Note



Create a Product



Create a Poll

Polls

- Encourage Debate
- Build Community
- Useful Feedback
- Be Social!

Note: #Hashtags & timing



refinery29 @Refinery29 · 2h
Do you think there will be a cure in your lifetime for breast cancer?
#Cancerland

Yes
 No

Vote 315 votes · 21 hours left

← ↻ 2 ❤️ 2 ⋮



Dunkin' Donuts @DunkinDonuts · Sep 29
In honor of #NationalCoffeeDay, tell us, how much do you ❤️ coffee?!
Tell us in emojis!

Percentage	Emoji
7%	☹️
6%	😓
8%	😓😓
79%	😓😓😓😓

5,865 votes · Final results

← ↻ 112 ❤️ 211 ⋮



evernote @evernote Following

Alright, #EvernoteCommunity. It's the beginning of the work week. What's first on your agenda?

Check email 📧
 Create the day's To-Dos 📝
 Exercise 🏃
 Agenda?! 🤔

Vote 182 votes · 23 hours left

Event



Why Facebook Events?

Create a Facebook Event through your Page to connect to your audience and empower them to spend time together in the real world.

550M

PEOPLE USE FACEBOOK EVENTS EACH MONTH.

41%

OF FACEBOOK USERS IN THE U.S. ENGAGE WITH PUBLIC EVENTS EACH MONTH.

47M

PUBLIC EVENTS WERE CREATED IN 2015.

35M

PEOPLE VIEW A PUBLIC EVENT EACH DAY.

- Engaging
- Audience Insights
- Community Management
- Geo-location specific
- Facebook LIVE! option



Event

Basic info
This information will also be shared with the event

You can now use video to help your event stand out

Event Photo or Video

Upload Photo or Video

Event Name ? Add a short, clear name 0 / 64

Location ? Include a place or address

Start 9/11/2017 📅 01:00 🕒 UTC+01

End 9/11/2017 📅 04:00 🕒 UTC+01

Boost Post Save Draft Publish

Why Facebook Events?

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- Community Management
- Geo-location specific



Notes (like blog posts)



Future of Europe

EUROPEAN COMMISSION · WEDNESDAY, 1 MARCH 2017

Reflections and scenarios for the EU27 by 2025

For generations, Europe was always the future.

It took off with the vision of Altiero Spinali and Ernesto Rossi, political prisoners locked up by a fascist regime on the isle of Ventotene during the Second World War.

Their manifesto For a Free and United Europe painted a picture of a place in which allies and adversaries would come together to ensure that the "old



European Commission
8 December 2016 · 🇪🇺



10 things to know about the EU Solidarity Corps

Q&A on our new programme for volunteering and employment opportunities:

1- What is the European Solidarity Corps?

It is the new European Union initiative which creates opportunities for young people to volunteer or work in projects in their own country or abroad that benefit communities and people around Europe.

[See more](#)

👍❤️👏 322 · 21 Comments · 75 Shares · 🌐

👍 Like · 💬 Comment · ➦ Share · 📖 Storyfy



European Commission
18 October 2016 · 🇪🇺



"The destiny brought me to the first ever heart transplant operation performed in the Baltic States"

European Organ Donation Day - Story by our Health Commissioner Vytenis Andriukaitis.

Back in 1987, I was a young cardio-surgeon in the Santariškių hospital in Vilnius. That year, the destiny brought me to the first ever heart transplant operation performed in the Baltic States. I can still see the image when I close my eyes: the intensity and concentration, colleagues with heart in their hands,...

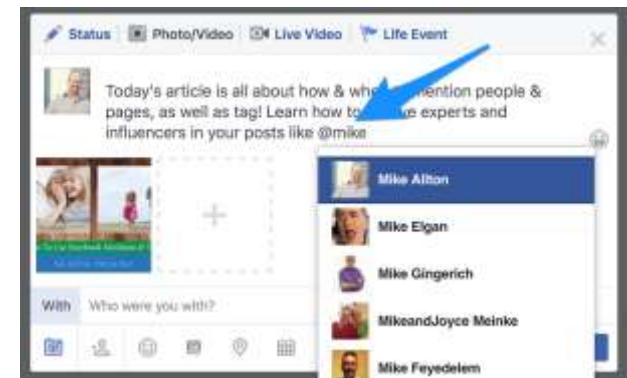
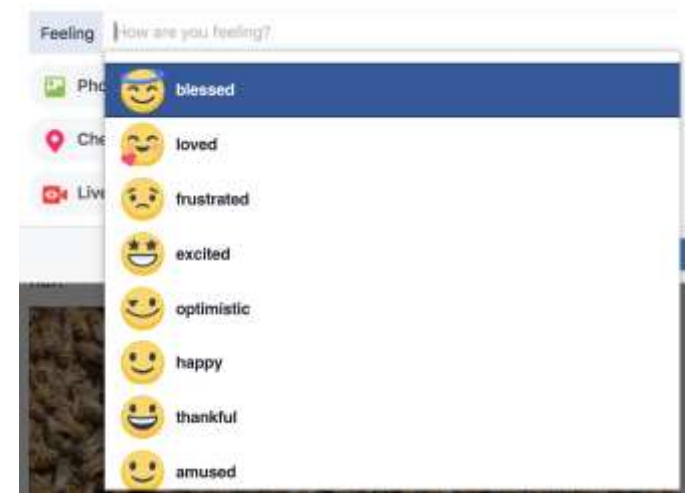
[See more](#)

👍❤️👏 59 · 2 Comments · 10 Shares · 🌐

👍 Like · 💬 Comment · ➦ Share · 📖 Storyfy

Extras

- Check-in/geo-tag
 - helps identify audience i.e. country-specific
- Include 'feeling/activity' - *loads* of options
 - can give personality to a post
- Tagging people and profiles
 - tagging business partners for sponsored content



COPYWRITING FORMULAS

Before - After - Bridge

Problem - Agitate - Solve

Features - Advantages - Benefits

The 4 C's:

Clear, Concise, Compelling, Credible

The 4 U's:

Useful, Urgent, Unique, Ultra-Specific

Problem - Agitate - Solve

Identify a problem

Agitate the problem

Solve the problem

COPYWRITING FORMULAS

Before - After - Bridge

Problem - Agitate - Solve

Features - Advantages - Benefits

The 4 C's:

Clear, Concise, Compelling, Credible

The 4 U's:

Useful, Urgent, Unique, Ultra-Specific

Type of information to target the groups				
Local Action Groups (LAGs)	Farmers	Local/Regional institutions	Project Beneficiaries and Rural SMEs/Businesses	Broader public
				
				
				
				
				

Voice



Tone

The right tone of voice

Formal

Informal

Serious

Funny

Mature

Youthful

Technical

Accessible

Institutional

Personal

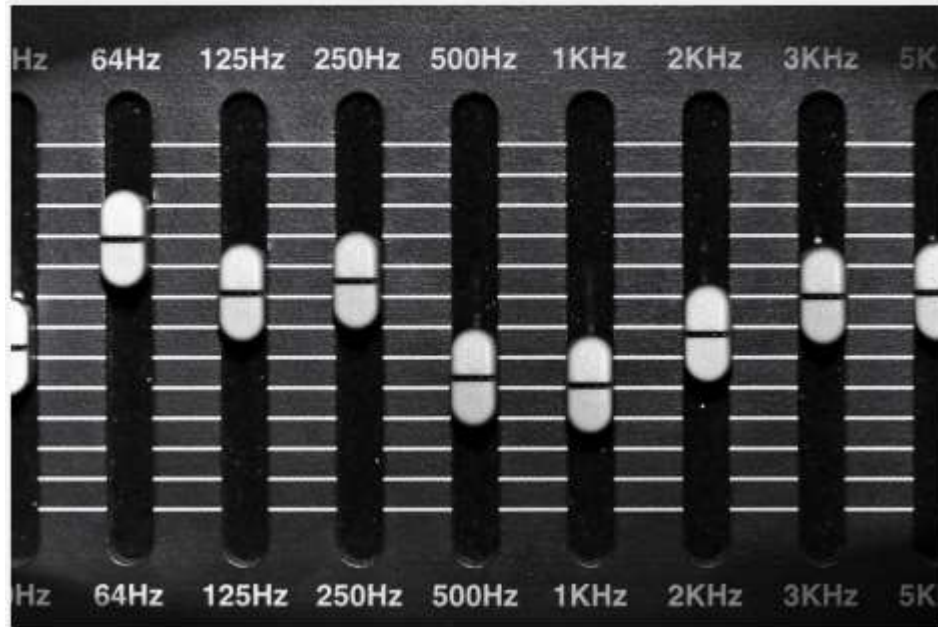


Tone

DO TOUCH THAT DIAL: HOW TO MASTER YOUR EQUALIZER FOR THE PERFECT SOUND

By Ryan Meriata — August 9, 2014

38 f 324 + Subscribe to this topic >



Tone adds specific flavor to your voice based on factors like **audience, situation, and channel.**

Tone



Police Fédérale

@policefederale

Following

Par sécurité, veuillez respecter le silence radio sur les médias sociaux concernant les opérations de police en cours à #Bruxelles. Merci



Gilles Bordelais

@Gilles_EU

Following

This, dear outsiders, is how we fight terrorism here. They haven't got a chance! We haz kittens! #BrusselsLockdown



11:41 PM - 22 Nov 2015



Federale Politie

@federalepolitie

Follow

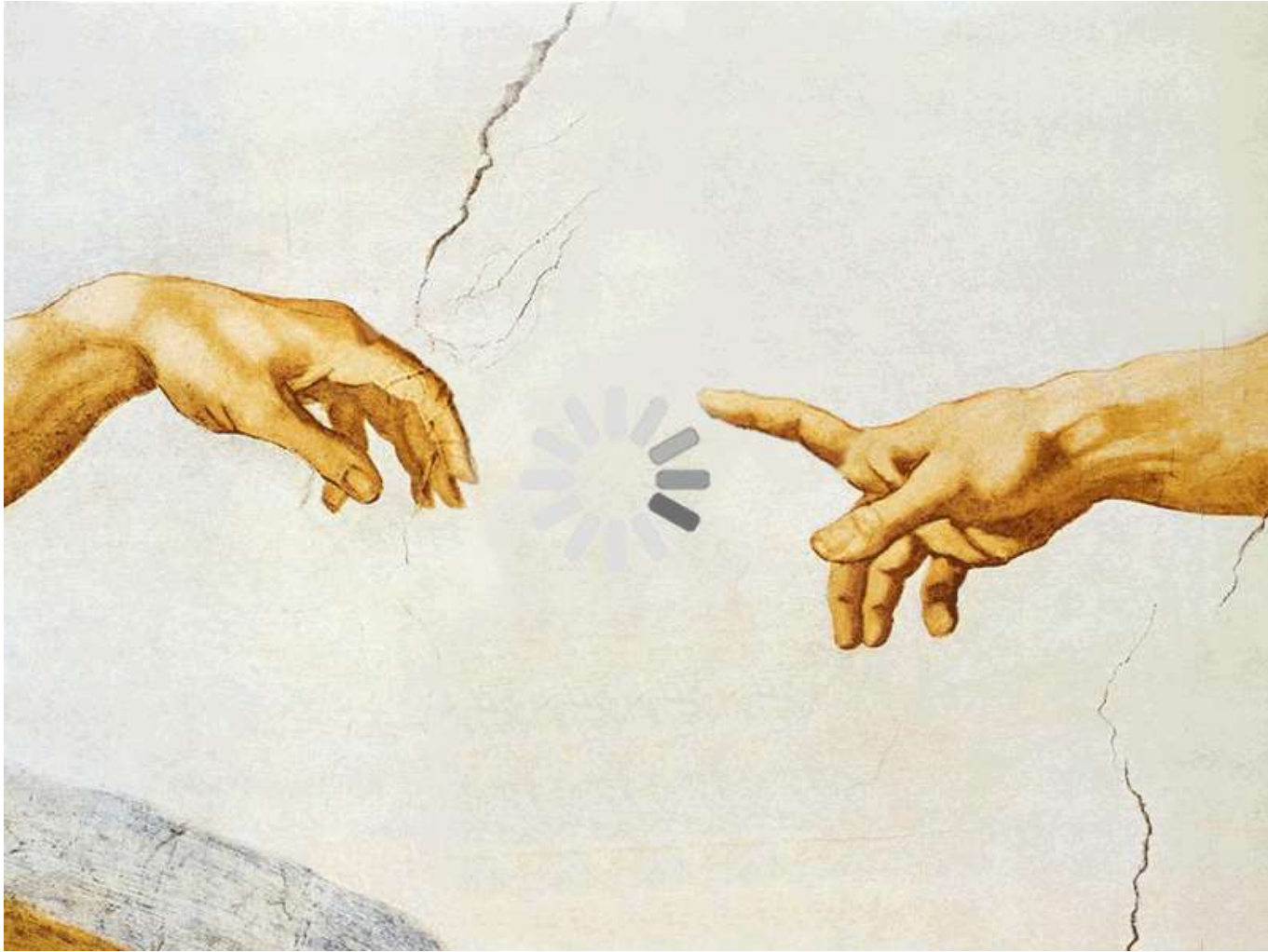
Voor de katten die ons gisteren geholpen hebben... Alsjeblieft! #BrusselsLockdown

Translate from Dutch



12:13 PM - 23 Nov 2015

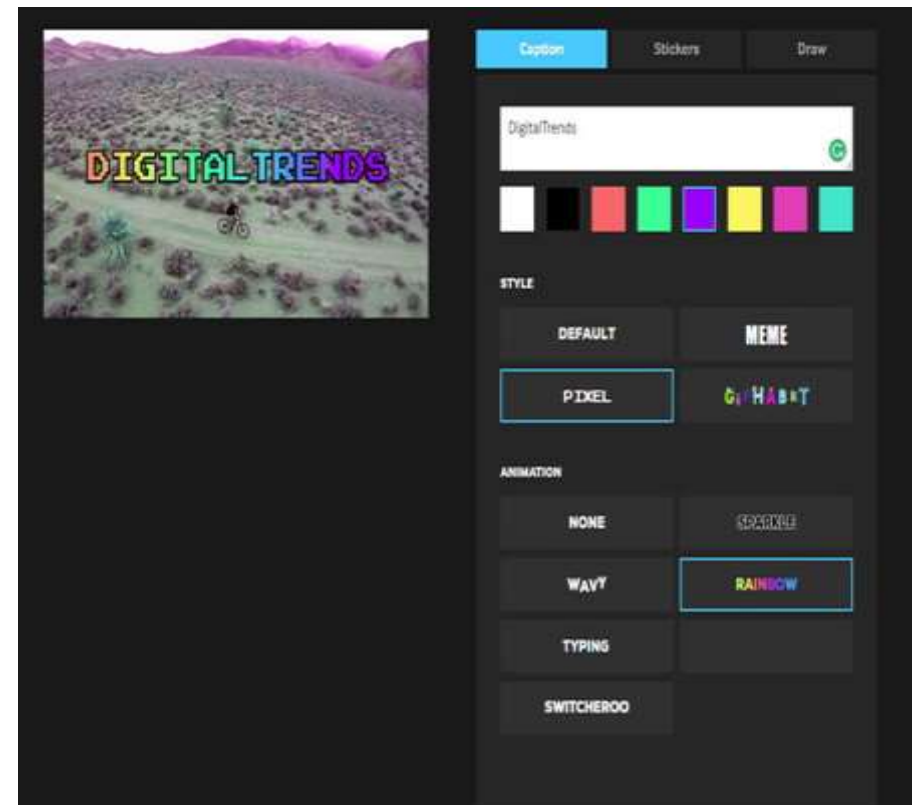
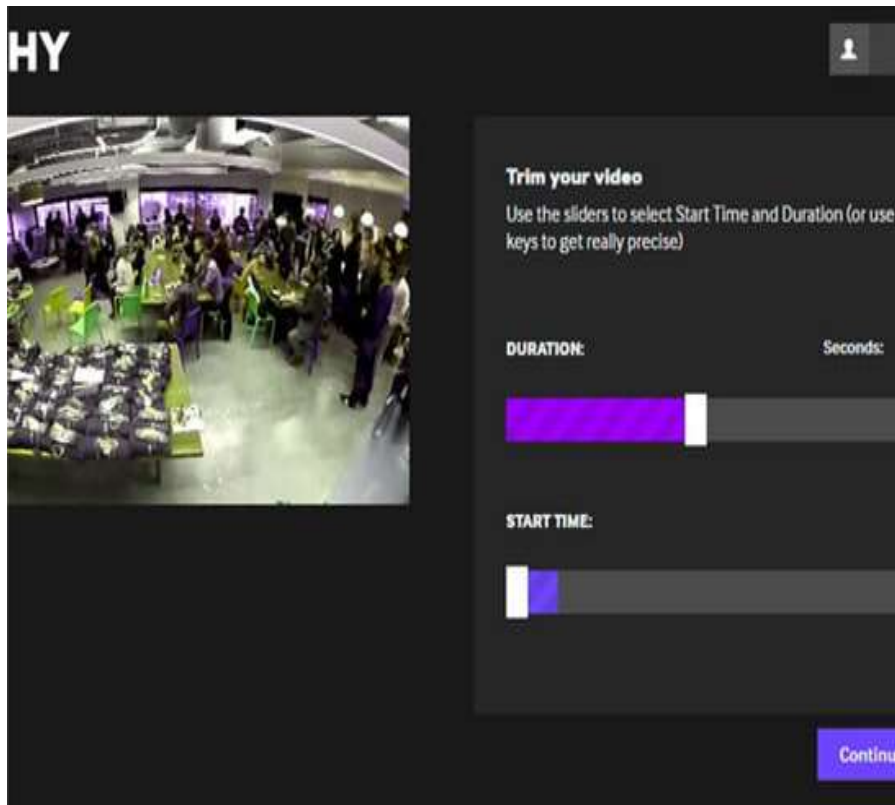
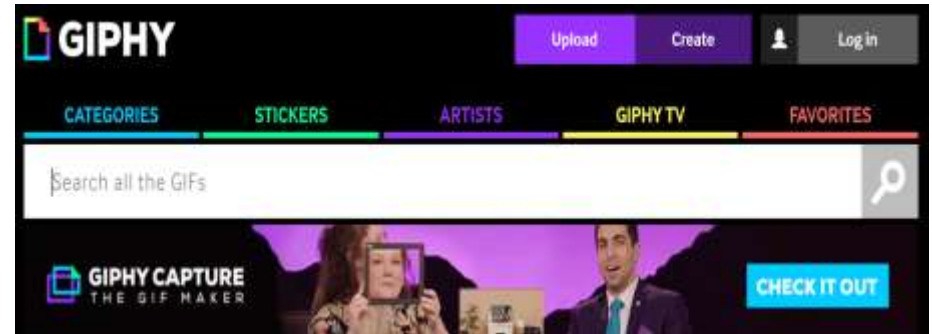
CREATION



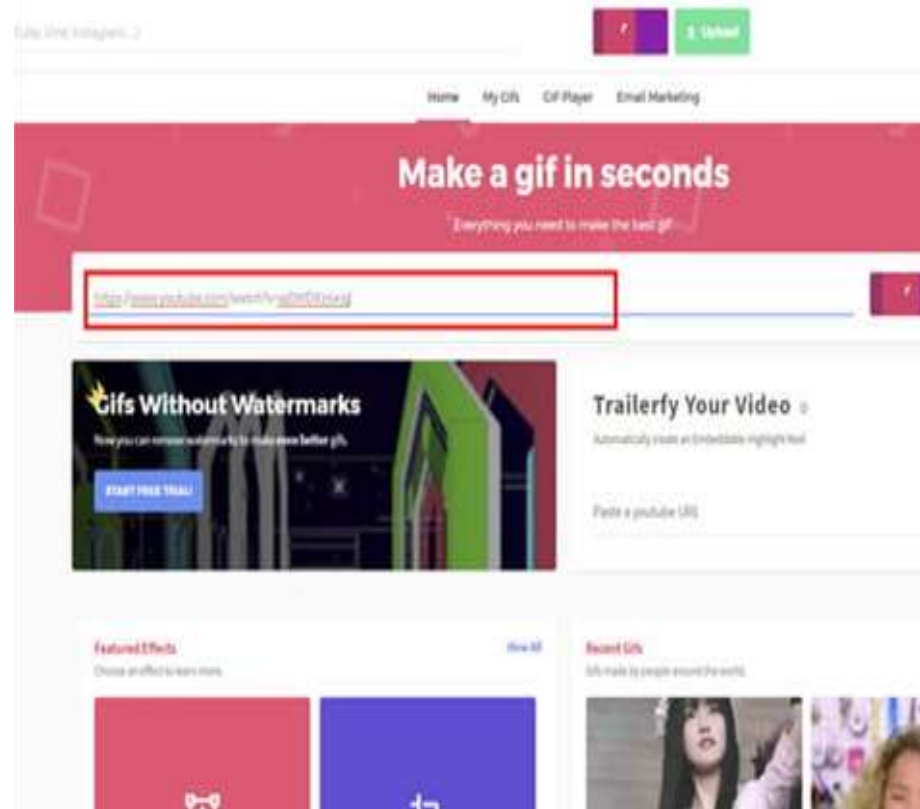
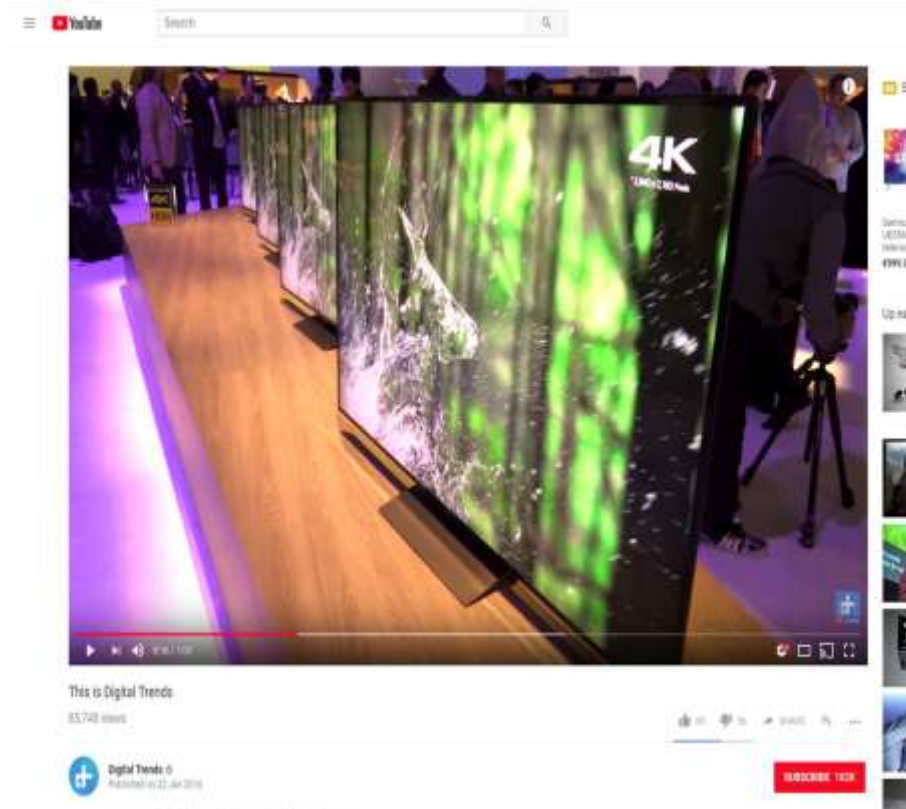
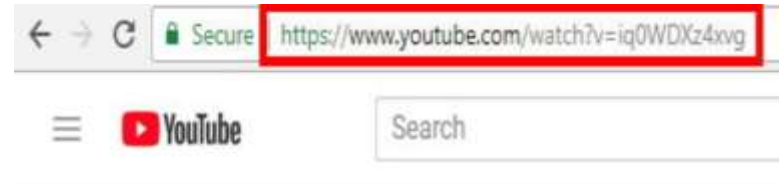
GIFs



Via GIPHY



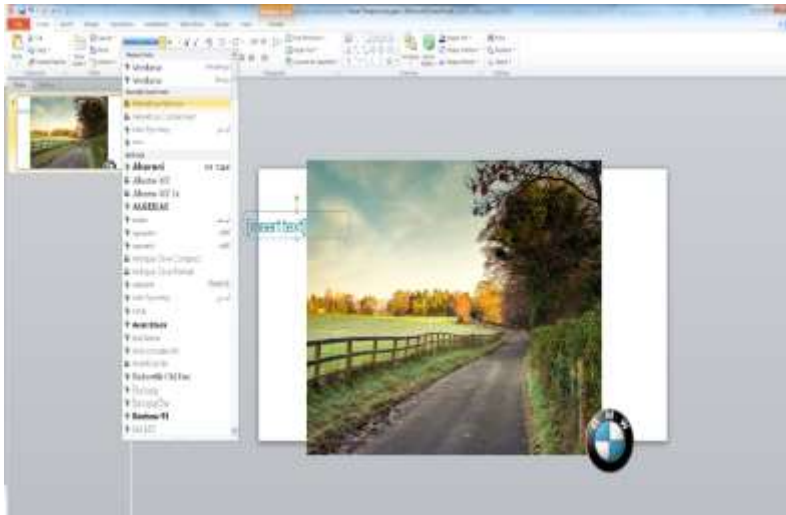
Via YouTube



Visual Quote

Widely used: events, press conferences, publications, international days

Power Point template or...





Infographics

Three things to remember:

1. Content
2. Visual
3. Knowledge

What are the major parts of an Infographic?

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

The Visual
This refers to the colors, graphics and icons used in designing the infographic.

The Content
This includes the text, statistics, time frames and references.

The Knowledge
This refers to the facts and conclusions to convey the overall message or story.

Key / Dollars Production Industry Gain Months

0% 30% 60% 90%

Photo/Visual

Where do you find your images?

Best practice is **take your own pictures**. Otherwise:

- iStock
- Unsplash
- Pixabay
- Flickr

Just consider copyright...





Free Photos for bloggers and creatives!

Search millions of Creative Commons photos and add them to your blog posts easily.

Search images...



Creative Commons:

Attribution: CC BY

Allows you to distribute, tweak, and/or build upon the original image for personal or commercial purposes, provided that you credit the creator.



Explore / Creative Commons

Many Flickr users have chosen to offer their work under a Creative Commons license, and you can browse or search through content under each type of license.

Here are some recently added bits and pieces:

Attribution License



From Mandy Jo Shelton



From terren in Virginia



From terren in Virginia



From terren in Virginia



From terren in Virginia

» 72,109,916 photos (See more)

Attribution-NoDerivs License



From alexFranka



From alexFranka



From Brett Stark



From alexFranka



From alexFranka

» 20,682,250 photos (See more)



"Creative Commons is a non-profit that offers an alternative to full copyright."

creativecommons.org

Briefly...

Attribution means:

You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.



Noncommercial means:

You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.



No Derivative Works means:

You let others copy, distribute, display, and



Search images



By...

image size:

any size


Find images in any size you need.

aspect ratio:

any aspect ratio

Specify the shape of images.

colors in image:

any color full color black & white transparent this color: 

Find images in your preferred colors.

type of image:

any type

Limit the kind of images you find.

region:

any region

Find images published in a particular region.

site or domain:

Search one site (like [sfmoma.org](#)) or limit your results to a domain like [.edu](#), [.org](#) or [.gov](#)

SafeSearch:

Show most relevant results

Tell [SafeSearch](#) whether to filter sexually explicit content.

file type:

any format

Find images in the format you prefer.

usage rights:

not filtered by license

Find images you are free to use yourself.

not filtered by license

free to use or share

free to use or share, even commercially

free to use share or modify

free to use, share or modify, even commercially

You can also...

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EP Plenary session Oral question - Responding to MEPs debate

European Court of Justice ruling in the case

European Court of Justice opinion in the case

EP Plenary session Oral question - Responding to Opening statements by Cecilia WIKSTRÖM (ALDE, SE, author and by Christos STYLIANIDIS: Member

Now on EbS LIVE ENERGY - Bulgaria / Russia: Q&A [View](#) - [Listen](#)

Now on EbS+ LIVE - Situation of imprisoned EU-Iranian dual nationals in Iran - ... [View](#) - [Listen](#)

TOP NEWS >



EU Budget: A Reform Support Programme and an Investment Stabilisation Function to strengthen Europe's Economic and Monetary Union

For the next long-term EU budget 2021-2027, the Commission proposes to create a Reform Support Programme and a European Investment Stabilisation Function. Both proposals are part of

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- | | | | |
|--|--|---|--|
|  <p>EP Plenary session Oral question - Responding to petitions on tackling ...
Ref: I-156023
Date: 31/05/2018</p> |  <p>European Court of Justice ruling in the case C-251/17 Commission v Italy
Ref: I-156254
Date: 31/05/2018</p> |  <p>European Court of Justice opinion in the case C-68/17 IR (Social Policy)
Ref: I-156256
Date: 31/05/2018</p> |  <p>EP Plenary session Oral question - Responding to petitions on tackling ...
Ref: I-156022
Date: 31/05/2018</p> |
|--|--|---|--|

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Search in: Audio Photo Video Shotlist

Reference: OR All

With at least one of the words:

With all the words:

DD/MM/YYYY DD/MM/YYYY Agriculture and Rural Development

Date from: Date to: Thematic:

Location: Commissioners / Personalities: Thesauri:

Modern Agriculture: Vegetables



Ref: I-146752
Date: 28/11/2017

Modern Agriculture: Vegetables

As part of the European Commission's ongoing reflection on the future of food and farming, a new Communication on modernising and simplifying the Common Agriculture Policy will be tabled on 29 November 2017. To illustrate this, a new series of five video stockshots on modern, sustainable agriculture has been produced by the Audiovisual Service of the European Commission. The stockshots provide illustrative images of a wide range of agricultural activities in various EU member states, in the following sectors: 1. Livestock: dairy and beef; 2. Livestock: pigs, sheep, chicken; 3. Fruits; 4. Vegetables; 5. Crops.



Ref: I-146753
Date: 28/11/2017

Modern Agriculture: Crops

As part of the European Commission's ongoing reflection on the future of food and farming, a new Communication on modernising and simplifying the Common Agriculture Policy will be tabled on 29 November 2017. To illustrate this, a new series of five video stockshots on modern, sustainable agriculture has been produced by the Audiovisual Service of the European Commission. The stockshots provide illustrative images of a wide range of agricultural activities in various EU member states, in the following sectors: 1. Livestock: dairy and beef; 2. Livestock: pigs, sheep, chicken; 3. Fruits; 4. Vegetables; 5. Crops.



Ref: I-146751
Date: 28/11/2017

Modern Agriculture: Fruits

As part of the European Commission's ongoing reflection on the future of food and farming, a new Communication on modernising and simplifying the Common Agriculture Policy will be tabled on 29 November 2017. To illustrate this, a new series of five video stockshots on modern, sustainable agriculture has been produced by the Audiovisual Service of the European Commission. The stockshots provide illustrative images of a wide range of agricultural activities in various EU member states, in the following sectors: 1. Livestock: dairy and beef; 2. Livestock: pigs, sheep, chicken; 3. Fruits; 4. Vegetables; 5. Crops.



Ref: I-146748
Date: 28/11/2017

Modern Agriculture: Livestock (Pigs, Sheep, Chicken)

As part of the European Commission's ongoing reflection on the future of food and farming, a new Communication on modernising and simplifying the Common Agriculture Policy will be tabled on 29 November 2017. To illustrate this, a new series of five video stockshots on modern, sustainable agriculture has been produced by the Audiovisual Service of the European Commission. The stockshots provide illustrative images of a wide range of agricultural activities in various EU member states, in the following sectors: 1. Livestock: dairy and beef; 2. Livestock: pigs, sheep, chicken; 3. Fruits; 4. Vegetables; 5. Crops.



Ref: I-146747
Date: 28/11/2017

Modern Agriculture: Livestock (Dairy, Beef)

As part of the European Commission's ongoing reflection on the future of food and farming, a new Communication on modernising and simplifying the Common Agriculture Policy will be tabled on 29 November 2017. To illustrate this, a new series of five video stockshots on modern, sustainable agriculture has been produced by the Audiovisual Service of the European Commission. The stockshots provide illustrative images of a wide range of agricultural activities in various EU member states, in the following sectors: 1. Livestock: dairy and beef; 2. Livestock: pigs, sheep, chicken; 3. Fruits; 4. Vegetables; 5. Crops.

Call to Action

 **Hillary Clinton** 
@HillaryClinton 

RT if you're ready to make history.



Click Here	Download Now
Reply Today	Try for Free
Start Your Free Trial Today	Sign Up for Your Free Trial Immediately



POST BUTTON (Optional)

Add a button to your post 

No Button ▾

- ✓ **No Button**
- Shop Now
- Book Now
- Learn More
- Sign Up
- Send Message



MEANINGFUL INTERACTIONS WILL BE PRIORITIZED



Average time spent on content

Person sharing a link over Messenger

Multiple replies to people's comments on a video

Engagement

When it's posted

Commenting on or liking a person's photos or status update

Story type

Completeness of page profile

Engagement with a publisher post shared by a friend

How informative the post is

WHAT SHOULD YOU DO?



PROMOTE MEANINGFUL INTERACTIONS

Stories and videos can help start conversations between people and among your page followers.



FOCUS ON YOUR AUDIENCE

Keep posting content that resonates with your audience and focus on community building.



AVOID 'ENGAGEMENT BAIT'

'Engagement-baiting' is not a meaningful interaction can result in demotion of page posts.



Ian McCafferty
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ian.mccafferty@ec.europa.eu