What Makes a Great Social Media Strategy - How to Adapt to New Reputational Challenges?

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5 Types of Social Media Strategies

- WE ARE AWESOME
- WE ARE AWESOME
- WE ARE AWESOME

LIKE US SO WE CAN TELL YOU HOW AWESOME WE ARE
LIKE GRAB

BROADCAST

AWESOME DEAL
1/2 OFF

SALE

PROMOTION

HELP OUR AWESOME VIDEO GO VIRAL

ONE-HIT WONDER

HOW CAN WE HELP YOU BE MORE AWESOME?

ALL TOO RARE

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What Makes a Great Social Media Strategy
Programme

• New reputational challenges
• Why have a (separate) social media strategy?
• The success factors for your strategy
• The right process behind your strategy
• A case study
• Connecting the dots: beyond social media
New reputational challenges
Why have a social media strategy?

Strategy is not about choosing or driving your train. It’s about deciding where and how far you lay the tracks.
What Makes a Great Social Media Strategy

vision

values

plan

strategy
Vision: most democratic Twitter account

Values: open, authentic, innovate, caring

Strategy: Let Swedes say it, uncensored
Vision:
Safety first

Values:
zero tolerance, educational content

Strategy:
Only posts pictures of what TSA confiscates
• You are stretching your available resources

• Nothing (and that’s a problem)
The recipe for success

- Consistency
- Authenticity
- Personality
- Presence
- Integration
- Measurement
- A WOW effect
Humanising science
1. qualitative/quantitative
2. internal/external
3. institutional context
4. trends
5. participatory method

• monitoring (KPIs)
• reporting
• feedback into plan/strategy

2. Drafting

• buy-in from colleagues
• support from partners
• stay open to opportunities
A case study: EuropeAid
What we learnt

Issues
- Reactive vs proactive
- Lack of good quality visuals/design skills
- Poor feedback loop HQ/delegations
- Confusing branding
- Little reporting/monitoring

Opportunities
- Management support
- Management involvement (Twitter)
- Open to innovation
- Existing networks
- Do more with less
Success stories following our new strategy

Youth takeovers

#WomeninDev & #4WomensRights campaign (UGC)

Voices from the Field provided by partners
Impact on our bottom line

30% increase in public consultation participation

Increase in online partnerships

Growing online influence
Elements to think about:

• Global approach vs channel approach
• Guiding/design principles
• Creating a brand universe
• House style
• Roles & responsibilities
• Monitoring resources / tools
• Crisis management
Questions? Ideas?