



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

Aurelie Valtat, Head of Digital, Multimedia & Internal Communication
European Commission, EuropeAid

@avaltat



5 TYPES OF SOCIAL MEDIA STRATEGIES

TOM
FISH
BURNE



LIKE US SO WE
CAN TELL YOU
HOW AWESOME
WE ARE

LIKE GRAB

WE ARE AWESOME

WE ARE AWESOME

WE ARE AWESOME

BROADCAST

AWESOME
DEAL

1/2
OFF

S
A
L
E

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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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

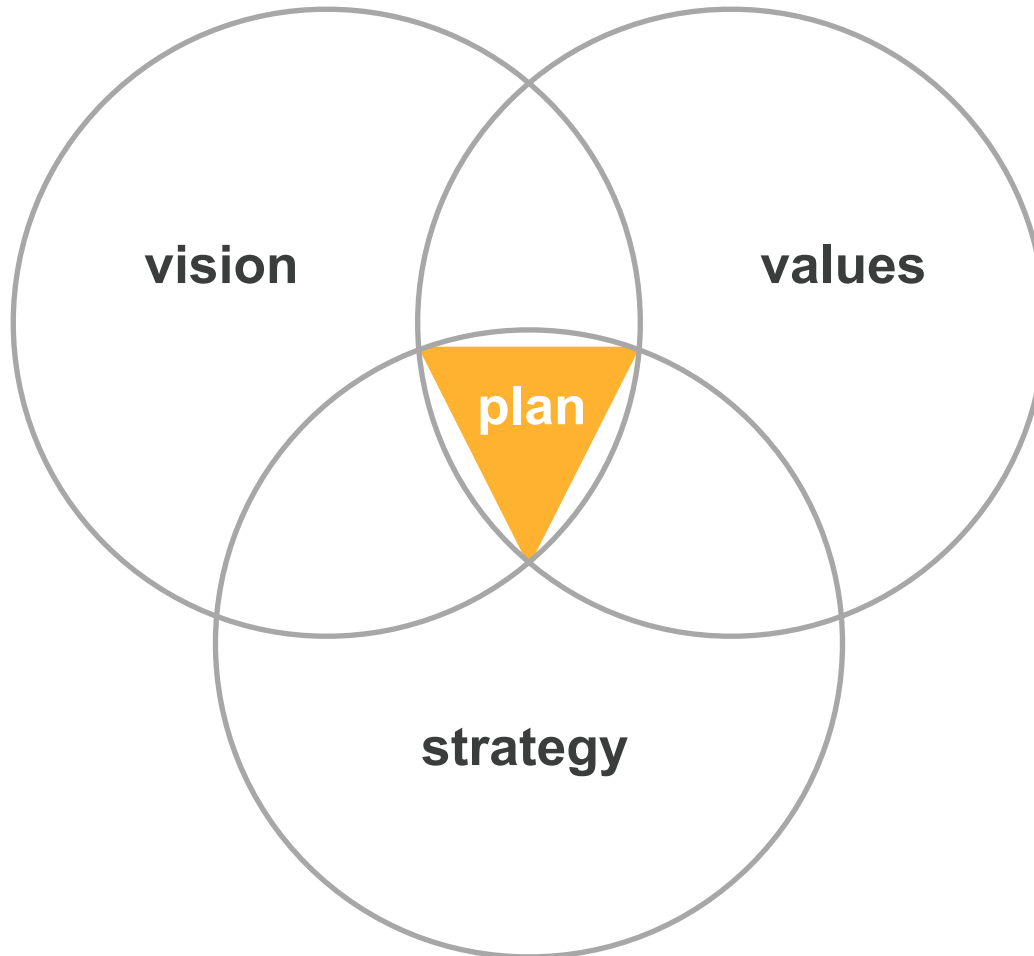




Why have a social media strategy?



- ➔ Strategy is not about choosing or driving your train.
It's about deciding where and how far you lay the tracks.





@sweden / Martin ✓
@sweden

A new Swede every week / Martin Rundkvist is an archaeologist, university lecturer, sceptic, bookworm, boardgamer and father of two.

📍 Sweden
🌐 curatorsofsweden.com
📅 Inscrit en janvier 2009

45 Abonnés que vous connaissez

Tweets Tweets & réponses Médias

UNICEF @UNICEF · 51 min
10 outrageous things you may have heard about #vaccines and the best ways to debunk each of them uni.cf/1rKaQzc #vaccineswork

10 Outrageous Things You May Have Heard About Vaccines
There's lots of hot air circulating about vaccines. We're here to set the

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

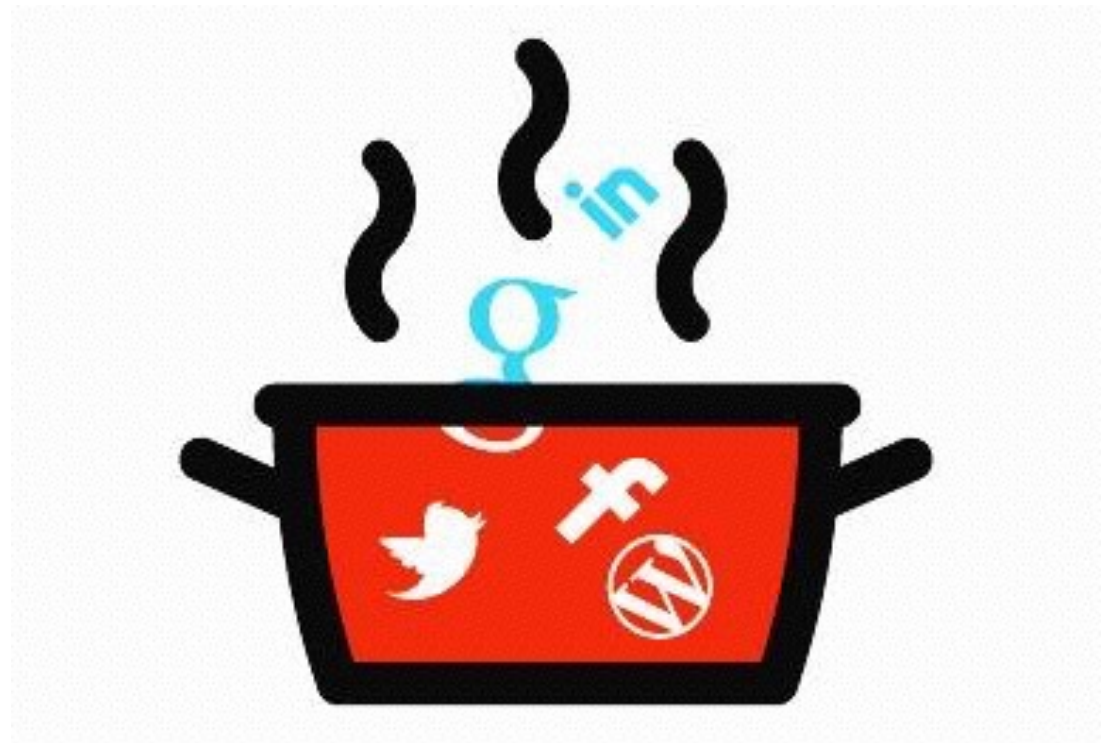


- Nothing (and that's a problem)



The recipe for success

- Consistency
- Authenticity
- Personality
- Presence
- Integration
- Measurement
- A WOW effect



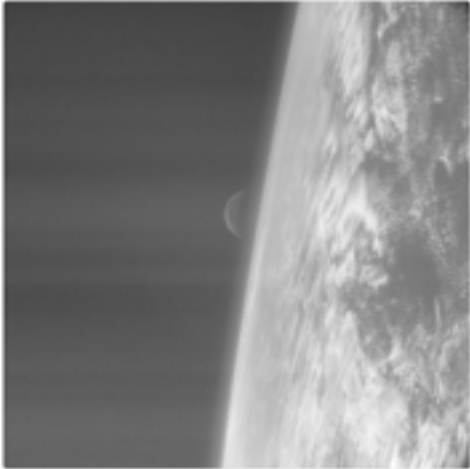


Philae Lander @Philae2014

TWEETS 788 FOLLOWING 87 FOLLOWERS 454K LIKES 352

Philae Lander (@Philae2014 · 2 Dec 2015)

I remember my 1st Earth fly-by w/ @ESA_Rosetta ~11 yrs ago. Good luck tomorrow @haya2e_jaxa & @MASCOT2018! lmg: ESA



Philae Lander (@Philae2014 · 12 Nov 2015)

I promised I'd send postcards from #67P! Here's one you might not have seen! #lifeonacomet dlr.de/dlr/en/desktop ...



DLR_next @DLR_next

Der etwas andere Account des Deutschen Zentrums für Luft- und Raumfahrt (DLR). Es twittert Dr. K.-A.

📍 Deutschland
🌐 [DLR.de/next](#)
📅 Joined August 2009



DLR_de @DLR_de

Deutsches Zentrum für Luft- und Raumfahrt (DLR), Kommunikation. Es twittert Fabian Walker. English: @DLR_en

📍 Köln / Cologne, Germany
🌐 [dlr.de](#)
📺 132K Video Views
📅 Joined August 2008

Humanising science




United Kingdom Mission to the United Nations

UKUN_NewYork
@UKUN_NewYork

British diplomacy. 140 characters at a time. Insider UN access on all things security, development, & human rights. Official feed of UK Mission to @UN in NYC.

New York, NY
gov.uk/world/un-newyo...
35.7K Vine Loops
Joined May 2010



Matthew Rycroft
@MatthewRycroft1

Ambassador & Permanent Representative, UK Mission to UN, New York @UKUN_NewYork, @foreignoffice. Security Council, foreign affairs, international development

Manhattan, NY
gov.uk/government/wor...
Joined February 2012

UKUN_NewYork
@UKUN_NewYork

Follow

Final day of historic #nextSG hearings:
bit.ly/AskNextSG

Tweet Qs for @MatthewRycroft1 to ask w/
#AskNextSG!



RETWEETS 13 LIKES 5



3:42 PM - 14 Apr 2016



UKUN_NewYork
@UKUN_NewYork

Follow

@MatthewRycroft1 just asked 1st ever Twitter Q to a #nextSG candidate. Watch the response: webtv.un.org

7:00 PM - 12 Apr 2016 - New York, NY, United States

Reply Retweet Like



1

- qualitative/quantitative
- internal/external
- institutional context
- trends
- participatory method

4

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

2

Drafting

- buy-in from colleagues
- support from partners
- stay open to opportunities

3



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



your product/
service

customer
service

webcare

big data

media
monitoring

internal
monitoring

Questions? Ideas?

