

# **The future is digital.**

## How to stay in tune with the latest social media trends?

UIA Round Table

Brussels, 20/05/2022

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# secnewgate.eu

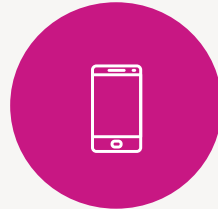
**We are an advocacy and communications consultancy.**

We bring a collaborative approach to government relations, public affairs and public relations to anticipate and manage our clients' policy and reputation needs.

# Our service offering.



**Association  
Management**



**Digital  
Communications**



**Internal  
Communications**



**Stakeholder  
Engagement**



**Advocacy & Public  
Affairs**



**Policy Communications**



**Regulatory  
Affairs**



**Reputation & Crisis  
Management**



**Government  
Relations**



**(Virtual) Event  
Management**



**Branding & Design**



**Media Relations**

# Who we are...



## **Ferial Saouli**

COO, Director of Association & event management

- 20+ years experience
- Full range of services:
  - Strategic advice
  - Legal and financial compliance
  - Government relations
  - Communications
  - Membership strategies & outreach
  - Events



## **Vanessa Terrier**

Senior Communications Consultant

- 12+ years experience in comms
- Building strategies
- Advice on platforms
- Analysis of target audiences
- Understanding your data & analytics
- Social media management
- Policy communications
- Creative coordinator



## **Katarina Oja**

Digital Consultant

- Social media content creation
- Website / app optimisation and development
- Digital campaign development
- Data analytics & visualisation

# First... Some questions for you!

1. Scan the QR code or go to

<https://www.menti.com/>

2. Enter code **9492 2716**

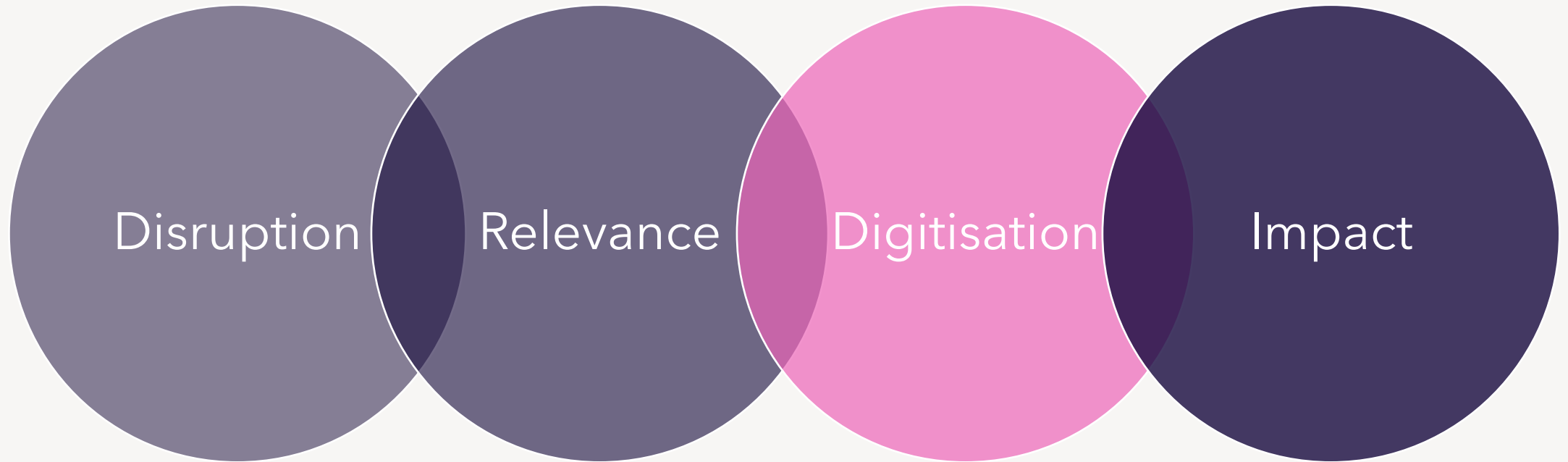
*Connect to MarriottBonvoy\_Guest wifi network*



# THE RISE OF DIGITAL



# The rise of digital.





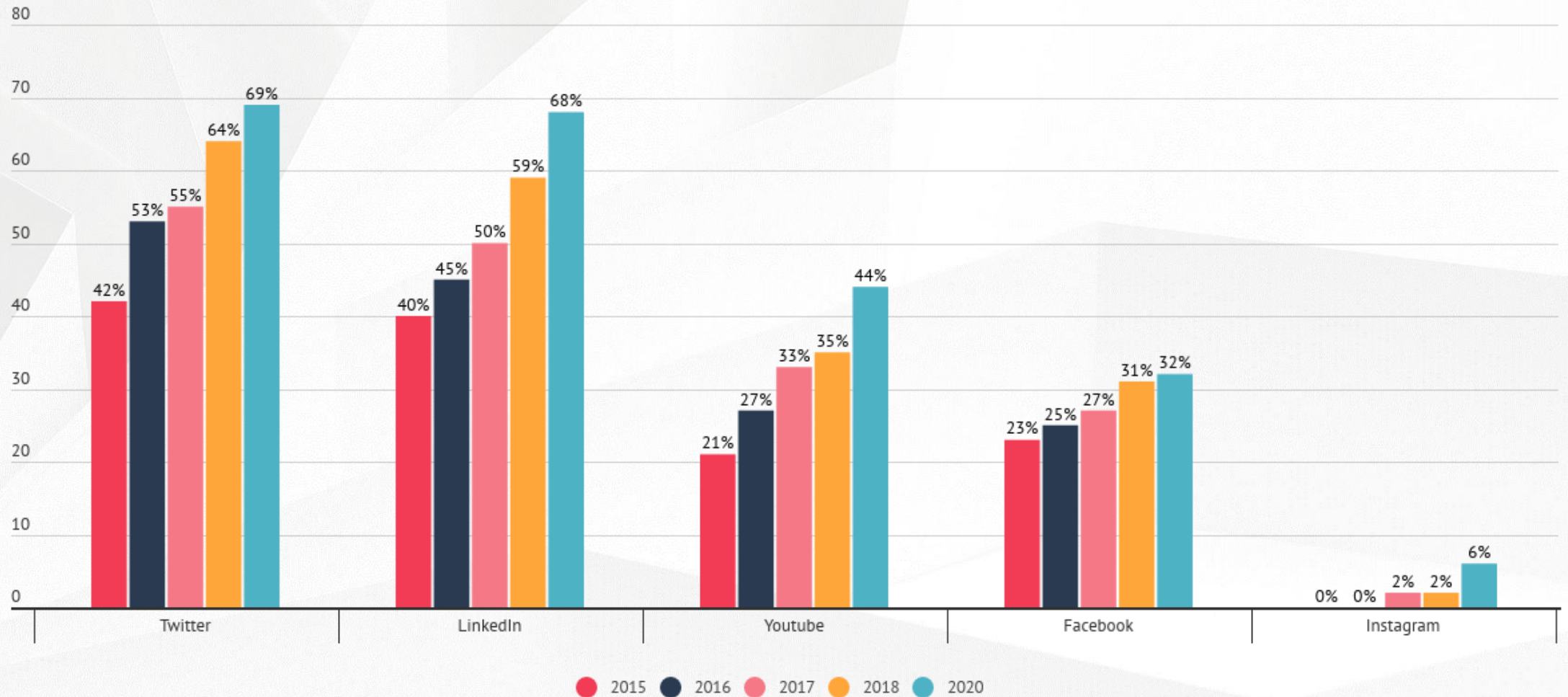
# Why social media is important

**YOUR  
ORGANISATION**

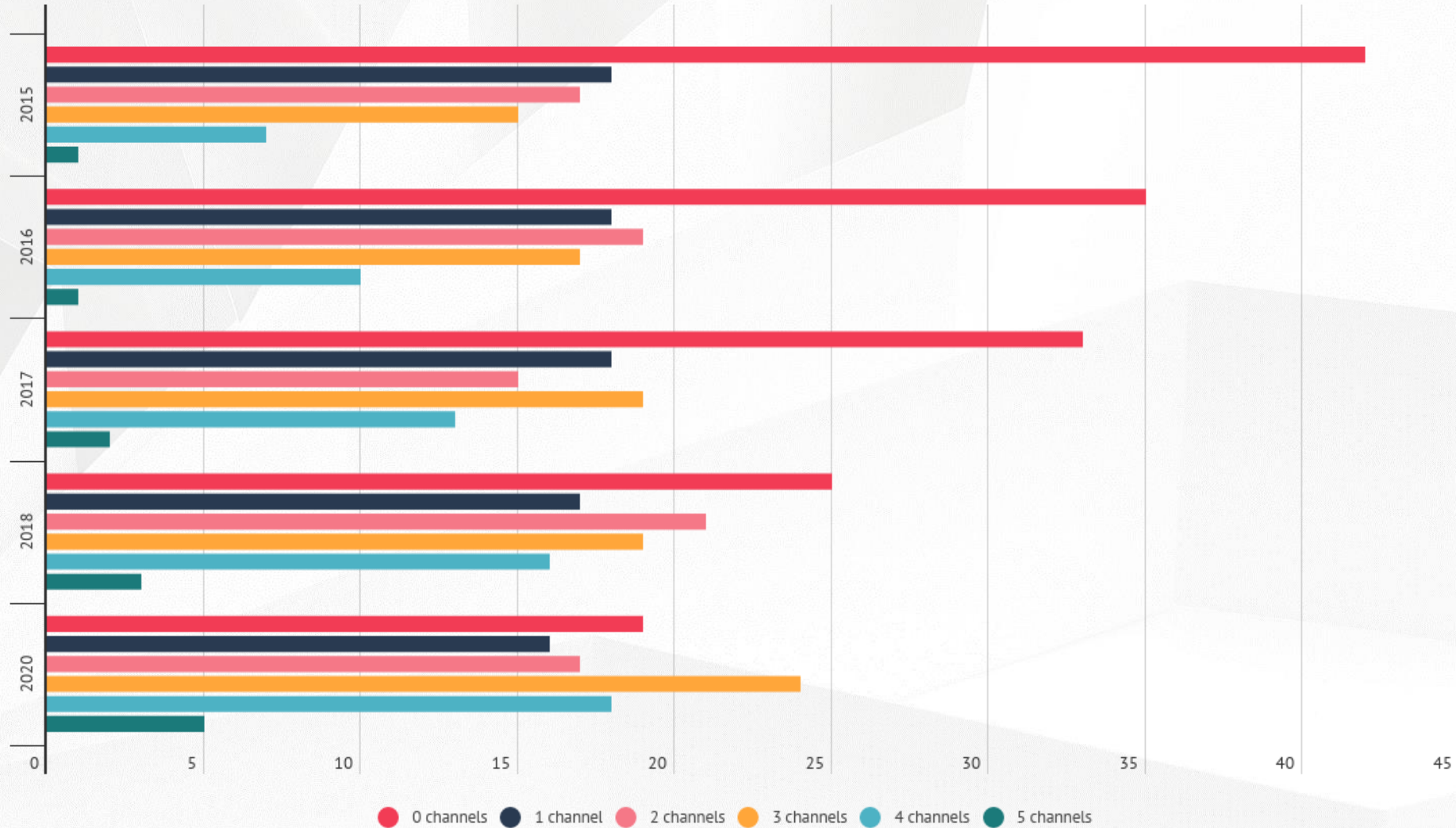
**WHAT PEOPLE  
CARE ABOUT**

**The sweet spot**

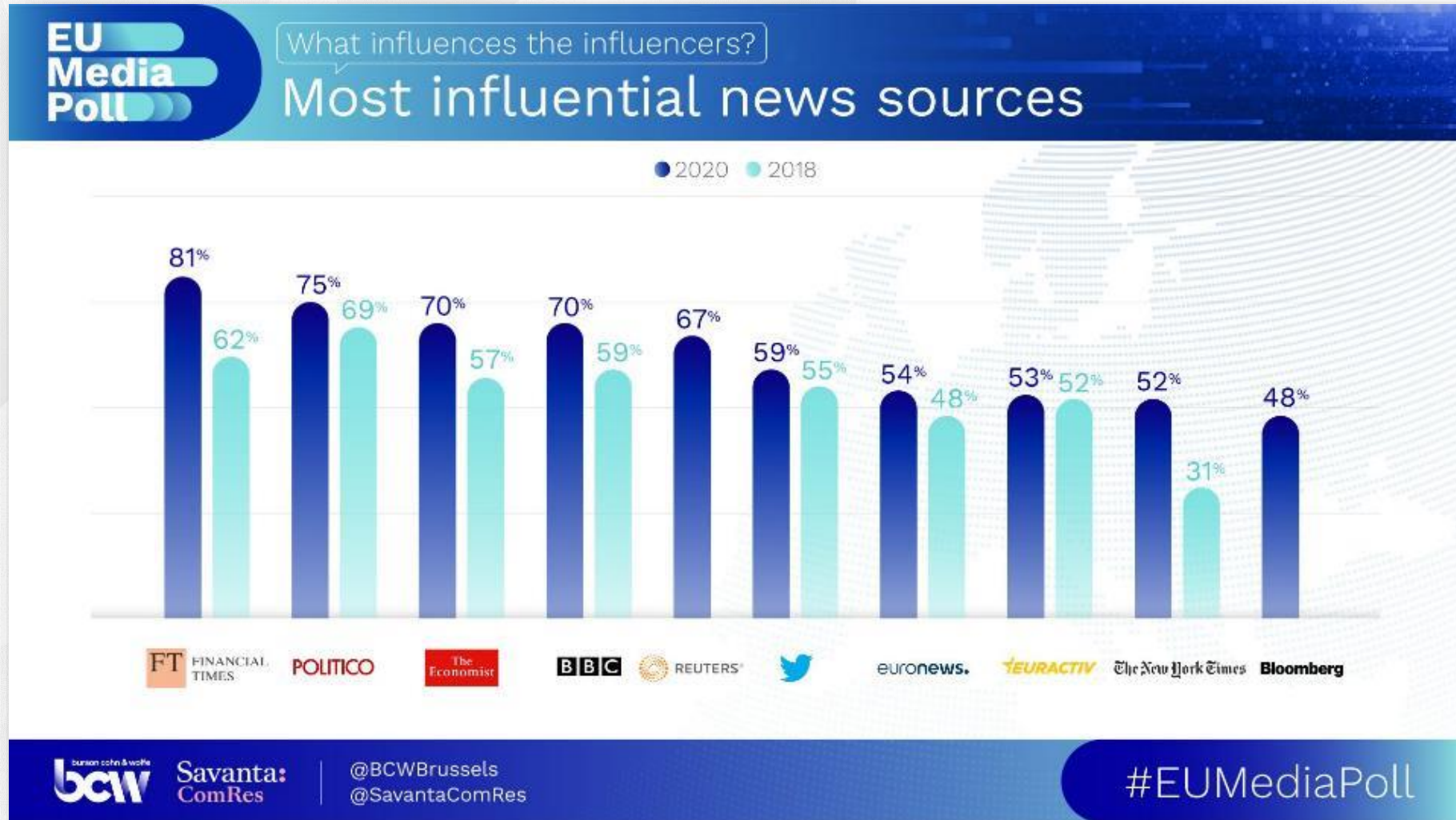
# Most used social media channels.



# Channels per association.



# The importance of social media.



# DIGITAL TRENDS



# European Associations Digital Report.

- Launched by SEC Newgate EU in 2015
- Analysis of ~575 European industry associations
- With the rise of digital, transition from quantitative to qualitative insights

See the 2021 European Associations Digital Report [here](#)

**#TalkingDigital**

# What are associations talking about?

| Climate communications

| Covid response

| Diversity and inclusion

| Youth empowerment

| Leadership

# What new formats are emerging?

Virtual  
events

Digital  
campaigns

Podcasts

Visual  
formats

**#TalkingDigital**



# What is the best approach?

Members and  
partnerships

Data-driven  
communications

Human-to-  
human  
communications

# CREATIVE CAMPAIGNS





# DIAGNOSIS

## Highlights.

- Online video series which explores how medical technology connects the dots, from diagnosis to cure.
- Diverse stories.
- Paid partnership with BBC Storyworks Commercial Productions.

## Why it matters.

- A positive collection of human stories.
- A series of high-quality videos and a well curated and user-friendly dedicated page.
- Expanding beyond the 'Brussels bubble'.

Extract from 'Our Food, Our Future' campaign.

# *Our* FOOD *Our* FUTURE

*Together towards a greener planet.*  
*#FoodFuture*

## Highlights.

- #FoodFuture Exhibition
- Foodies Awards
- Promotional videos, live-streams

## Why it matters.

- Combining online & offline.
- Solid visual identity with high quality content shared throughout the year.
- Leveraged pop culture to connect with EU audiences in a 'modern' way, using food trucks and Foodies promotion.

# Installing solar on just 10% of our *water reservoirs*



## Highlights.

- The #SolarWorks campaign aims to promote jobs in the solar sector through a series of short videos of workers.
- Showcasing the growth of the sector.
- Diverse profiles showcased.
- The campaign was supported by Grow With Google.

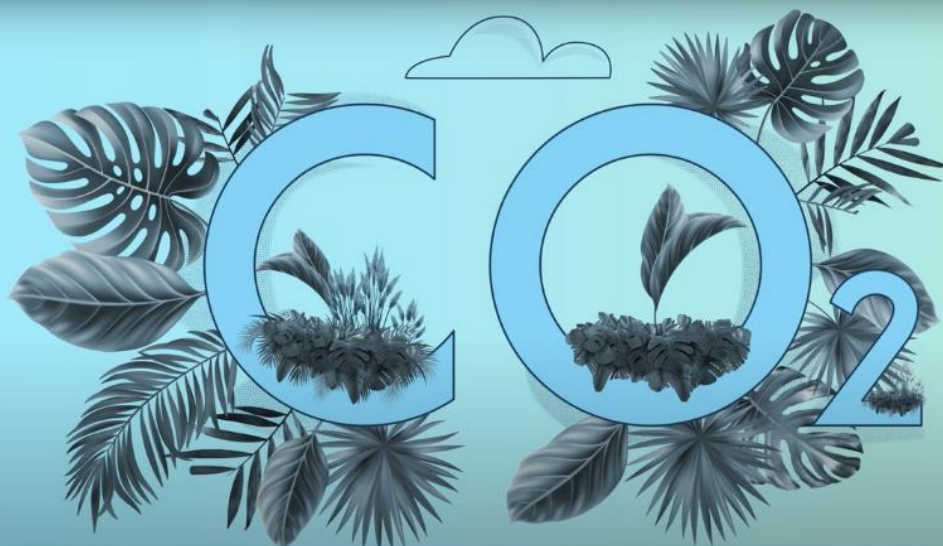
## Why it matters.

- Employer branding and recruitment campaign.
- "Giving a face" to the industry.
- Videos in local languages ensures reach among younger local audiences.
- Partnership ensured visibility and targeting as well as consideration.

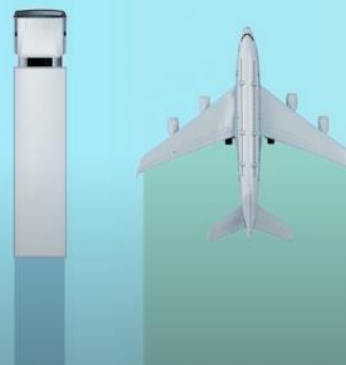
## WHAT *are* LOW-CARBON

*liquid*  *fuels*

# COMPATIBLE



## *Climate Neutrality* by 2050



### Highlights.

- Umbrella campaign launched in 2020
- Series of webinars, studies, animations
- Partnership with the Pau Motors Festival for the historic Grand Prix de Pau

### Why it matters.

- Multi-annual campaign
- Leveraging popular sports events
- Science-driven communication & visual materials

# HOW TO GET IT RIGHT?



# Reality check

- No, there are **no silver bullets** in digital advocacy.
- Yes, it is **time consuming**.
- No, we can't tell you for sure **what will work**.
- Yes, you need to **engage**.
- No, that **content** is interesting to YOU but not your audience
- Yes, this is a **long game**.







**VS**

**in**

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# The Audience



- Primarily **business-focused**
- Best source to reach out to **industry peers**
- LinkedIn considered **most trustworthy** social media platform
- Only **18% of "EU influencers"** check LinkedIn daily (vs 46% on Twitter) but it is on the rise (source: [Burson-Marsteller - Brussels media consumption survey](#))

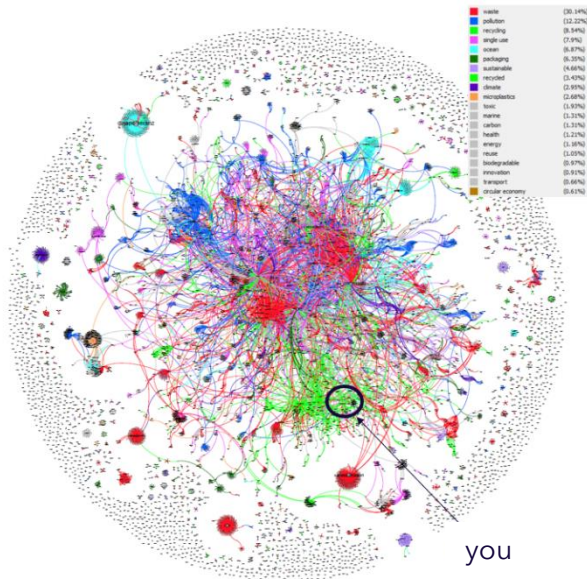


- **Policy Makers:** Usually MEPs engage if the debate is in their favour. Best chance during live events, after meetings, direct questions in replies.
- **Media:** They will follow only if you bring added value to the conversation. They engage only if it's worth their time.
- **Industry:** They are very likely to follow and engage if you are active and create good content they can share with their audience as well.

# How to reach your audience?

## Identify your influencers

- Who is talking about your topics?
- Are you interacting with them?
- Where are you placed in the discussion?



Example of a Social Network Analysis by SEC Newgate EU

Data collection window: July to November 2021

## The power of paid campaigns

- The rise of pay to play
- Organic content: the end of an era?
- The importance of targeting





# "CONTENT IS KING"

*Bill Gates, 1996.*

## **So create content that resonates:**

- Breaking-news on EU policy or industry developments.
- Insightful articles/analysis on EU policy or industry developments.
- Direct engagement with users.

# How to cut through the noise

## Consistency

Stick to 2-3 general topics  
Has to be timely  
Avoid Mondays & Fridays  
Avoid conflicting events/  
announcements

## Give it personality

Tone is important  
Be short and straight to the  
point

## Add value

Don't just share or state the  
obvious

- Give your opinion on the  
issues you engage with
- Offer a summary or  
analysis on a topic
- Share resources and  
explain why

## Engage with people

Find out who is talking about  
"your" topics and engage  
with them (start with  
following them)

- Tag / quote people you  
want to reach out to (don't  
just share their content)
- Events are a great excuse  
to engage with  
stakeholders

# Keep an eye on your performance

- Is your following growing?
- Are you increasing your visibility / impressions?
- What topics generate the most engagement?
- Who are the people engaging with you?

This will help you

**DO MORE OF WHAT WORKS!**

# 10 tips to leave with.

1. Remember you are talking to **people**
2. Keep it **short and sweet**
3. Make it **visual**
4. Talk about **societal issues**
5. Get **creative**
6. Use each **platform for its purpose & audience**
7. Create content that **adds value**
8. Want results? **Build engagement**
9. Learn from your own **analytics**
10. **Don't be afraid to try (new things)**





**Any questions?**



# Thank you.

Katarina Oja [koja@secnewgate.eu](mailto:koja@secnewgate.eu)

Vanessa Terrier [vterrier@secnewgate.eu](mailto:vterrier@secnewgate.eu)

Feriel Saouli [fsaouli@secnewgate.eu](mailto:fsaouli@secnewgate.eu)