



ABC of social media

Understanding social media | 18 June 2020

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EEA Communications Programme

Basics of communications

Why do we communicate?

→ Purpose/objective

1. Who can make a difference?
2. What does this person need to take action?
3. Do I have what is needed to make this person take action?
4. When and how do I act?

And where does social media come in?



Conversation - communication



- Listen - monitor
- Understand the context
- Get to know your audience – who can make a difference? Needs, values, habits...
- Convey the message when relevant – identify the timing
- Customise your communication to your audience: quantity of information, language, framing, format, channel, location specific?...
- Listen, react, ask, engage, conversation

Change can happen

Is impact defined by change?

Define purpose and then your approach

Trust in...

Invest in your brand...

Quality, transparency, findability, proximity, accessibility...

Pinch of salt: What is fake, what is real?

The change that never ends: algorithms



EEA Communication Framework objectives

*“...to ensure that EEA messages are heard and understood...
...inform environment and climate policies and broader discussions on transitions...
...proactive, principal source of reliable and timely information...
...ensure stronger engagement, continuous dialogue...
...exploit synergies with ...EU institutions and EEA member countries; and
...monitor the effectiveness of EEA communication...”*



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EEA social media outreach

- Since 2011
- Twitter, Facebook, LinkedIn
- 100,000+ followers from target audiences
- Key messages and figures from EEA products, and some more
- Collaboration with institutional partners



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Platforms and audiences



43K
Younger
Diverse
Some
countries



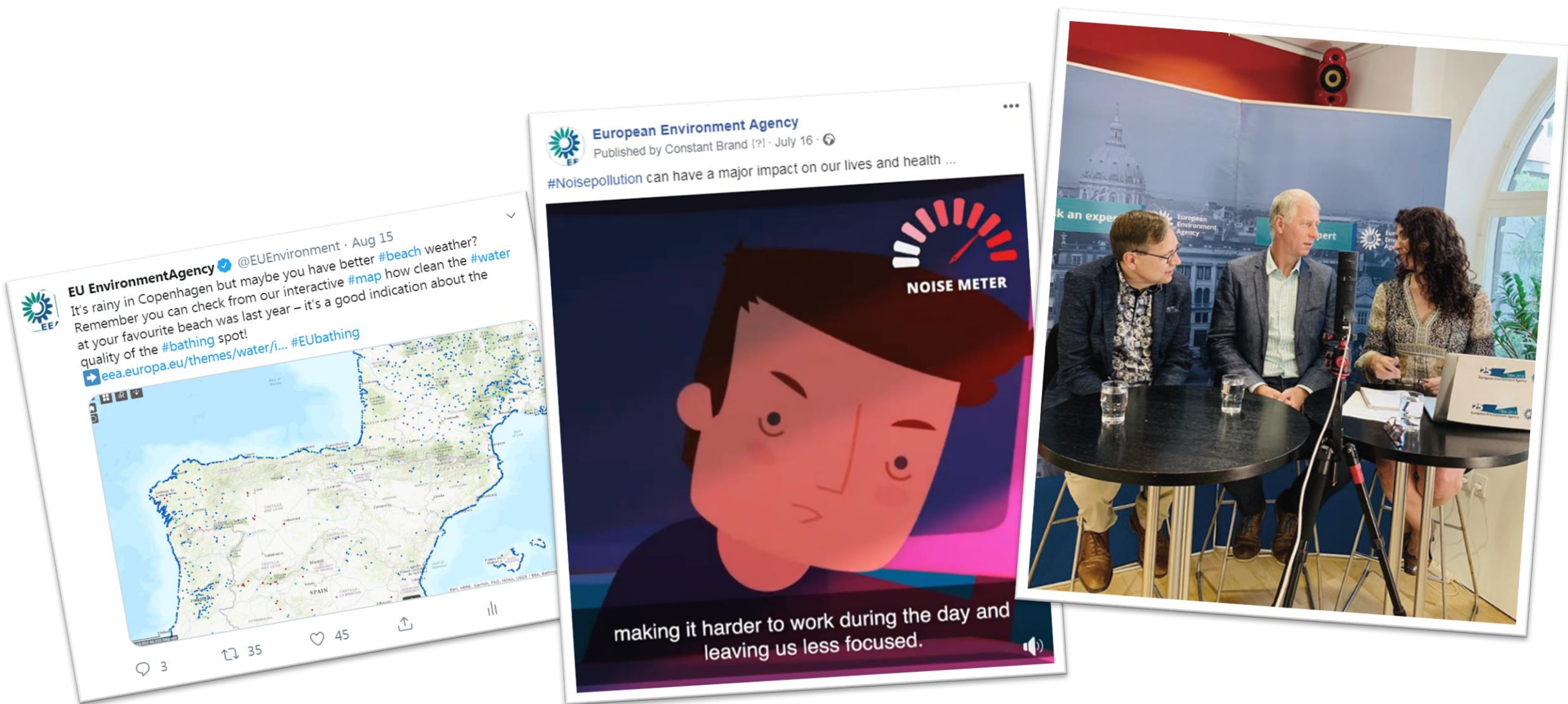
81K
Policy
Brussels
Think
tanks/NGOs
Engaged



45K
Research
Technical
Communities
(Growing)



Content



Guiding principles

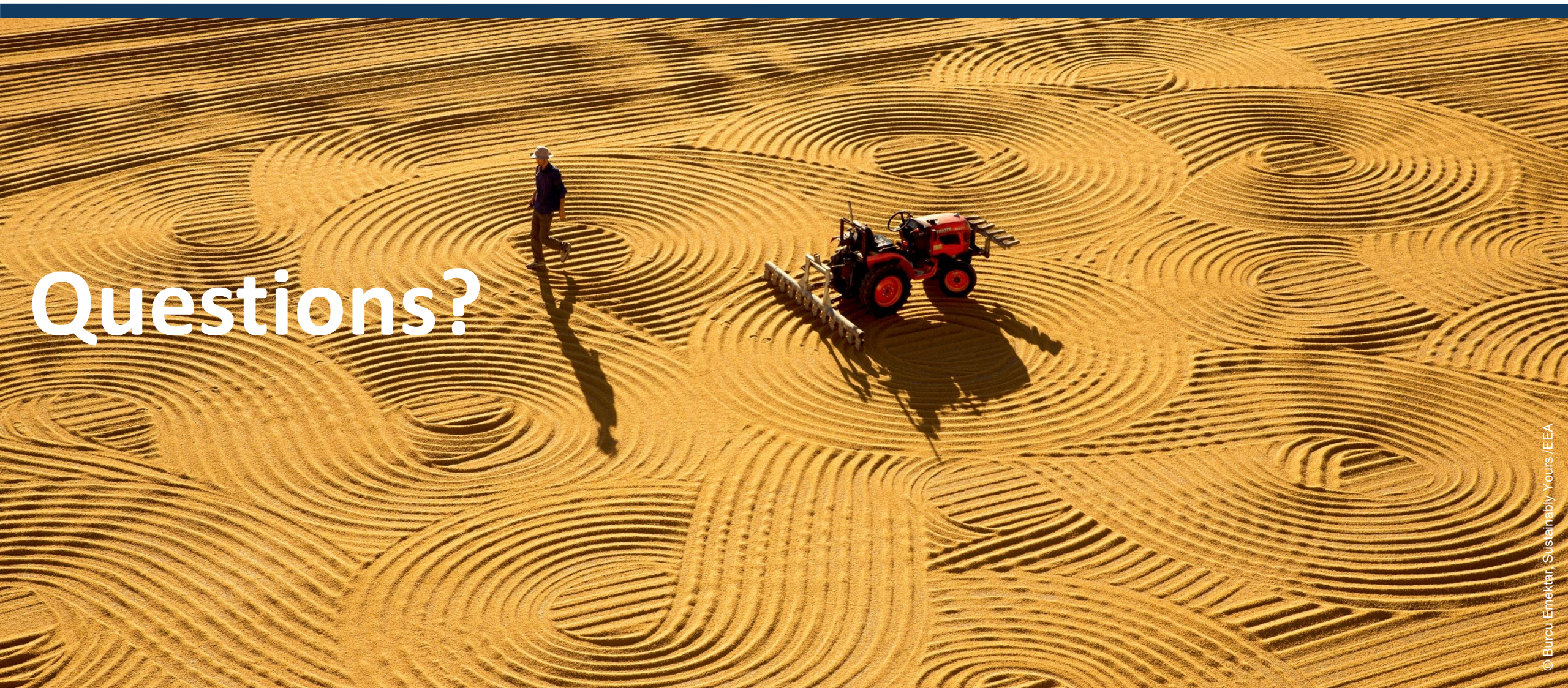
- Innovate: new content, new formats, new platforms
- Base social media communications on EEA Communication Framework objectives
- Strengthen the EEA's brand and public image (e.g. accessible, transparent, responsive, etc.)
- Consider cost and risk vs. reach and impact

Social media or not?



To consider before investing in social media:

- Define the **purpose/objective**
- Who 'speaks', and whose behalf? And to whom?
- Resource input and planning
- Code of conduct on social media – individual vs institutional



Questions?

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