

Transcript | Why Government Needs to Show Up on Social Media

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00:00:11.300 --> 00:00:12.590

Alice Sinclair: Hi!

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00:00:13.490 --> 00:00:23.019

Alice Sinclair: And welcome to this panel on why government needs to show up on social media. My name is Alice, and I'm a communications manager here at APolitical.

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00:00:23.160 --> 00:00:29.849

Alice Sinclair: It would be great to hear from all of you too, so please do post in the chat where you're joining us from, and what organization you work for.

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00:00:29.850 --> 00:00:47.119

Alice Sinclair: Today, we're looking at how civil servants can build trust in government through the most public channel available, social media, where we will hear how teams across international organizations are using social media to bring policies closer to people by working with trusted local voices, focusing on meaningful engagement.

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00:00:47.120 --> 00:00:50.079

Alice Sinclair: And maintaining credibility through crises.

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00:00:50.140 --> 00:01:01.240

Alice Sinclair: For those of you who may be joining us for the first time, welcome! APolitical is the world's largest community for government, used by over a quarter of a million public servants and policymakers from more than 170 countries.

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00:01:01.340 --> 00:01:10.629

Alice Sinclair: Our mission is to make government smarter, and we do this by equipping public servants worldwide with the knowledge and skills they need to lead change.

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00:01:10.670 --> 00:01:26.659

Alice Sinclair: Please do jump in the chat and introduce yourself. We have... we have Stephen from Ottawa. Welcome. Thank you for being here, and thank you to everyone else. And a special welcome to those of you who are already members of Apolitical's government comms community.

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00:01:26.660 --> 00:01:42.149

Alice Sinclair: If you're not yet a member, we're thrilled to extend an invitation to connect with your peers across the world. It is a space to share communications insights and best practices with the global public sector community. You can join via the link my colleague will post in the chat in just a second. There it is.

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00:01:42.190 --> 00:02:01.360

Alice Sinclair: And we will continue the conversations there started at today's event in the community, so please click through and introduce yourself. And hi to Judith, hi Judith. And hi to Ali, and Dalia, and Jeff. It's really lovely to have you all here. Thank you. I'll get a few technical notes out of the way before we get into today's conversation.

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00:02:01.360 --> 00:02:06.749

Alice Sinclair: This event is recorded for on-demand viewing on the Apolitical website, so please don't record it yourself.

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00:02:06.880 --> 00:02:15.579

Alice Sinclair: Contact details for privacy concerns are in the apolitical homepage footer. Closed captions are available and can be toggled on or off in your screen settings.

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00:02:15.880 --> 00:02:23.469

Alice Sinclair: Right, before we introduce our speakers, we're going to run a few quick polls to get a sense of where you're coming to today's conversation from.

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00:02:23.740 --> 00:02:26.060

Alice Sinclair: Now, let's have a look at the first poll.

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00:02:26.220 --> 00:02:31.090

Alice Sinclair: How confident do you feel about using social media as a public servant?

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00:02:31.710 --> 00:02:48.370

Alice Sinclair: Very confident. I post regularly and engage actively. Somewhat confident. I use it occasionally, but carefully. Cautious. I mostly observe rather than post, or not confident at all. I avoid it entirely. I will give you a couple of seconds

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00:02:48.610 --> 00:03:04.070

Alice Sinclair: Just to make your choice, and I can see them coming in. Up top at the moment, we have cautious. I mostly observe, rather than post. That's way ahead with 40%. And very confident, we have 26%.

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00:03:04.670 --> 00:03:11.090

Alice Sinclair: Thank you for that. Thank you, everybody. Right, and now for the second Paul.

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00:03:13.290 --> 00:03:18.950

Alice Sinclair: If you could improve one thing about your team's use of social media, what would it be?

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00:03:19.140 --> 00:03:21.050

Alice Sinclair: More proactive storytelling.

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00:03:21.320 --> 00:03:37.690

Alice Sinclair: Faster responses in crises, better coordination across departments, more data-driven insights. Or, if you have anything else that isn't on that poll, please do comment in the chat if there's anything you would improve about your team's use of social media.

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00:03:39.280 --> 00:03:57.439

Alice Sinclair: We always love to hear what the bugbears are in comms, and here we have... more proactive storytelling is just squeaking ahead, with 41%, better coordination across departments at 37%. That would be my personal... my personal bugbear.

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00:03:58.030 --> 00:03:59.030

Alice Sinclair: Great.

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00:03:59.550 --> 00:04:04.589

Alice Sinclair: Thank you very much, you should be able to see those results now. And thank you for taking part in those polls.

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00:04:05.350 --> 00:04:13.640

Alice Sinclair: Now, I would like to introduce our speakers. We're fortunate to have three brilliant guests today, Claudia, Nicholas, and Roxandra.

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00:04:14.070 --> 00:04:33.779

Alice Sinclair: Claudia Bentz has over a decade of experience in digital communications with EU institutions. She has worked on EU-wide campaigns and diverse digital projects, including managing social media for the European Committee of the Regions. She now leads an innovative team shaping the Committee of Regions' social media strategy and content.

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00:04:34.130 --> 00:04:53.470

Alice Sinclair: Nicholas Bruno is a strategic communications consultant at UNDP, who has worked for intergovernmental agencies from the UN, World Bank, and EU, as well as non-profits, associations, media, and political groups. He has managed digital advocacy campaigns on international development, education, sustainability, and climate change issues.

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00:04:53.740 --> 00:05:13.700

Alice Sinclair: Roxandra Laura Basilka helps mission-driven organizations share their stories with clarity and confidence. With over a decade's experience across EU institutions, nonprofits, and research bodies, she now serves as Board Director of Partnerships at IBAC Emina, connecting communication leaders and building collaborations from her base in Brussels.

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00:05:13.700 --> 00:05:19.990

Alice Sinclair: You can read their full bios by visiting the resources tab at the bottom of your Zoom screen, and heading to the Speakers section.

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00:05:20.840 --> 00:05:29.899

Alice Sinclair: Now, before we launch into today's panel, I thought we could start with a quick icebreaker question, just to get things warmed up. So, Claudia, Roxandra, and Nicholas.

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00:05:29.970 --> 00:05:50.839

Alice Sinclair: What is the most surprising or delightful thing you have come across online recently? I'll give you a moment to think about it, but everyone else, please do answer this question in the chat, because I would love to see those. Right, I will go to Claudia first, if you could let me know what the most delightful thing you have come across online recently is.

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00:05:51.280 --> 00:06:07.410

Klaudia Bencze: Thank you very much, and hello everybody. Super nice to meet you here online, and I'm seeing all the little comments, and very interested also what you're going to answer to this question, but I wanted to bring up an example which I came across, like, a month ago, two months ago.

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00:06:07.410 --> 00:06:16.400

Klaudia Bencze: It was an Instagram video reel from some Oxford students discussing the Finno-U-Greek language family.

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00:06:16.440 --> 00:06:32.009

Klaudia Bencze: And why it was interesting for me, because I'm Hungarian, so my language belongs to this very small and specific family of languages, and what I was most surprised, positively surprised about, that there was such,

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00:06:32.010 --> 00:06:45.739

Klaudia Bencze: interesting discussion in the comments section, apart from very big engagements in these videos, which showed me a lot of love towards and interest towards my native language, which was pretty cool.

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00:06:45.760 --> 00:07:03.310

Klaudia Bencze: But yeah, what I... what I was... what was the really positive thing about it is this very interesting, insightful comments from people, so not the usual spams, or not the usual, you know, clickbaity comments, but really a meaningful conversation from where I also learned some new things about my own language, so that was pretty cool.

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00:07:04.680 --> 00:07:10.430

Alice Sinclair: That's great, thank you so much, Claudia, I love that. Roxandra, could I come to you next?

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00:07:11.210 --> 00:07:25.520

Ruxandra-Laura Bosilca: Yes, I love this question. So last week, on 13th of November, it was World Kindness Day, which is actually an international day that highlights acts of kindness in communities across the world.

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Ruxandra-Laura Bosilca: And to mark the day, the United Nations shared on LinkedIn a very beautiful post, with a bright, heartwarming visual, and the message, kindness is our shared responsibility.

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Ruxandra-Laura Bosilca: And the post itself was lovely, but what really made me smile were the thousands of positive comments and reactions

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Ruxandra-Laura Bosilca: from people everywhere. They shared small good deeds, things they did, or inspiring moments they witnessed in their communities. And it was such a great reminder that kindness is everywhere, and it's something that we should celebrate every day. So I really like their take on World Kindness Day.

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00:08:05.450 --> 00:08:09.630

Alice Sinclair: Thank you, Roxandra, that's really lovely. And last but not least, Nicholas.

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00:08:10.870 --> 00:08:15.650

Nicholas Bruneau: We should have an algorithm that prefers kindness to,

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00:08:15.810 --> 00:08:27.710

Nicholas Bruneau: to, to negative comments. But, what I have seen is, recently, the UN at, UNGA, shared behind-the-scenes videos of, the, the.

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00:08:27.710 --> 00:08:40.849

Nicholas Bruneau: how the, the UN General Assembly is going, and, what's really happening behind the scenes. And I've seen also, just recently, the, European Council doing something similar. So it looks like...

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00:08:40.850 --> 00:08:51.450

Nicholas Bruneau: these organizations that before would operate behind closed doors are starting to open up, so it's great to see that, and I'm hoping to see more of that on social media.

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00:08:52.840 --> 00:09:07.350

Alice Sinclair: That's really great. Thank you, Nicholas. Yeah, I agree, I thought it would be lovely to see that... more of that from organizations around the world. Right, well, I'm going to

pass over to our first speaker, who is Claudia. Claudia, if you would like to step forward and share your slides.

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00:09:08.520 --> 00:09:11.090

Klaudia Bencze: Thank you very much. Yes, I'm going to do that.

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00:09:12.520 --> 00:09:15.230

Klaudia Bencze: Please give me a confirmation that you can see.

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00:09:15.410 --> 00:09:17.750

Alice Sinclair: Yes, I can. It's looking good for me.

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00:09:17.750 --> 00:09:33.019

Klaudia Bencze: Awesome, okay, great. So again, hello everybody, and welcome to this webinar. As it was already mentioned, I'm joining you here from Brussels, from the European Committee of the Regions, for which I'm the social media head of sector, as we call it.

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00:09:33.020 --> 00:09:40.440

Klaudia Bencze: And I'm going to bring you home, let's call it a case study, or an experience that we have had recently,

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Klaudia Bencze: That very much links to the fact of how we can

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00:09:43.720 --> 00:09:58.819

Klaudia Bencze: yeah, build more trustworthy content, content that engages more and gets closer to the people from European institutions, who are very often accused of being faceless institutions. So...

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00:09:58.820 --> 00:10:09.340

Klaudia Bencze: In order to do that, I would like to just say one short intro about what the European Committee of the Regions is, because that's important for us, for you, to...

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00:10:09.340 --> 00:10:22.540

Klaudia Bencze: to get as a context. So, as you can see, it's, we call ourselves the voice of the Regions and Cities in the European Union, and we represent local and regional authorities across the European Union.

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00:10:22.590 --> 00:10:46.520

Klaudia Bencze: and advice on the laws, on EU laws, that is going to have an impact at the local and regional level, which actually is the majority of the EU legislation that's happening. What is very important to know is that, so we are an EU body, a smaller EU body. We have altogether, like, 500 civil servants working for here, and my team is also rather small. We are talking about three staff, and

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00:10:46.550 --> 00:10:50.250

Klaudia Bencze: and three consultants, in this case.

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00:10:50.330 --> 00:11:05.019

Klaudia Bencze: and we are not a co-legislator, so we are not, like the European Parliament or the Commissions, who are taking, basically creating those laws, but we are a kind of, let's call it an internal advisory body of the European Union, so...

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Klaudia Bencze: Why did I want to tell you this? Because this very much also defines what our social media service is doing, and what is that we want to achieve. Our target audience is not principally European citizens at large, and the 500, almost 500 million of it.

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00:11:21.020 --> 00:11:37.120

Klaudia Bencze: but rather, really, the local and regional level, local and regional politicians, but practitioners, authorities, and everything that concerns, really, the local implementation of EU laws and their input towards EU laws. So...

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00:11:37.120 --> 00:11:43.790

Klaudia Bencze: I highlighted here a couple of words, voice, local and regional, and impact, because that was really...

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00:11:43.790 --> 00:11:56.470

Klaudia Bencze: our biggest challenge is how social media can contribute to get this voice heard here in Brussels, but also to get the EU's voice into these local and regional entities.

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00:11:56.980 --> 00:12:20.700

Klaudia Bencze: But first, I want to jump a little bit into something that I really wanted to make sure I share with you, because it's a very recent study on the social media use for news and social issues, consumption, let's call it like that, that was recently produced by our fellow institution, the European Parliament. It's a so-called, European, so-called Eurobarometer

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Klaudia Bencze: report.

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00:12:21.910 --> 00:12:33.569

Klaudia Bencze: And I wanted to bring it here because maybe not all of you are familiar with the Eurobarometer report generally, and this is very recent. And, while the project I'm going to talk about is

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00:12:33.680 --> 00:12:44.619

Klaudia Bencze: maybe a year old altogether, and this is very recent, it still subscribes very much of what we are trying to achieve. So, a couple of facts here that I want to really drive your attention to is...

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00:12:44.620 --> 00:13:04.679

Klaudia Bencze: From the finding of this survey, you can understand that the use of digital sources and traditional media are very much getting close to each other, while traditional media is still in the lead. If you look at all the age groups, you can of course see that in the younger age groups, this is already taken over by digital resources.

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00:13:04.830 --> 00:13:15.360

Klaudia Bencze: Another important thing, which I hope we're going to talk about today, is that two-thirds of the respondents of this survey said that they were exposed to this information in the past week.

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Klaudia Bencze: So, everybody's very much aware of this information affecting their daily information consumption.

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Klaudia Bencze: Another very important thing here is that one-third of the respondents said they are following influencers or content creators, and among the young, this is even higher. That's three-fourths of people who are actually,

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Klaudia Bencze: looking for those sources of information. And the last fact, which is extremely interesting for us as a representative of local and regional interest here in the EU, is that respondents said that they'd rather follow national, local government or politician than an international organization or an EU body.

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Klaudia Bencze: But the big picture is not this rosy for us, actually, because half of the respondents, and they don't follow at all these kind of accounts, so...

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Klaudia Bencze: Voila, here's the challenge. How are we going to get to our target audiences if this is the... the picture that we... that we see?

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Klaudia Bencze: So...

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00:14:13.470 --> 00:14:27.259

Klaudia Bencze: I would like to jump back again a little bit, like, a year ago or so, when we were looking at our content, and we were really thinking, alright, how are we adapting to this outside world, or social media channels, and how are we making

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00:14:27.260 --> 00:14:51.169

Klaudia Bencze: the most beyond our corporate... traditional corporate communication objectives and tools, and we really applied a very close audit to our content, and here I want to highlight that it wasn't a one-off audit, which I think we tend to do quite often in public administration. You do one big audit, and then based on that, you define your strategy, but we actually

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00:14:51.220 --> 00:15:03.710

Klaudia Bencze: Adapted it to a weekly, and then a bi-weekly audit of our content, so that we had always, like, a really immediate feedback loop of what the content that we were posting was working and not.

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00:15:03.730 --> 00:15:23.169

Klaudia Bencze: We were really focusing on reels and trends and trying to understand how they work, we were studying them, and we had to be very honest with ourselves and just really say that we have to understand our audience better and see what they really want. So, out of this, we identified a target audience that we want to work with.

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Klaudia Bencze: And a type of content they want to work with, which is collaboration.

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Klaudia Bencze: So, the Committee of the region has an alumni network of young elected politicians, which is a network we've been running for a couple of years now, and a couple of hundred young elected politicians are part of it. They are between 25, sorry, between 20 and 35 years old, and they are all locally elected young politicians. So, we basically addressed them as a main target audience.

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00:15:51.110 --> 00:16:05.620

Klaudia Bencze: to work with as collaborators. And then, our project was born. The so-called Mojo, or Mobile Journalism Project, was a scheme for social media content creation together with these young politicians.

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Klaudia Bencze: That results in Instagram collaborations at the end. We really gave them an editorial freedom, but we helped them with the final editing and publishing of the...

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00:16:15.790 --> 00:16:32.799

Klaudia Bencze: of the product, we helped them to choose a specific story, a specific format between reels or photographic content, and as I said, we really supported them with the editing phase. Why we did that? Because we really wanted them to talk about

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00:16:32.850 --> 00:16:55.649

Klaudia Bencze: what the EU has to do with their villages, towns, regions, what is it that they see from the EU, what is that they want to talk about, how they want to talk about their own local communities towards the EU. So we really wanted to leverage their already existing followership, which is in their own languages, many times, of course.

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00:16:55.650 --> 00:17:02.290

Klaudia Bencze: And to try to find something that links their communities to the European Union.

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Klaudia Bencze: So...

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00:17:04.680 --> 00:17:20.129

Klaudia Bencze: That's... again, I already mentioned that local politicians tend to be more trusted in their communities than even EU institutions, so that was something that really wanted to benefit from. We wanted to put their faces to certain policies, certain actions that the EU does.

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00:17:20.130 --> 00:17:31.050

Klaudia Bencze: And on the other side, we also wanted to have, like, a secondary benefit of training them, let's call it like that, as political influencers, or influencer politicians.

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00:17:31.050 --> 00:17:44.210

Klaudia Bencze: who understand that their digital presence has an impact, and that they understand how this digital presence should be done, let's say, in a right way. I'm just, like, giving one practical example. Copyright.

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00:17:44.210 --> 00:18:01.789

Klaudia Bencze: or the right of sharing images of minors. These are things that maybe people are not necessarily aware of in their daily work, and when we were providing training to these young politicians, we were really making sure that they understand this. We gave them specific training, we brought them

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00:18:01.790 --> 00:18:07.940

Klaudia Bencze: Specific external speakers who are really experts in the field of social media, communication, and

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00:18:07.940 --> 00:18:16.570

Klaudia Bencze: gave them a MasterCard, a master... sorry, a masterclass. So it was like a full scheme to... to provide them with this possibility.

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00:18:16.960 --> 00:18:28.140

Klaudia Bencze: So what happened is that we received their, input, received their submissions that were, in the first, first, first, first round,

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00:18:28.280 --> 00:18:37.710

Klaudia Bencze: wheels, and I will show you just one here quickly, to give you an idea of how they look like. There's going to be a huge renovation going...

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00:18:37.980 --> 00:18:55.619

Klaudia Bencze: Yeah, I didn't want to play the full thing, because we don't have time, but... so we received a couple of submissions. They were super nice, the collaboration was really a learning path for all of us, but we didn't receive as many as we expected. We were really hoping that the initial amount of people who wanted to do this with us were about 50,

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00:18:55.620 --> 00:19:08.199

Klaudia Bencze: And at the end of the day, we only got 4 submissions, and then you would say, like, but that's really nothing. And yes, it was not the amount that we expected, but that was really, as I said, a good opportunity to learn.

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00:19:08.200 --> 00:19:27.909

Klaudia Bencze: how this really motivated or not these young politicians who work with us. Nevertheless, we still gained extra views and extra followers thanks to these videos, so what we did the next time is that we thought about, okay, what was maybe the difficulty with this,

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00:19:28.260 --> 00:19:29.819

Klaudia Bencze: With this first scheme.

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00:19:29.850 --> 00:19:45.799

Klaudia Bencze: And then we got to a second scheme, which... where we made two crucial changes. One, we gave them much clearer, briefing. We gave them two very specific trending formats. This is important, the formats that were trending in a given moment.

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00:19:45.800 --> 00:19:52.250

Klaudia Bencze: And, we gave them a bit more freedom of how to, you know, talk about their cities.

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00:19:52.250 --> 00:20:10.020

Klaudia Bencze: And regions, and just because, like, tweaking it a little bit, making it a bit lighter on the process, and really leveraging trending formats, we gave... we got triple the submissions, and also the view numbers on these videos were, about the double than we got, first.

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00:20:10.020 --> 00:20:24.009

Klaudia Bencze: And altogether, the project really made our benchmark been raised, because the very beginning, when we started, we had about 1,500 views on our Reels, on our account, and thanks to all these submissions, we... this benchmark was raised to 3,000.

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00:20:24.010 --> 00:20:29.490

Klaudia Bencze: So, that was really something that globally also affected, our account.

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00:20:29.490 --> 00:20:53.450

Klaudia Bencze: And then the final slide I want to show is this, because this whole project had a spillover effect on all the other collaborations we had with others, notwithstanding because these young politicians wanted to engage on other topics, they wanted to engage on our plenaries, they wanted to engage on policies like youth dialogue, their, the representance over a committee, but also on the right side, you see actual

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00:20:53.450 --> 00:20:57.360

Klaudia Bencze: Committee of the Region members, so official members.

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00:20:57.360 --> 00:21:15.990

Klaudia Bencze: who are not officially young, even if they see me in this photo, but basically they also started to apply this collaboration methodology and also the style of trending videos. So, all this together had, like, really a spillover effect on how we engage our stakeholders to communicate about

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00:21:15.990 --> 00:21:35.440

Klaudia Bencze: Or main messages. So, just to wrap up quickly, what we learned about this project is that we launched the big module project again, much leaner, smarter, faster. We also had already... we are in the middle of it, so we haven't received any submissions, but we are hoping to get more.

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00:21:35.440 --> 00:21:54.250

Klaudia Bencze: We also think that each collaboration, no matter what the engagement, is a learning opportunity for them, it's a learning opportunity for us, and no matter what, we're gonna get to new audiences with them. As I said, it's important for us, the learning part, that these politicians learn how to become digital influencer.

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00:21:54.250 --> 00:21:59.559

Klaudia Bencze: And all in all, to talk about what... it was an impact for us as a social media team.

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00:21:59.560 --> 00:22:20.539

Klaudia Bencze: I think we understood that it's ongoing. We always have to try, adapt, experiment, fail, and then try again, adapt, and experiment, and fail. So, I really would like to encourage you this mindset when you talk about social media, projects, because, yeah, that's the only way to do it. It's a very fast-changing environment, and what works today might not work tomorrow.

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00:22:22.000 --> 00:22:35.109

Alice Sinclair: Great. Thank you so much, Claudia. That was really interesting, a really fresh way of approaching social media strategy. And I'm going to head straight over to Nicholas, if you're ready to... if you're ready to go with your slides as well.

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00:22:39.500 --> 00:22:43.190

Nicholas Bruneau: Alrighty, thanks. I'll just, set that up now.

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00:22:43.560 --> 00:22:44.679

Alice Sinclair: Thank you.

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00:22:45.050 --> 00:22:48.279

Alice Sinclair: And I can see that.

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00:22:49.900 --> 00:22:53.410

Nicholas Bruneau: And, I... I completely agree,

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00:22:54.190 --> 00:23:10.500

Nicholas Bruneau: trying to learn from our mistakes and trying to experiment is something that is essential, and I'll also touch on that briefly. What I'll be talking about today is how do you get results from social media? And so the question is, how do you get from this

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00:23:10.640 --> 00:23:22.760

Nicholas Bruneau: This doom-scrolling person who's very, inactive, to really something that is really active, where people are really, really actively participating in your campaign.

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Nicholas Bruneau: So briefly, I've been introduced, but I'm a strategic communications consultant. I've worked for the UN, the World Bank.

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Nicholas Bruneau: And I'm based in Cascais, Portugal. I'm British and Canadian, so it's great to see some of you, from my native Canada, and also

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00:23:39.040 --> 00:23:40.420

Nicholas Bruneau: From the UK.

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00:23:42.090 --> 00:23:57.320

Nicholas Bruneau: So, I'll be talking about the Raise Your Hand campaign, which I worked on. It was led by the Global Partnership for Education, which is a fund hosted by the World Bank, that, supports

123

00:23:57.710 --> 00:24:01.980

Nicholas Bruneau: Education programs around the world, particularly in developing countries.

124

00:24:03.810 --> 00:24:05.800

Nicholas Bruneau: There was a big challenge, however.

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00:24:06.010 --> 00:24:23.179

Nicholas Bruneau: the campaign was being developed right at the beginning of the COVID pandemic. So, all of a sudden, the team was faced with a total lockdown. They had to look at ways to adapt. There was no possibility of traveling, there was no possibility of even hiring,

126

00:24:23.510 --> 00:24:38.480

Nicholas Bruneau: or creating videos locally. They had to do everything virtually, and so the challenge, the question was, when you can't travel, how do you tell stories? How do you get people engaged in a really impactful way online?

127

00:24:40.750 --> 00:24:46.810

Nicholas Bruneau: So the solution was they worked with, the, their media agency.

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00:24:47.710 --> 00:24:59.299

Nicholas Bruneau: to develop an interactive website. So, the website was encouraging supporters to raise their hand for education, so as a way of supporting funding for education.

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00:24:59.300 --> 00:25:10.890

Nicholas Bruneau: And that was the main call to action of the campaign. So everything stemmed towards that, towards the website, into getting people involved and active in the campaign through the website.

130

00:25:11.140 --> 00:25:28.110

Nicholas Bruneau: And so this included a host of, different activities, so virtual events, videos, media partnerships. A lot of the events were locally, organized, and, sometimes organized by themes.

131

00:25:28.320 --> 00:25:33.070

Nicholas Bruneau: So we're touching different audiences at different times.

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00:25:33.230 --> 00:25:34.490

Nicholas Bruneau: And so we used...

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00:25:34.640 --> 00:25:45.120

Nicholas Bruneau: On one hand, email, of course, but also a mix of paid and organic social media, to really drive people towards the interactive website.

134

00:25:47.310 --> 00:25:59.079

Nicholas Bruneau: And so the results were quite strong. We also had an influencer campaign, so we got support from numerous high-profile personalities, and also people that were known in their countries.

135

00:25:59.220 --> 00:26:12.120

Nicholas Bruneau: not just global influencers, but also some local influencers as well, some local politicians. Overall, we got over 4.9 million people, participating in the campaign.

136

00:26:12.310 --> 00:26:26.499

Nicholas Bruneau: and 8,000 people taking action online, and all of that culminated with the Global Education Summit, which was a hybrid event that was in London. So we're still in COVID time, so we had to have a very restricted

137

00:26:27.000 --> 00:26:39.739

Nicholas Bruneau: audience there, and it was also broadcast on social media, allowing us to really reach 120,000 viewers. And then thanks to that, we were able to raise 4 billion US dollars.

138

00:26:39.740 --> 00:26:42.639

Audio shared by Nicholas Bruneau: For education programs worldwide.

139

00:26:44.240 --> 00:26:50.150

Audio shared by Nicholas Bruneau: In October 2020, a girl raised her hand to reach for her future.

140

00:26:50.810 --> 00:26:52.440

Audio shared by Nicholas Bruneau: And a movement began.

141

00:26:54.440 --> 00:26:58.989

Audio shared by Nicholas Bruneau: Raise your hand. I raise my hand. We raise our hand. I raised my hand. I raise my hand.

142

00:26:59.470 --> 00:27:05.629

Audio shared by Nicholas Bruneau: We, together, we created the world's longest raised hand.

143

00:27:07.760 --> 00:27:10.830

Audio shared by Nicholas Bruneau: Taking the message higher, And higher.

144

00:27:18.680 --> 00:27:26.289

Audio shared by Nicholas Bruneau: Education is the key to creating the world we want, now more than ever. The stakes are higher than ever.

145

00:27:26.850 --> 00:27:39.239

Audio shared by Nicholas Bruneau: That's why the Global Partnership for Education is hoping to raise at least \$5 billion to transform education for over 1 billion children and youth. We raise our hands to transform education.

146

00:27:39.410 --> 00:27:43.839

Audio shared by Nicholas Bruneau: I'm raising my hand. I raise my hand for education. Raise your hand.

147

00:27:44.190 --> 00:27:46.499

Audio shared by Nicholas Bruneau: Fund education. Join us.

148

00:27:46.670 --> 00:27:48.399

Audio shared by Nicholas Bruneau: And raise your hand.

149

00:27:48.540 --> 00:27:52.589

Audio shared by Nicholas Bruneau: So that every girl and boy can build a brighter future.

150

00:28:09.350 --> 00:28:24.929

Nicholas Bruneau: So here are my top recommendations. I'll have 3 clear recommendations here. First is to have a clear call to action, second is to work with influencers, and third is to be agile. And that goes back to our initial comments earlier about learning.

151

00:28:25.130 --> 00:28:26.590

Nicholas Bruneau: And experimenting.

152

00:28:26.800 --> 00:28:39.060

Nicholas Bruneau: So having a clear call to action was the key success factor for this campaign. We were clear on our objectives, we knew what we wanted to do, which was to drive people to participate.

153

00:28:39.090 --> 00:28:53.910

Nicholas Bruneau: In the website. And we had to learn, also, how to make it easy for them to take action. This is a major challenge, so that people are not only engaged in the campaign, but are also encouraged

154

00:28:54.190 --> 00:28:55.660

Nicholas Bruneau: To take action.

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00:28:56.050 --> 00:29:09.390

Nicholas Bruneau: One example of perhaps high reach but low conversion is the Make My Money Matter campaign with Olivia Coleman. You may have seen the video. It was viewed 15 million times

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00:29:09.390 --> 00:29:15.549

Nicholas Bruneau: But only 2,000 people went to the website and took action. So this is, for me, a clear example

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00:29:15.550 --> 00:29:33.139

Nicholas Bruneau: of a great campaign, but that had a very low conversion, because the call to action wasn't clear, and it was very complex for you to actually get to the website, or even participate. So that has to be clear right from the start, and it has to be part of

158

00:29:34.280 --> 00:29:42.569

Nicholas Bruneau: All of your communications and really the main focus if you want to really get people to take action.

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00:29:42.780 --> 00:29:53.670

Nicholas Bruneau: Now, the second point is to work with influencers, so, previously we've just talked about that, and it can also be micro-influencers, but you can see here

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00:29:53.670 --> 00:30:04.050

Nicholas Bruneau: the impact of just one tweet from Rihanna and one retweet from Malala. It just brought our social media up through the roof.

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00:30:04.050 --> 00:30:08.289

Nicholas Bruneau: So, of course, it's not necessary to work with

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00:30:08.290 --> 00:30:30.219

Nicholas Bruneau: these globally known influencers. Local influencers, like the young local politicians, can really, really make... help you to make headway into key audiences. So the idea here is to really find influencers that align your values, to work with them, and get to know them before, to make sure that they are there for the right reasons.

163

00:30:30.220 --> 00:30:36.330

Nicholas Bruneau: That, and, and also that they're going to really participate.

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00:30:36.410 --> 00:30:40.320

Nicholas Bruneau: In, in a really authentic way in your campaign.

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00:30:42.860 --> 00:30:46.340

Nicholas Bruneau: And finally, as we mentioned.

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00:30:46.900 --> 00:31:01.609

Nicholas Bruneau: being agile is essential, particularly for a digital campaign that really allows you to really adapt and to change. So you need to be constantly listening, you need to be, getting feedback and looking at data, looking at analytics.

167

00:31:01.760 --> 00:31:05.490

Nicholas Bruneau: And also gathering some qualitative feedback

168

00:31:05.610 --> 00:31:11.650

Nicholas Bruneau: To really, adapt accordingly, so that you really reach your objectives.

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00:31:14.080 --> 00:31:26.299

Nicholas Bruneau: And if you do want to find out more, my book, Engage with Impact, brings together the GPE case study, and also numerous other case studies of public organizations that have succeeded online.

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00:31:27.830 --> 00:31:30.050

Nicholas Bruneau: And that's at engagewithimpact.com.

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00:31:32.010 --> 00:31:56.939

Alice Sinclair: That's fantastic. Thank you so much, Nichos. That was really interesting. If only we could all get Malala and Rihanna to tweet for us, and Michelle Obama to appear in our campaigns, then we'd be flying. But, you know, we make do of what we can. But no, that was really interesting. Thank you. And we're going to hand over to Roxandra next. If you would like to start sharing your screen, Roxandra, and I'm just going to talk over you whilst you do.

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00:31:57.250 --> 00:32:08.649

Alice Sinclair: I just want to take a moment to encourage everyone to get their questions submitted in time for the Q&A. We do have 3 highly experienced communications experts here, so please don't hold back. There is no such thing as a bad question.

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00:32:09.090 --> 00:32:13.420

Alice Sinclair: And, Roxandra, when you are ready, I will hand over to you.

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00:32:15.650 --> 00:32:19.679

Alice Sinclair: Let me know if you're having any issues. That looks good to me.

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00:32:19.960 --> 00:32:22.669

Ruxandra-Laura Bosilca: Okay, can you see the presentation?

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00:32:22.800 --> 00:32:25.969

Alice Sinclair: I can see the presentation, it's, it's small at the moment.

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00:32:26.590 --> 00:32:27.690

Ruxandra-Laura Bosilca: Okay.

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00:32:28.050 --> 00:32:29.180

Ruxandra-Laura Bosilca: Better now?

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00:32:29.180 --> 00:32:30.880

Alice Sinclair: Yeah, that's perfect. Thank you very much.

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00:32:30.880 --> 00:32:32.330

Ruxandra-Laura Bosilca: Okay, great.

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00:32:32.440 --> 00:32:39.779

Ruxandra-Laura Bosilca: So today I want to talk about a very timely topic, which is building trust on social media during a crisis.

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00:32:40.100 --> 00:32:47.349

Ruxandra-Laura Bosilca: And I'd like to share 5 lessons I've learned from a campaign I led at the Enterprise Europe Network.

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00:32:47.640 --> 00:32:53.490

Ruxandra-Laura Bosilca: For context, DEN is a program run by the European Commission.

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00:32:53.790 --> 00:33:01.999

Ruxandra-Laura Bosilca: And it also happens to be the world's largest business support program for small and medium-sized businesses across the world.

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00:33:02.190 --> 00:33:15.920

Ruxandra-Laura Bosilca: It's active in over 60, 56 countries, and on an annual basis, we help around 260,000 small businesses.

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00:33:16.090 --> 00:33:33.570

Ruxandra-Laura Bosilca: So we are active in the European Union, but also beyond that. And this campaign ran between March 2022 and December 2023, so it's not brand new, but it's, having the space actually gave us,

187

00:33:34.170 --> 00:33:41.940

Ruxandra-Laura Bosilca: the... the opportunity to reflect more on what worked and what didn't work, and also,

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00:33:42.100 --> 00:33:45.520

Ruxandra-Laura Bosilca: We got to refine these strategies further on.

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00:33:45.620 --> 00:34:03.950

Ruxandra-Laura Bosilca: So the crisis we were responding to in this case was actually caused by Russia's aggression against Ukraine, which disrupted local businesses, as many of you may know. Supply chain collapsed, companies relocated overnight, and reliable information was hard to access.

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00:34:04.030 --> 00:34:14.009

Ruxandra-Laura Bosilca: We also had partners on the ground, and hundreds of small businesses relied on our help. So we really needed to be very quick

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00:34:14.010 --> 00:34:26.189

Ruxandra-Laura Bosilca: And reassure entrepreneurs that we were there to help them, keep their businesses running, and we also wanted to guide them towards our free business support services.

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00:34:27.040 --> 00:34:45.680

Ruxandra-Laura Bosilca: So, as most of these businesses were active online, we decided to launch a multi-channel campaign, which had a very strong social media component. And the campaign, actually was very successful, was, much more successful than we expected.

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00:34:45.699 --> 00:34:57.830

Ruxandra-Laura Bosilca: all the results exceeded our initial KPIs. So, for instance, we had over 11 million, impressions across our four social media channels.

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00:34:57.830 --> 00:35:10.939

Ruxandra-Laura Bosilca: We've seen a positive rise in sentiment across Facebook, LinkedIn, Twitter, and YouTube, but most importantly, we've seen a dramatic rise in the number of SMEs

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00:35:10.940 --> 00:35:20.880

Ruxandra-Laura Bosilca: Reaching out for help, and over 1,000 small businesses actually received, EO funding with our help.

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00:35:21.680 --> 00:35:39.610

Ruxandra-Laura Bosilca: So, based on what I've learned, I'd like to share these 5 tips I've extracted so that you can also apply them to your social campaigns. I've been using them again and again, and they always work. So the first tip is to show up early.

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00:35:39.850 --> 00:35:42.330

Ruxandra-Laura Bosilca: And I cannot emphasize this enough.

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00:35:42.490 --> 00:35:52.829

Ruxandra-Laura Bosilca: Because when a crisis hits, people are looking for guidance, support, and clarity. And if they don't hear from you.

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00:35:52.830 --> 00:36:12.820

Ruxandra-Laura Bosilca: they will naturally feel that silence with worry, with misinformation, or speculation. And the simplest way to prevent this, and make sure that you are apart from the conversation early on, is to use the We Know, We Care, We Do framework. So this is very simple. First, you,

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00:36:12.870 --> 00:36:22.600

Ruxandra-Laura Bosilca: share that you know what's happening on the ground, and how this affects people. Then, of course, you express empathy and concerns for people affected.

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00:36:22.600 --> 00:36:32.949

Ruxandra-Laura Bosilca: And then, this is the most important part. You are very specific about the concrete actions and next steps that you are taking in order to help.

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00:36:33.160 --> 00:36:50.170

Ruxandra-Laura Bosilca: So, in this example, after the war broke out, we quickly posted on our social channels to express our solidarity, but we didn't stop there. A couple of days later, we followed up with a central repository of resources for small businesses.

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00:36:50.170 --> 00:37:03.070

Ruxandra-Laura Bosilca: and Ukrainian entrepreneurs, more specifically, where we included information about recovery funding, networking opportunities, and all sorts of tools and support that they could, access.

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00:37:03.730 --> 00:37:16.430

Ruxandra-Laura Bosilca: then this leads me to my next point. You can't be a part of the conversation unless you spend time listening to what people are saying. So I always like to say,

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00:37:16.530 --> 00:37:21.690

Ruxandra-Laura Bosilca: To advise people to lean into social listening, and to listen more than they talk.

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00:37:21.780 --> 00:37:36.009

Ruxandra-Laura Bosilca: So when a crisis hits, make sure that you keep an eye on the social conversation, because this will help you understand people's concerns, needs, and questions, and you'll also get to adjust your strategy in real time.

207

00:37:36.040 --> 00:37:54.609

Ruxandra-Laura Bosilca: So for example, Ukrainian businesses kept asking us about more networking opportunities, right? Because they needed partners to relaunch their businesses. So, we turned their recurring questions into short videos, into social posts, and also into,

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00:37:54.770 --> 00:38:12.830

Ruxandra-Laura Bosilca: two matchmaking platforms that you can see here, where we helped entrepreneurs connect directly. So, by doing so, we show... by doing so, we helped, people see that, we were actually listening and replying to real concerns that people had.

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00:38:12.930 --> 00:38:15.979

Ruxandra-Laura Bosilca: Which in turn builds trust.

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00:38:16.610 --> 00:38:22.380

Ruxandra-Laura Bosilca: My next step, which is closely related to this, is to lead with human voices.

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00:38:22.530 --> 00:38:36.220

Ruxandra-Laura Bosilca: So people connect with people, as my other panelists said, not with faceless bureaucracies. So human voices make your stories cut through the noise and also stick.

212

00:38:36.460 --> 00:38:48.209

Ruxandra-Laura Bosilca: So in our campaign, we made sure we combined, big policy updates and stats and facts, with micro stories about real people on the ground.

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00:38:48.420 --> 00:39:01.130

Ruxandra-Laura Bosilca: So here you can see, for instance, a picture of 6 Ukrainian, startup founders, we invited at the startup BW Summit in Germany in 2022.

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00:39:01.360 --> 00:39:12.110

Ruxandra-Laura Bosilca: And, we invited them to pitch their idea to investors, and some of them actually secured quite substantial investments, which was, again, a big success story for us.

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00:39:12.370 --> 00:39:28.130

Ruxandra-Laura Bosilca: And after the event, we actively encouraged them to share their experience from this event on our social channels. We invited them to our podcast. We had their contributions featured on our blog and our social media.

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00:39:28.200 --> 00:39:46.190

Ruxandra-Laura Bosilca: And this instantly added credibility, to our communications, right? Because our communications were more relatable, were authentic, and were coming from local voices, not from this bureaucratic body in Brussels.

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00:39:46.730 --> 00:39:57.840

Ruxandra-Laura Bosilca: Closely related to this is my next point, share the success stories, even in a crisis. So, this might not seem very obvious.

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00:39:58.300 --> 00:40:16.459

Ruxandra-Laura Bosilca: But success stories, if they are shared in a very thoughtful way, can work during a crisis, too. For instance, they can help breaking that, very heavy news cycle, and they give people hope that,

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00:40:16.520 --> 00:40:21.089

Ruxandra-Laura Bosilca: Of course, recovery is possible, and it's coming, it's coming their way.

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00:40:21.400 --> 00:40:30.200

Ruxandra-Laura Bosilca: And they also help show the real impact. So instead of leading with dry, factual information,

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00:40:30.570 --> 00:40:36.719

Ruxandra-Laura Bosilca: Try to highlight, the way in which your work helps people underground.

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00:40:36.790 --> 00:40:53.810

Ruxandra-Laura Bosilca: So, for example, in this campaign, we chose to share a resilience story of a different Ukrainian company. So, on one occasion, we had a post about a tech founder who secured funding for his new app.

223

00:40:53.810 --> 00:41:12.530

Ruxandra-Laura Bosilca: Another one, another post was covering an entrepreneur who won a pitch competition. Another one was a successful group of entrepreneurs in Ukraine who attended an international event and found partners there with our help.

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00:41:13.350 --> 00:41:17.789

Ruxandra-Laura Bosilca: So again, don't be afraid to share the tiny wins, even in a crisis.

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00:41:18.400 --> 00:41:32.149

Ruxandra-Laura Bosilca: And finally, my last point, which I'm sure, is on the minds of many communicators today, is to tackle misinformation and, of course, disinformation as well, heads on.

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00:41:32.240 --> 00:41:47.580

Ruxandra-Laura Bosilca: So on this campaign, we were faced with both misinformation, which is false or inaccurate information, but also with disinformation, which is false information intended to mislead people.

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00:41:47.580 --> 00:41:58.350

Ruxandra-Laura Bosilca: And to tackle this, we used a 360-degree approach. So first, we invested our efforts in trying to prevent misinformation as best as we could.

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00:41:58.350 --> 00:42:15.009

Ruxandra-Laura Bosilca: So, for instance, we were very proactive in sharing information. We also planned our key messaging ahead of time. So, again, it's very important to have a crisis communication plan and to include social media in that plan.

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00:42:15.070 --> 00:42:18.220

Ruxandra-Laura Bosilca: And we kept a close eye on our social channels.

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00:42:18.310 --> 00:42:35.799

Ruxandra-Laura Bosilca: When prevention was not enough, of course, misinformation occurred, but we were quick in responding to false claims. So here, we debunked various myths, such as the support for SMEs has paused because of the war.

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00:42:35.800 --> 00:42:47.589

Ruxandra-Laura Bosilca: or only large companies in Ukraine can benefit from this. None of this was true, and we countered every piece of information with clear and real evidence.

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00:42:47.710 --> 00:42:52.389

Ruxandra-Laura Bosilca: And finally, we made sure that we reinforced trust.

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00:42:52.500 --> 00:43:10.410

Ruxandra-Laura Bosilca: Or we restored it, if this was lost, by sharing real stories of people on the ground, as I mentioned before, and repeating our key messages. So this is something that I strongly encourage social media managers to do. Don't be afraid to repeat

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00:43:10.410 --> 00:43:19.549

Ruxandra-Laura Bosilca: That core message, because more people will get to see it, and it will also be able to cut easier through the noise and stick.

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00:43:20.290 --> 00:43:26.240

Ruxandra-Laura Bosilca: So again, thank you very much, and I would be happy to continue the conversation on LinkedIn.

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00:43:28.820 --> 00:43:29.600

Alice Sinclair: Great.

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00:43:29.980 --> 00:43:42.329

Alice Sinclair: Thank you so much for that, Roxandra. That was really interesting. I really... that framework that you gave us, we know we care, we do, is a really nice, clear way of approaching things, so thank you for that.

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00:43:42.460 --> 00:43:59.969

Alice Sinclair: Right, attendees. Remember to keep sharing any questions you have for today's speaker, today's speakers. Please, to ensure your question does get seen and not lost in the

chat, we want to ask you to submit it in the Q&A, which you should see at the bottom of your Zoom screen. And just before we dive into your questions.

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00:43:59.970 --> 00:44:15.780

Alice Sinclair: I want to remind you all, or share for the first time, for those of you who weren't here for the opening remarks, that we have a fantastic government comms community, and we want to grow this community into a thriving forum of public servants with a passion for government communications. We want to hear about your comms approaches.

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00:44:15.780 --> 00:44:26.839

Alice Sinclair: What's working, what's not, and what is inspiring you right now. If that sounds like something you can get behind, then please do join via the link that my colleague is posting in the chat now, and say hello there.

241

00:44:27.530 --> 00:44:43.679

Alice Sinclair: Okay, let's move on to the Q&A. So, I will just look through the questions that we have submitted from people in the chat. And actually, I think the first one, I will go to Claudia, if that's alright with you, Claudia. We have from Steven.

242

00:44:43.830 --> 00:44:57.189

Alice Sinclair: How can I build my personal brand and network on social media, specifically as a public servant? And I have gone to Claudia with this, but if either of you, Nicholas or Brooksandra, have anything you'd like to jump in and say, please do, just raise your hand.

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00:44:58.740 --> 00:45:18.549

Klaudia Bencze: Sure, happy to answer that, although I wouldn't bring myself as a great example for that. I'm more of a behind-the-scenes person on social media, but this is a very good question, and normally, I suppose your organization or the institution you're working for might have some framework.

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00:45:18.550 --> 00:45:24.730

Klaudia Bencze: Which already gives you some do's and don'ts, and some rules that... what is that you can

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00:45:24.730 --> 00:45:40.519

Klaudia Bencze: do in... in... in your role as a public servant. But generally speaking, I think it's a very good direction for... for public bodies to encourage their employees to... sorry, my light just went off in my office. I need to switch it on.

246

00:45:40.560 --> 00:45:50.999

Klaudia Bencze: To encourage their employees to do, advocacy for, for the, for the public body, for, for the, for the topics.

247

00:45:51.780 --> 00:46:07.719

Klaudia Bencze: Yeah, I think it's easy to rely on what your corporate or, let's say, institutional channels are already doing. That's, for example, what we are doing. We have an employee advocacy platform where we propose content to our,

248

00:46:07.720 --> 00:46:32.640

Klaudia Bencze: to our employees to share and reshare. That's like a first... nice first step for them to start, because then they don't really have to worry about what is okay and what is not to... to post. But I would say it's always good to start relying on that if you want to, of course, post in the capacity and talk about your work. So, look up the resources you have in your... at your workplace. I'm pretty sure there will be already some, and that's a good step.

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00:46:32.640 --> 00:46:33.430

Klaudia Bencze: this time.

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00:46:34.740 --> 00:46:53.010

Alice Sinclair: That's great. Thank you, Claudia. And the next one, I'm going to come to Nicholas. So this is from... this is an anonymous submission. How do you communicate and justify the value of social media to those who are apprehensive and favor more traditional media approaches to communications?

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00:46:53.010 --> 00:46:59.839

Alice Sinclair: How would you... what tips would you give to a comms team who is really fighting that kind of, the old-fashioned approach?

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00:46:59.870 --> 00:47:01.010

Alice Sinclair: Two comms.

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00:47:04.100 --> 00:47:10.609

Nicholas Bruneau: Yeah, I mean, I think it's, progressively, I think you need to see... You really need to show...

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00:47:11.150 --> 00:47:24.870

Nicholas Bruneau: results, and so I agree that just, you know, spending time on social media just for, you know, vanity metrics doesn't cut it anymore, so just showing that you have a certain amount of likes, or a certain amount of,

255

00:47:25.460 --> 00:47:28.790

Nicholas Bruneau: Reposts doesn't really... doesn't really help to...

256

00:47:29.080 --> 00:47:35.720

Nicholas Bruneau: get buy-in from senior executives. So, I do think that it's important to have a very...

257

00:47:36.350 --> 00:47:47.609

Nicholas Bruneau: a very targeted approach where you can say that you are able to, thanks to social media, reach a certain audience, and you're able to show the results. So using that.

258

00:47:47.760 --> 00:48:01.689

Nicholas Bruneau: data, the both qualitative and quantitative data, showing that you're helping the organization reach specific audiences using social media, I think, are, you know, key ways. So, trying to sort of

259

00:48:01.740 --> 00:48:18.879

Nicholas Bruneau: be very specific by not saying, well, you know, we reach X amount of people, well, who are those people? So, if you're able to say, to be very targeted in that way, then I think that will help. And, just

260

00:48:18.940 --> 00:48:23.230

Nicholas Bruneau: Also, I always encourage organizations to use email

261

00:48:24.000 --> 00:48:28.789

Nicholas Bruneau: More so, as well, than they do, so many of them just blast...

262

00:48:28.820 --> 00:48:42.989

Nicholas Bruneau: email newsletters, but in an email newsletter, you should be able to see specific information about who clicks on the... on your email, what information are they interested on, what are they clicking on, and you're able to say,

263

00:48:43.010 --> 00:48:49.340

Nicholas Bruneau: ex-minister or ex-person from this organization opened our email, and he read

264

00:48:49.410 --> 00:48:54.990

Nicholas Bruneau: our blog post, so it really gives you a very specific...

265

00:48:55.220 --> 00:48:59.240

Nicholas Bruneau: Example that you can show, to your management.

266

00:49:00.700 --> 00:49:06.389

Alice Sinclair: Thank you, Nicholas. Yeah, I agree. Email can be a really powerful tool if it's used correctly.

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00:49:06.460 --> 00:49:16.129

Alice Sinclair: Roxandra, I'll go to you next with this one. It's a bit of a... it's a bit of a longer one, but it's from Lizzie. So, we're getting pressure to simplify

268

00:49:16.130 --> 00:49:30.589

Alice Sinclair: messaging more and more. I'm concerned that oversimplifying could lead to inaccuracies. How can we balance the need to simplify complex information for our audience while ensuring accuracy and avoiding the risk of misinformation?

269

00:49:31.170 --> 00:49:43.159

Alice Sinclair: So yeah, so it's, you know, balancing... balancing having to get that complex information across, whilst also being accurate at the same time, and grabby, and you want to make sure your audience reads it.

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00:49:44.130 --> 00:49:48.070

Ruxandra-Laura Bosilca: Right, so I think this is a great question, and I think that so many,

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00:49:48.160 --> 00:50:03.939

Ruxandra-Laura Bosilca: government bodies struggle with striking the right balance between the two, especially those dealing with more, perhaps, with tech jargon, or with maybe more niche topics. I would say that,

272

00:50:03.940 --> 00:50:11.680

Ruxandra-Laura Bosilca: make sure that your content can be understood by a wide audience.

273

00:50:12.180 --> 00:50:29.830

Ruxandra-Laura Bosilca: you want to reach as many people as you can, and you want to make sure, of course, that your message is accurate, but I think by removing jargon, you are actually making the message, easier to... to... to be,

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00:50:29.830 --> 00:50:34.439

Ruxandra-Laura Bosilca: grasped by... by people. So this would be...

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00:50:34.440 --> 00:50:51.689

Ruxandra-Laura Bosilca: my one key piece of advice. Be aware of the jargon, of acronyms, of very technical terms, remove those, and also keep an eye on what's happening outside of the public sector. I feel like this has helped us immensely when it comes to innovation.

276

00:50:51.690 --> 00:51:03.140

Ruxandra-Laura Bosilca: So, of course, social platforms change, trends change, you should be up to date with what's happening outside the govts.

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00:51:03.140 --> 00:51:13.860

Ruxandra-Laura Bosilca: Bubble, and try to maybe not jump on every trend, but see which of these actually could be somehow

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00:51:13.860 --> 00:51:24.340

Ruxandra-Laura Bosilca: Applied to your specific situation, to your specific type of messaging. And, yes, try to innovate to keep your message fresh.

279

00:51:25.260 --> 00:51:43.199

Alice Sinclair: Actually, with that, Roxandra, I'll stay with you for the next question, then, which is another anonymous contribution. How do you convince a risk-averse leadership to take a chance and experiment and to play around with social media? How do you... yeah, how do you convince people to do that?

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00:51:44.040 --> 00:51:47.490

Ruxandra-Laura Bosilca: Right, so this is another great question.

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00:51:48.240 --> 00:51:59.940

Ruxandra-Laura Bosilca: I think that one way to do this would be to use data to show the high costs of rigidity. So, for instance.

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00:51:59.940 --> 00:52:10.259

Ruxandra-Laura Bosilca: If you can document your business case and really make a clear case of why you want to run an experiment, for instance,

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00:52:10.390 --> 00:52:16.530

Ruxandra-Laura Bosilca: Leadership is much more inclined to listen and to at least give it a try.

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00:52:16.540 --> 00:52:25.359

Ruxandra-Laura Bosilca: So, for instance, you could document why... how declining reach, could... could affect, your messaging.

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00:52:25.360 --> 00:52:37.940

Ruxandra-Laura Bosilca: Because you're not longer reaching your target audience, or you'll get poor engagement across your social platforms, or you're at risk that younger audiences will

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00:52:37.940 --> 00:52:54.309

Ruxandra-Laura Bosilca: ignore your presence altogether. So these are some of the ways, by showing the risk of inaction, you can actually build a strong business case of why you should experiment. And also, another piece of advice

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00:52:54.310 --> 00:53:01.290

Ruxandra-Laura Bosilca: would be start small, so you don't need groundbreaking campaigns. You can just A-B test.

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00:53:01.300 --> 00:53:06.310

Ruxandra-Laura Bosilca: Something really small, very low risk, low cost.

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00:53:06.520 --> 00:53:11.720

Ruxandra-Laura Bosilca: And see how that works. And then you've got something to build on.

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00:53:13.000 --> 00:53:21.079

Alice Sinclair: That's great. Thank you, Alexandra. Yeah, I think the tip about starting small and seeing where that goes is really helpful. Claudia, this is one for you.

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00:53:21.080 --> 00:53:35.100

Alice Sinclair: Claudia, the Eurobarometer was very interesting. Please tell us more about what your key takeaways from this report were, and are you implementing any strategic changes to your social content strategy in response to this latest survey?

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00:53:36.130 --> 00:53:44.239

Klaudia Bencze: Yes, thanks, absolutely. I'm going to answer that question, but I wanted to very quickly just jump on what Roxandra was saying about the,

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00:53:44.240 --> 00:54:05.179

Klaudia Bencze: the lightening up of the messages and so on, because I think, Roxana, you gave a fantastic example in your presentation, when you mentioned that, on one hand, you were putting out, you know, like, infographics and heavy information and punctual stuff about your website, but you also used micro-stories from people who were benefiting from your program, and I think this is

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00:54:05.180 --> 00:54:12.779

Klaudia Bencze: This is a super interesting element here, because we run into this very often. It's not in one social media post where you have to basically

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00:54:12.780 --> 00:54:13.980

Klaudia Bencze: Put everything.

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00:54:13.980 --> 00:54:33.439

Klaudia Bencze: There are some posts that will be heavy on data, heavy on political messages, but there will be others which will be lighter, which might help you to reach beyond your usual audience, which might help you to bring people closer to a topic they're not familiar with. So, I think when you... when you jump... when you run into this critic, you always have to think of

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00:54:33.490 --> 00:54:37.100

Klaudia Bencze: A global communication, not just in one specific post.

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00:54:37.130 --> 00:54:48.170

Klaudia Bencze: But let's see, the series of posts are really a package. So, just wanted to say that, because I think the Alexandra's example was great for that. About the Eurobarometer, yes. So, as I said, this is a super fresh,

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00:54:48.170 --> 00:54:58.389

Klaudia Bencze: data that came in a month ago, and it's thanks to our European Parliament, who manage... who runs these Eurobarometers, I think, yearly or every two years.

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00:54:58.390 --> 00:55:13.519

Klaudia Bencze: I really encourage you, I will leave the link to the Barbader so that you can check it out. Yes, as I said, we found that element of local politicians being, more, followed.

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00:55:13.520 --> 00:55:29.409

Klaudia Bencze: even when it comes to institutions, more than European institutions or international government, I think this is, like, completely falling into the line of what we were already gathering from our own analytics, so it was sort of good to get the confirmation for it.

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00:55:29.410 --> 00:55:52.270

Klaudia Bencze: What was interesting for us is that what you will find in this Eurobermit as well is that actually there was a sort of warming back to television when it comes to the use of consumption of media related to politics and social issues, but if you also check, it's very much related also to video platform consumption, so...

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00:55:52.270 --> 00:56:01.709

Klaudia Bencze: This is something that's very interesting, when it comes to those... and... and dive into it, because there's a lot to discover in this, barometer.

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00:56:02.060 --> 00:56:18.479

Alice Sinclair: Thank you very much, Claudia. And thank you to all three of our speakers who have been with us today. I'd like to ask you all to join me in giving Claudia, Nicholas, and Roxandra a virtual round of applause. And most importantly, thanks to you, attendees, for investing in your learning and being so engaged in the topic.

305

00:56:18.640 --> 00:56:26.339

Alice Sinclair: This team is going to pull up a quick poll to find out how you felt about today, which will help us continue improving our content, and we really appreciate your responses.

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00:56:26.790 --> 00:56:51.049

Alice Sinclair: While you're doing that, I just want to share a few more events that you can register to join us at, again soon. If you're not available to join live, remember that you can always register for the event in order to get sent the recording to catch up whenever suits you. So, coming up, we have AI Skills Lab, which is AI for policymaking, next week, which is a 30-minute session showcasing how AI can be utilized by public servants in their daily policy work.

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00:56:51.470 --> 00:57:03.489

Alice Sinclair: Then there's how to build foresight into everyday decisions early next month, where we'll introduce how to bring futures thinking into your daily work, exploring the tools and frameworks to plan for long-term change.

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00:57:03.490 --> 00:57:14.150

Alice Sinclair: And then finally, Policy Making 101, how to deliver great policy advice, with speakers from Australia and Ireland highlighting the role of evidence, judgment, and collaboration across teams.

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00:57:14.460 --> 00:57:29.209

Alice Sinclair: Okay, that is all we have time for today. We hope you found it helpful, and we want to say, again, a huge thank you to our speakers. Your case studies were really, really interesting, and I think everyone got a lot of value out of it. I hope they did, because I certainly did.

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00:57:29.210 --> 00:57:44.859

Alice Sinclair: And thank you again to everyone who's made today happen, and to you, the attendees, for taking time out of your busy days. We really appreciate it. Keep an eye out for the

email coming your way with today's recording and resources, and we hope to see you at another apolitical event very soon.

311

00:57:44.860 --> 00:57:47.370

Alice Sinclair: Have a great day, and thank you, and goodbye.

312

00:57:47.640 --> 00:57:48.849

Klaudia Bencze: Thank you, bye-bye.

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