

Challenges and best practice in European political communication

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First...

islands &
buses



THERE'S PROBABLY NO GOD.
NOW STOP WORRYING AND ENJOY YOUR LIFE.


www.humanism.org.uk
www.richarddawkins.net
www.atheistcampaign.org

£9
month plan.





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<http://jonworth.eu/busmeme>

Issue 1

**Communication as an individual
or as an organisation?**

"Having two identities for yourself is an example of a lack of integrity."

Mark Zuckerberg



Who
am I?



INSIDER

OUTSIDER



**ORGANIZATIONS
DON'T
TWEET™...
PEOPLE DO**

— **EUAN SEMPLE** —



Issue 2

Set an agenda?

Or react to the news cycle?







IRELAND

Lavinia audiovisuel

rt1 tv

M

100

Issue 3
Quantity?
Or quality?

**SEPARATE
SIGNAL
from
NOISE**



YOU CAN'T IGNORE THE PEOPLE

678795

WWW.FISHFIGHT.NET



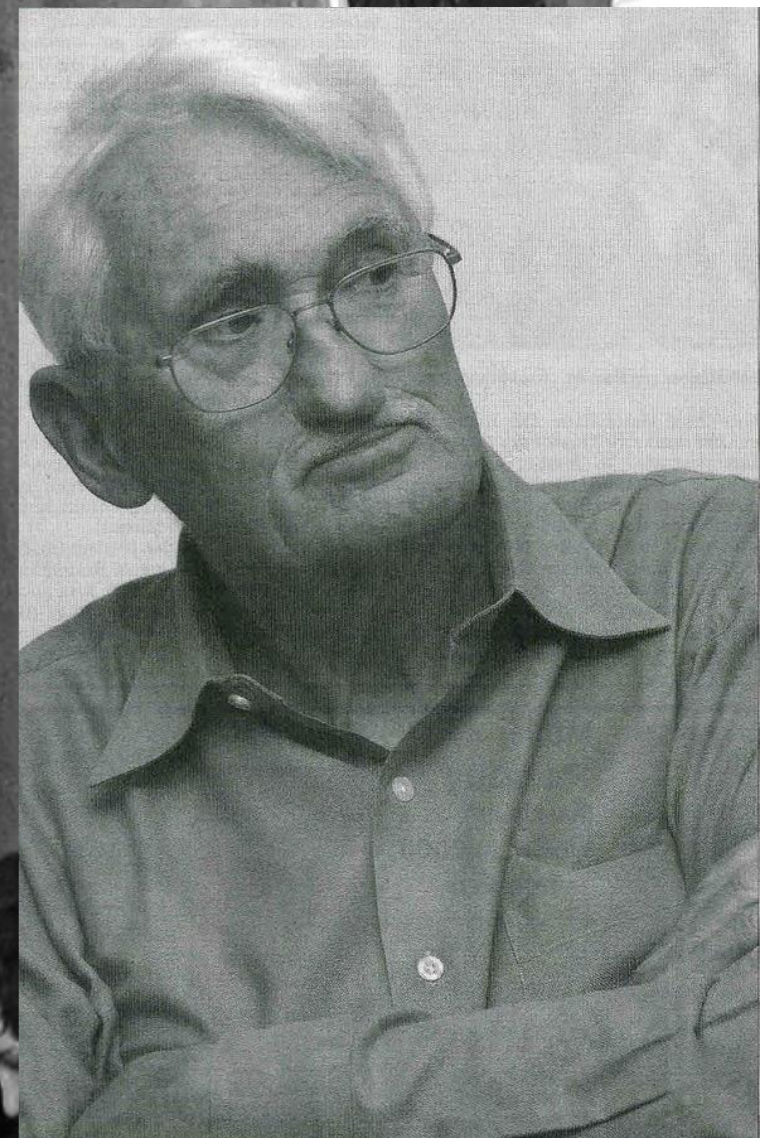
Are we just
blowing up
the Brussels
Bubble a
little bit?





**THEY ALL
HATE US!**







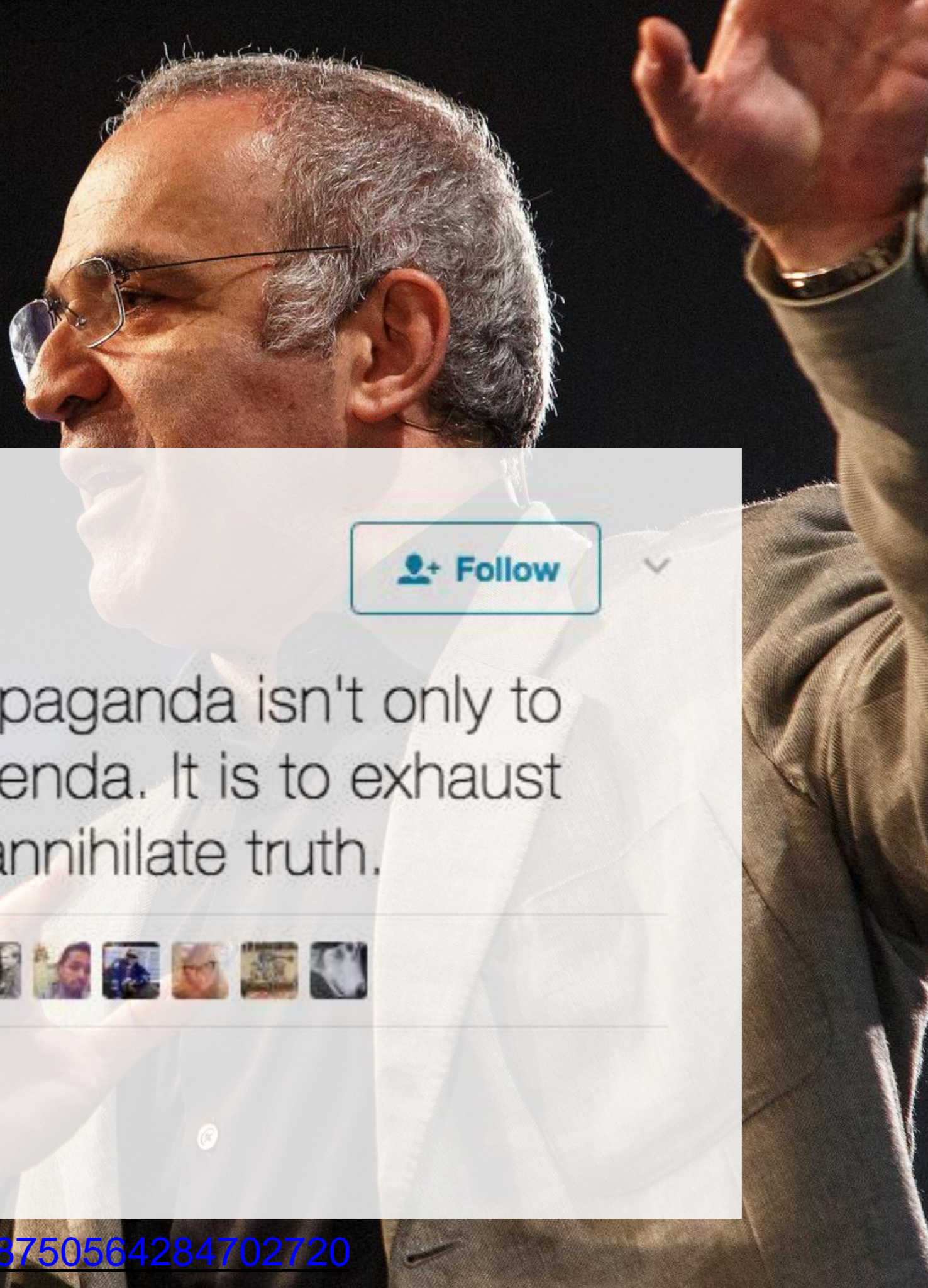
Issue 4

Play it fair?

Or play tough?








Garry Kasparov ✓

@Kasparov63

 **Follow**

The point of modern propaganda isn't only to misinform or push an agenda. It is to exhaust your critical thinking, to annihilate truth.

RETWEETS

36,379

LIKES

40,479



8:08 PM - 13 Dec 2016

 798

 36K

 40K





**A few additional
thoughts...**

Are your
objectives clear?

SMART objectives for the web

- 1. Specific** – Objectives should specify what they want to achieve.
- 2. Measurable** – You should be able to measure whether you are meeting the objectives or not.
- 3. Achievable** - Are the objectives you set, achievable and attainable?
- 4. Realistic** – Can you realistically achieve the objectives with the resources you have?
- 5. Time** – When do you want to achieve the set objectives?

The internet
changes everything



The most scary thing about the Internet for your government is not pedophiles, terrorists or viruses, whatever you may have read in the papers. It is the danger of your administration being silently obsoleted by the lightening pace at which the Internet changes expectations.

Tom Steinberg, 7.1.2009



Friedrichshain-Kreuzberg

Erster Bezirk will Verkehr ohne Senatszustimmung planen

Neue Radwege und Ampeln? Die Senats-Verkehrslenkung hinkt hinterher. Friedrichshain-Kreuzberg plant den Alleingang bei der Umsetzung.



Lang überfällig: Die Hasenheide soll seit drei Jahren neue Radstreifen bekommen

Foto: Ralf Guenther





There is no such
thing as viral
(any more)



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Pic from the Brexit Bus Meme Generator - see rights at <https://jonworth.eu/busmeme>

Hugh's Fish Fight <http://www.allabouttheidea.co.uk/blog/fishy-brand-activity/hughs-big-fish-fight-update-2>

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Extras

Trends



Users have profiles on more than 1 network



Dominance of mobile



Increasingly having to pay to reach an audience

Rules

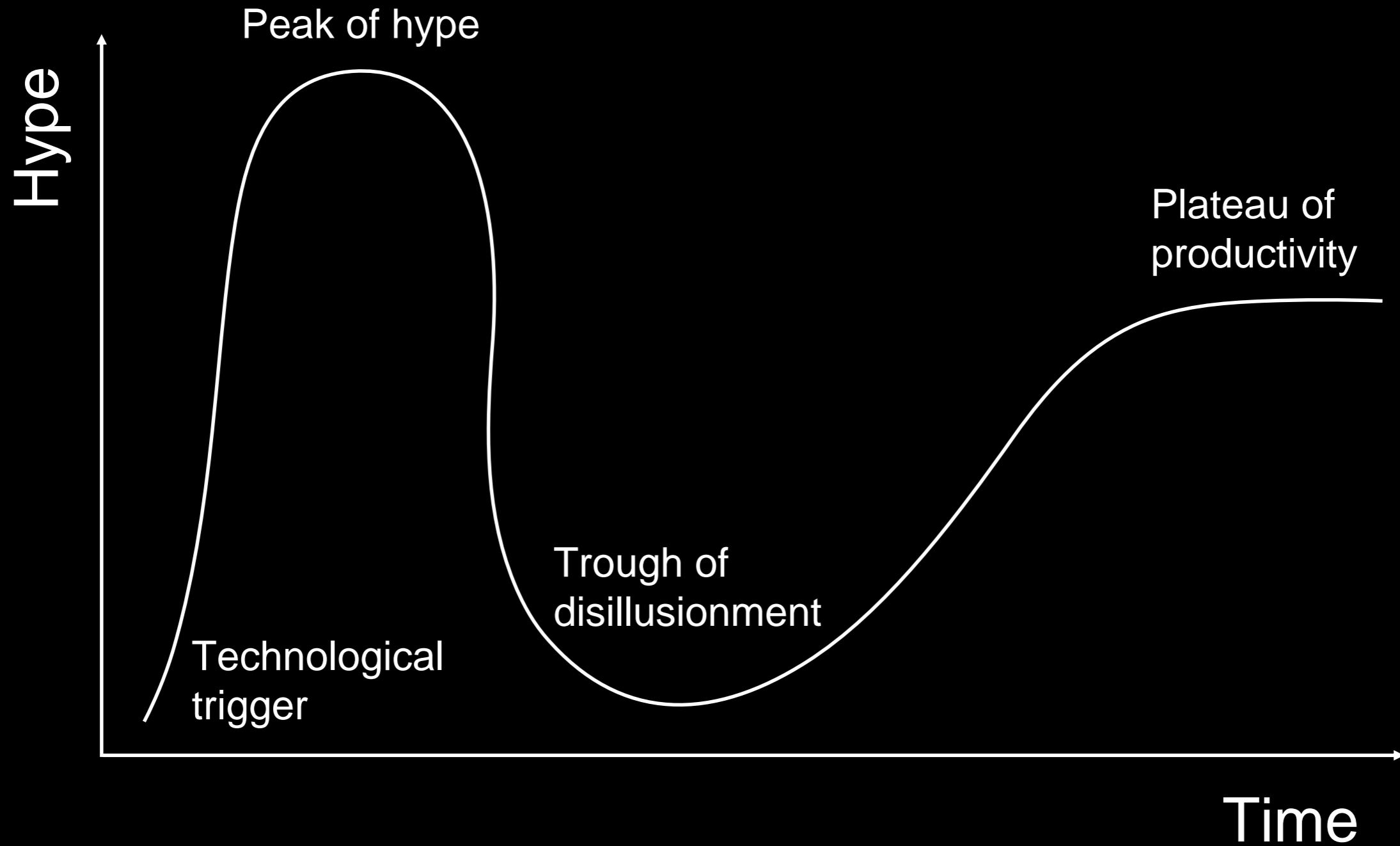


Better use
few networks
well than
many
networks
badly

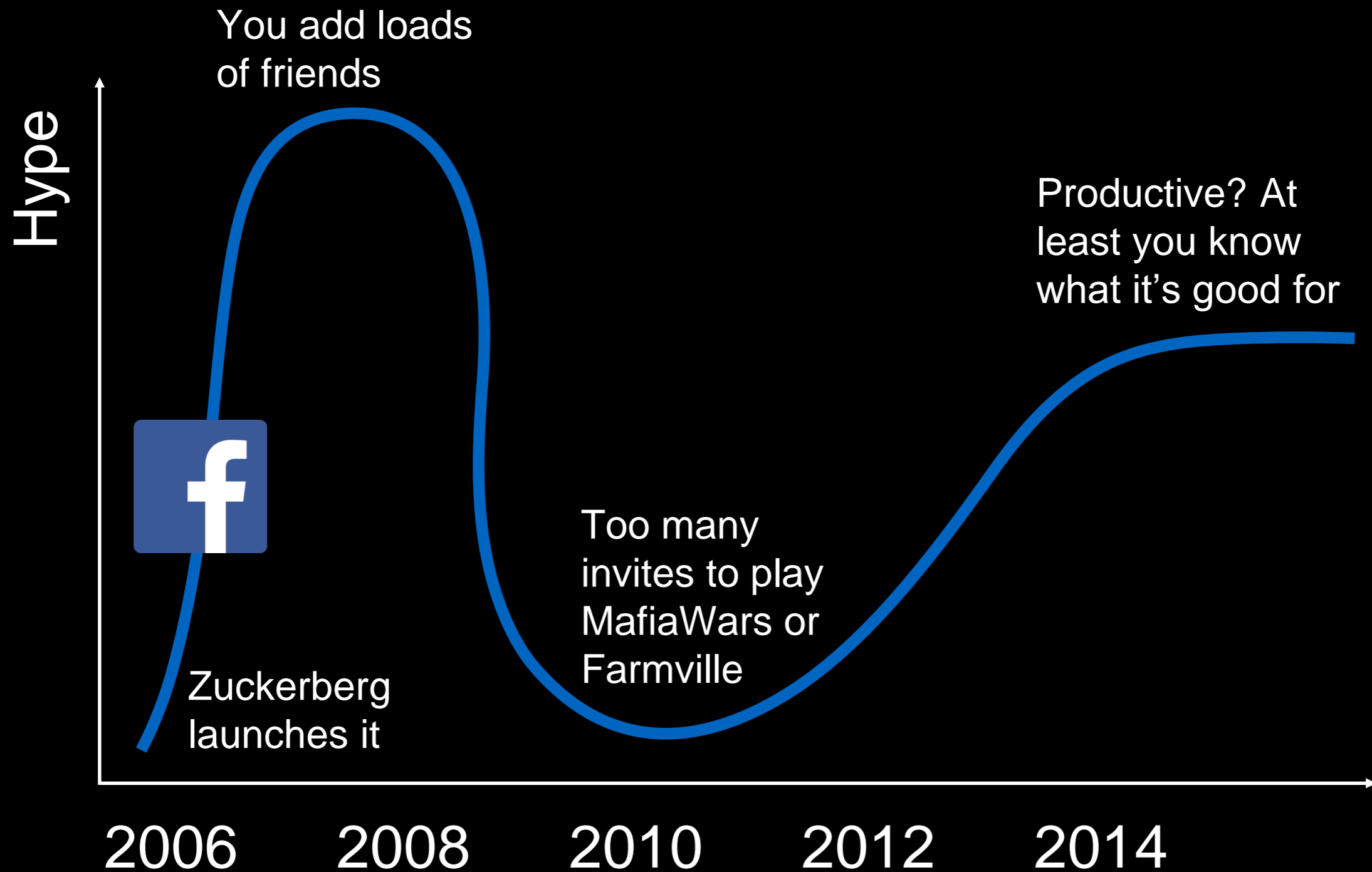


Only use a
network if
you have
content to
reach people
there

Hype Cycle



Hype Cycle



Person and
organisation separate

All accounts
are equal

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

twitter

The LinkedIn logo, with the word "Linked" in black and "in" in white lowercase letters inside a blue square, followed by a registered trademark symbol.

Linked in[®]

The Instagram logo, featuring a camera icon with a white outline and a rainbow gradient background, followed by the word "Instagram" in a black, cursive font.

Instagram

facebook

LinkedIn

twitter

Blog / Website

