

SOCIAL MEDIA STORYTELLING IN 2017

tips & tricks

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FEDERALIST ACADEMY 2017



“IF YOU WANT SOMEONE TO REMEMBER YOUR MESSAGE –
IN A PRESENTATION, AN ARTICLE, OR A REPORT—
TELL THEM A STORY.

...AND USE VISUALS TO ADD A COMPONENT TO
STORYTELLING THAT TEXT CANNOT: SPEED.”

—RACHEL GILLETT, FAST COMPANY

FACTS & NUMBERS

WE LIVE IN A VISUAL WORLD

90% of information sent to the brain is visual.

40% of people respond better to visual information.

The average person reads only 20% of text on a regular webpage.

80% of people would prefer to watch a video than to read.

FACTS & NUMBERS

Tweets with images are **94% more likely to be retweeted** than tweets without.

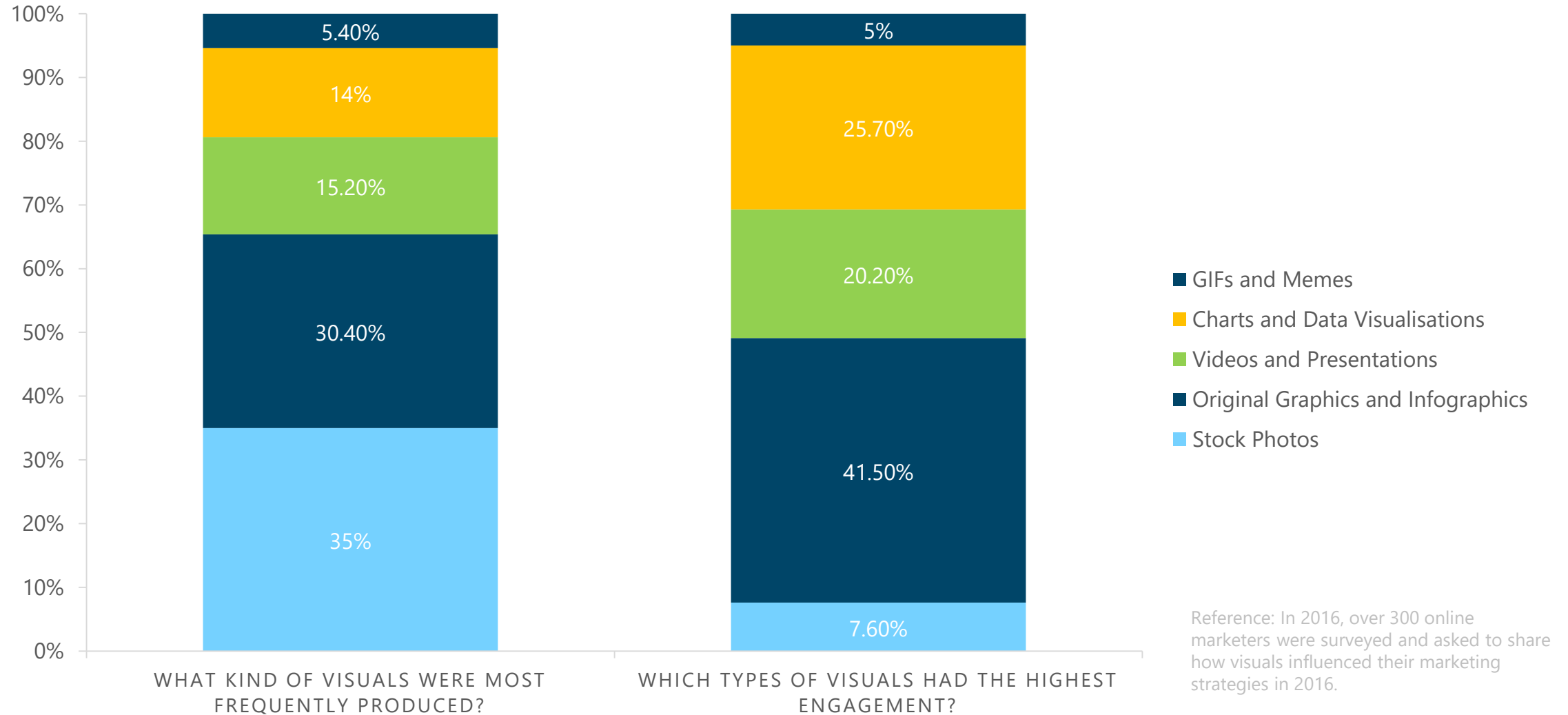
Infographics are "liked" and shared **3X more** than any other type of content.

Using the **word "video"** in an email subject line **boosts open rates by 19%**.

By 2019, global internet traffic from videos will make up **80% of all internet traffic**.

WE LIVE IN A VISUAL WORLD

SOCIAL MEDIA TRENDS IN 2016



Reference: In 2016, over 300 online marketers were surveyed and asked to share how visuals influenced their marketing strategies in 2016.

SOCIAL MEDIA TRENDS FOR 2017

1

Visual content

2

Instant
storytelling

3

Live video is
(main)streaming

4

Trust and
Reliability



HOW TO TELL A STORY IN 2017?

Build your story first, then define which layouts and graphics will best help visualize your message

Create original and compelling graphics

Fill your social feeds with unique graphics, such as quotes from well known thinkers and illustrations to your publications.



we are looking for a

COMMUNICATIONS OFFICER

BECAUSE

FREAKING MIRACLE WORKER

ISNT AN OFFICIAL JOB TITLE



APPLY: WWW.FEDERALISTS.EU/JOBS



STORYTELLING IN 2017

Build your story first, then define which layouts and graphics will best help visualize your message

Explain complex data with infographics

A combination of graphics and facts/data are easy to share and bring a lot of traffic.

The image displays three infographics from the Union of European Federalists (UEF), dated December 2016. The first infographic, titled 'TOWARDS EUROPEAN DEFENCE', outlines 'EUROPEAN FEDERALISTS' PROPOSALS' and includes a section on 'PERMANENT STRUCTURED COOPERATION'. The second infographic, 'EUROPEAN MILITARY HEADQUARTER', details the mission and structure of a new military command. The third infographic, 'ENHANCED POLITICAL UNION', compares the current 'WITHIN LISBON TREATY' framework with 'WITH TREATY CHANGE' proposals.

Union of European Federalists
Union Européenne Fédéraliste
Union des Fédéralistes Européens

TOWARDS EUROPEAN DEFENCE

EUROPEAN FEDERALISTS' PROPOSALS

PERMANENT STRUCTURED COOPERATION

A Permanent Structured Cooperation, as provided in the Lisbon Treaty, should be established to enable the group of EU Member States willing to proceed with closer defence integration to do so.

EUROPEAN MILITARY HEADQUARTER

- To plan and run military missions
- To complement EU Civilian Planning & Conduct Capability
- Able to respond to crisis without relying on NATO
- Run by a European Military Operations Commander

EUROPEAN PERMANENT MILITARY FORCES

- To scale up and transform current rotating Battlegroups in permanent European forces
- To integrate current military and civilian forces engaged in European and UN missions
- To integrate all forces and assets currently in European missions
- Deployed in European missions upon decision of the Council of Defence Ministers (to be set up)

EUROPEAN FUND FOR DEFENCE

- To replace current mechanism where each state finances its forces in EU missions
- To finance defence research and development projects
- To fund the acquisition of infrastructural assets at EU level, operation of Military HQ and EU missions
- Financed by European own resources (defence tax and European defence bonds) and national contributions based on GDP

ENHANCED POLITICAL UNION

WITHIN LISBON TREATY	WITH TREATY CHANGE
A Council configuration of Defence Ministers should be created and chaired by the High Representative	The decision-making process in the Council should shift from unanimity to qualified majority voting
Upgrading the European Parliament subcommittee on Security and Defence to a fully-fledged committee	The European Parliament should be granted full involvement in defence matters on an equal footing with the Council
	The European Commission should assume a greater executive role building around the role of the High Representative

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Build your story first, then define which layouts and graphics will best help visualize your message

Tell your stories with powerful videos

Whatever your ultimate communication goal is, including some form of video content in your 2017 strategy is smart.



European Federalists at Weiler and Zollamt border 1950
24 August 2016 · 3.4k views



Our countries Credet, Flemonia, Castiban and Bourgundy...
10 July 2016 · 517 views



64 years since the Congress of Europe: the dream is still alive!
7 May 2012



XXIII UEF European Congress, 25-27th March 2011 in Brussels
30 March 2011



European Federalists on the Future of EU Finances
28 June · 2.1k views



UEF France #MarchForEurope2017...
28 March · 2.2k views



Ever wondered what the European Federalists are...
18 January · 4.4k views



Mário Soares, a European Federalist!
10 January · 1.3k views

**DOES AND DON'TS OF MOST
COMMON SOCIAL MEDIA**

**DOES AND DON'TS OF MOST
COMMON SOCIAL MEDIA**

1

FACEBOOK

Largest social media community
with 2 billion users

Millennials effect

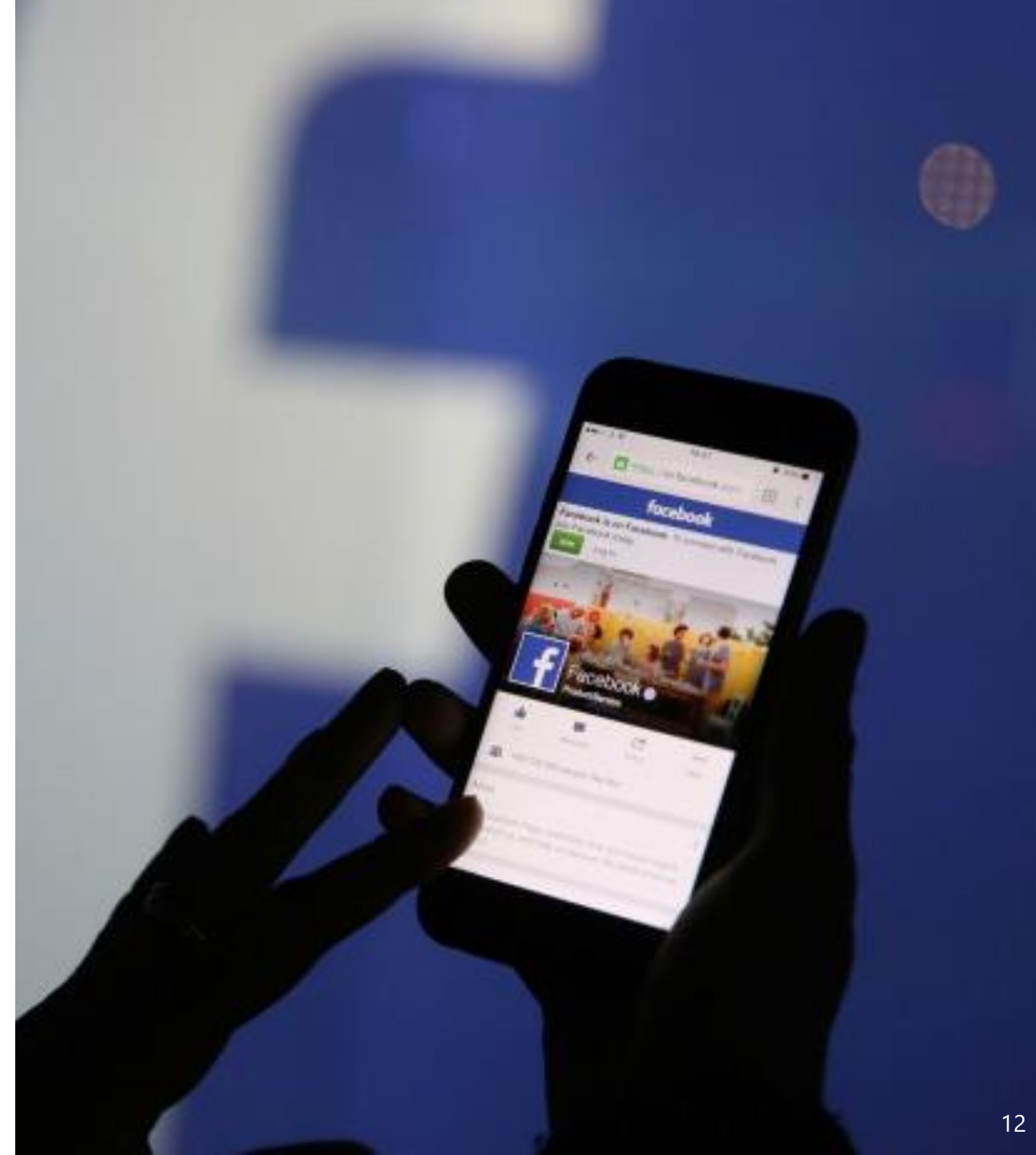
Video content explosion (8 billion videos
watched per day)

Facebook Live: is Facebook becoming a TV
channel?

VR technology impact

Fake news & Filter bubble

Analytics & advertisement



2

TWITTER

328 million users

Dying or alive?

Twitter Videos: 9X more engagement; shorter formats

Periscope Vs. Facebook Live



3

INSTAGRAM/SNAPCHAT

Growing (young) community
Snapchat - 250 million
Instagram - 700 million

Instagram Stories vs. Snaps

Facebook & Instagram

Instagram Live/ Hashtags / Hyperlapse /
Boomerang

Snapchat Bitmoji / Peers





4

YOUTUBE

1.5 billion users

YouTube Live and Digital TV shift (original shows)

More than 1 billion unique visitors a month

Has made stars out of everyday people

What strategy?



BECAUSE STORYTELLING,
AND VISUAL STORYTELLING,
WAS PUT IN THE HANDS OF EVERYBODY,
WE HAVE ALL NOW BECOME STORYTELLERS.

—LEVAR BURTON

**WHAT STORY DO YOU
WANT TO TELL?**

PRACTICAL TASK

In a group of 2-3, based on a resolution in your folder, create a short strategy for a social media post:

- Define your main message and outline a framework of points you need to tell your story
- Set your target audiences
- Choose the most effective social media platform
- Decide on one form of visual post that would be the most appropriate to carry the message and reach the biggest engagement (explain why?)

REFERENCES

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THANK YOU!