

A large European Union flag with twelve yellow stars on a blue background, waving in the wind. The flag is the central focus of the image. In the background, there is a blurred crowd of people and some buildings, suggesting an outdoor public event or protest.

EUROPEAN POLITICAL COMMUNICATION: TIPS & TRICKS FROM FEDERALISTS WORKING IN THE EU INSTITUTIONS

MONICA TIBERI - S&D GROUP, EUROPEAN PARLIAMENT

WE WILL SPEAK ABOUT

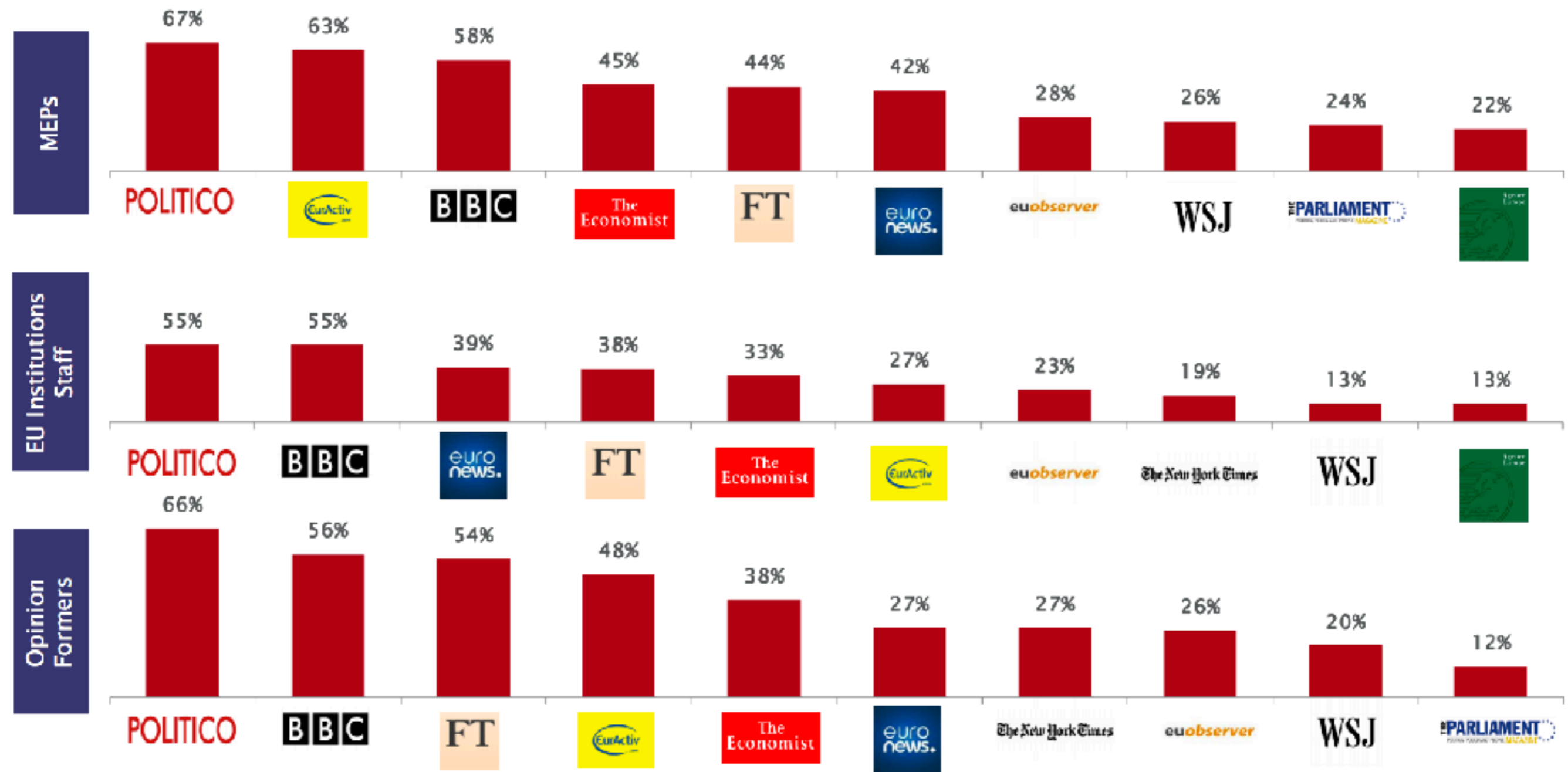
- EU Influencers and social media
- European politics and its complexity
- Challenges and trends
- Do's and don't's examples
- Recommendations



ComRes/Burson-Marsteller 2017 EU Media Survey

(230 MEPs - EU Institutions Staff - Brussels Opinion Formers)

Weekly or more frequent readers of newspapers & online news sites – Top 10

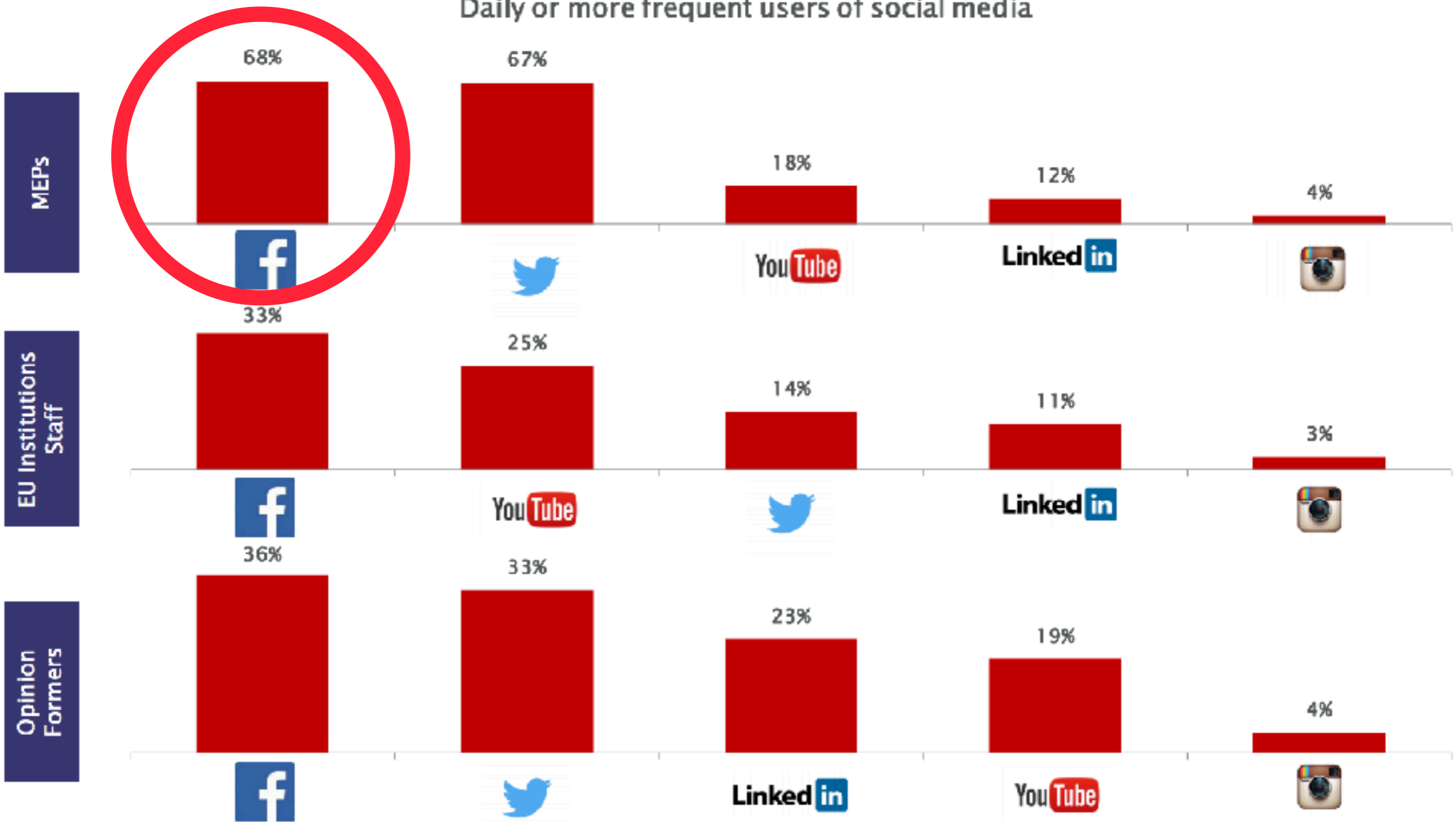


Q: How frequently, if at all, do you read the following newspapers/ online news sites for news on EU issues? (Showing % who read each at least once a week).

Base: MEPs (n=76), EU Institutions Staff (n=64), Brussels Opinion Formers (n=90)

ComRes/Burson-Marsteller 2017 EU Media Survey

Daily or more frequent users of social media



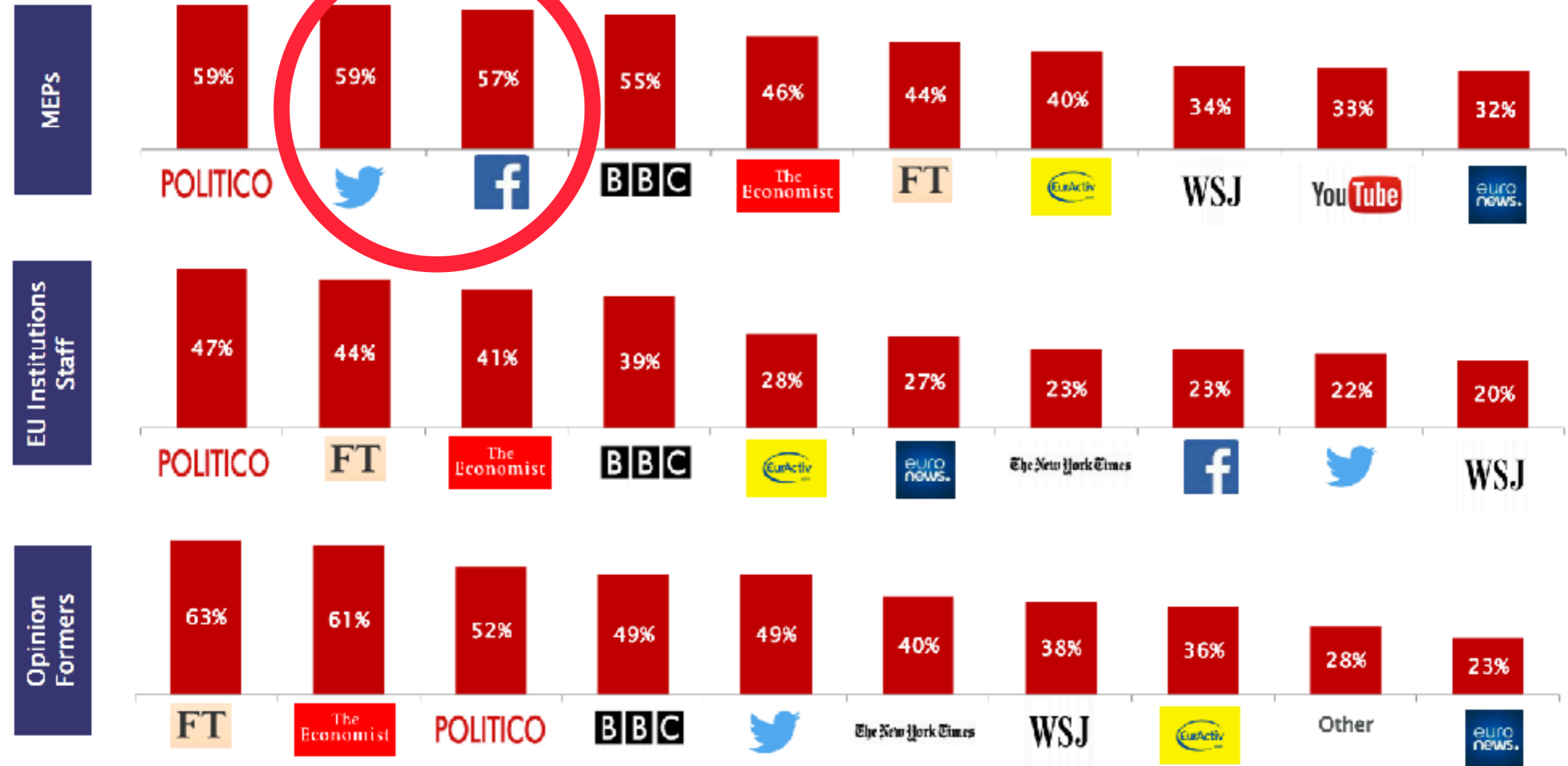
Q: How frequently, if at all, do you use the following social media channels? (Showing % who use platform at least once a day).

Base: MEPs (n=76), EU Institutions Staff (n=64), Brussels Opinion Formers (n=90)

ComRes/Burson-Marsteller 2017 EU Media Survey

Influence of news channels and social media on day-to-day work- Top 10

■ NET: Influential



Q: Thinking about your professional role, how influential or otherwise are each of the following in terms of your day-to-day work?

Base: MEPs (n=76), EU Institutions Staff (n=64), Brussels Opinion Formers (n=90)

THE REALITY OF EUROPEAN POLITICS IS MORE COMPLEX

- Different institutions, different political agendas, timelines and mechanisms
- Different actors trying to influence them





190 MEPs
28 Delegations
Secretariat



33 Member Parties

63 Youth Organisations
47 Countries



PES GROUP
Committee of the Regions

FOUNDATION FOR EUROPEAN
PROGRESSIVE STUDIES
FONDATION EUROPÉENNE
D'ÉTUDES PROGRESSISTES



solidar



& more...

CHALLENGES AND TRENDS IN COMMUNICATIONS

CHALLENGES

* From the EU institutions to citizens

- Lack of visibility for EU affairs on the media
- Languages
- Lack of unified and coherent message

* From civil society/citizens to the EU institutions

- Lack of visibility for EU affairs on the media
- Lack of resources (human/financial)

CHALLENGES AND TRENDS IN COMMUNICATIONS

TRENDS

- * **Millennials effect** (Facebook as primary source of information)
- * Use of **social media** growing
- * **Video traffic** will be 82% of all consumer Internet traffic by 2021
- * **Smartphone traffic** will exceed PC traffic by 2021
- * **Virtual reality**
- * **Filter bubble**
- * **Fake news**



DO'S AND DONT'S FOR EU INSTITUTIONS

HOW TO BUILD A SUCCESSFUL COMMS STRATEGY



DONT'S

- EPlenary March 2017:
Rabbits in cages
- Timing
- Anticipate &
- Build alliances based on shared priorities
- Twitter storms are not the solution

DO'S AND DONT'S FOR EU INSTITUTIONS

HOW TO BUILD A SUCCESSFUL COMMS STRATEGY

DO'S

- EPlenary July 2017:
Public CBCR
- Timing
- Anticipate &
- Build alliances based on shared priorities
- Media relations, not twitter storms



DO'S AND DON'T'S FOR EU INSTITUTIONS

HOW TO BUILD A SUCCESSFUL COMMS STRATEGY



- Know the institutions/groups (your audience)
- Build alliances & network
- Know your message (content)
- Know when to act (timing)
- Complexity needs complexity (360° degrees comms)
- Engage in events
- Provide them what they need and don't have
- Stay up to date with new trends
- Move beyond and innovate!