

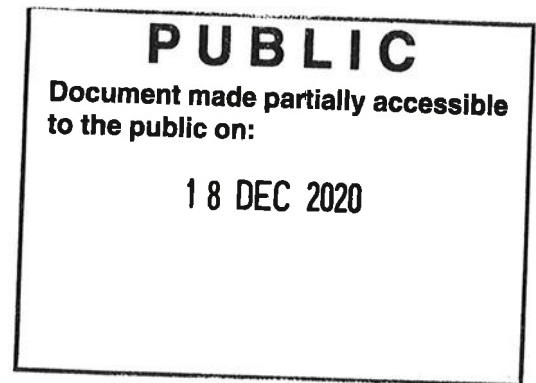
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SOCIAL MEDIA STRATEGY EUROPOL 2019+

Social Media is an integral part of Europol's communications strategy and a key channel for brand awareness and engagement. Europol's social media channels are used to promote Europol's operational successes and activities among global audiences in order to support building relationships with important stakeholders such as LEAs, MEPS, experts, journalists and the general public among others. Content published on social media channels also drives traffic to the organisation's website. During a crisis, social media becomes the most important communication channel for a rapid and effective response.

Europol's social media platforms are:

- Twitter
- Facebook
- Instagram
- LinkedIn
- YouTube



Social media strategic objectives 2019+:

Europol's social media strategy 2019+ is designed to support Europol's strategic priorities 2020+, and the communications strategy.

4 Strategic Social Media Objectives:

- To increase brand awareness and Europol's reputation as:
 - The EU criminal information hub;
 - Delivering agile operational support;
 - The platform for European policing solutions;
 - At the forefront of law enforcement innovation and research;
 - The model EU law enforcement organisation.
- To increase brand engagement with key audiences.
- To grow the social community interested in Europol, the EU and international policing.
- To improve social media listening, monitoring and reporting mechanisms to support decision-making processes.

Social media challenges 2019+

In 2018, social media platforms such as Facebook, Twitter and Snapchat have experienced a decrease in user's growth due to a decline in trust, alongside privacy concerns and the new EU GDPR. Exceptions were Instagram, which continued to grow. In this context, building an active and engaged following on social media and expanding the reach have become more challenging for businesses and organisations.

Also, a better understanding of what the algorithms prioritize in each platform is vital. Algorithms prioritize native content deemed *relevant, valuable, and interesting* for the users, and engagements in the form of likes, comments, and shares.

Increasing engagement with the audience on social media is key to gain bigger exposure and expand the social media reach. To achieve higher levels of engagement, Europol should create content that is *engaging, shareable, relevant, valuable, and interesting* to its audience; produce more video content, increase interactions with its audience, and explore the possibilities offered by paid social media ads and promotions to expand its current reach. Next to this, developing an effective network of multipliers, influencers and brand ambassadors will help expand the message online.

9 Social Media Highlights 2019+

- Engaging, shareable content – Videos, competitions, campaigns, etc
- Effective content promotion strategy -*owned, earned, paid*¹- to reach target audiences
- Increased engagement to achieve bigger visibility and grow the social following
- Increased interactions with the audience in the form of responses, shares, etc
- Deliver joint campaigns with key multipliers (EU and International)
- Effective use of social media ambassadors and influencers to help expand the message
- Show Europol's human face – video statements, staff- to convey trust
- Effective social media listening, monitoring and reporting
- Rapid response to negative buzz and crisis situations

¹ **Owned:** Europol's native content published on its own social media channels

Earned: Individuals and organisations voluntarily sharing Europol's content through their social media channels.

Paid: Social media ads and promotions of Europol's content.

Europol's target audiences on social media:

- EU and international citizens with an interest in the EU, JHA, and Europol.
- Law enforcement agencies across Europe
- Cooperation partners (public-private)
- National governments
- EU agencies
- Justice & Home Affairs Council
- EU Commission- Commissioners
- EU Parliament - MEPS
- EU Presidency
- Academia
- Experts/influencers
- Journalists/Media
- Europol staff

Best social media channels to reach target audiences:

Twitter	Facebook	LinkedIn	Instagram	YouTube
Justice & Home Affairs Council	EU Citizens	EU Citizens	EU Citizens	EU Citizens
EU Commission- Commissioners	International audiences	International audiences	International audiences	International audiences
EU Parliament - MEPS	Europol staff	Europol staff	Europol staff	Influencers
EU Presidency	Law enforcement personnel	Academia	EU agencies	
EU agencies		Law enforcement personnel	Law enforcement agencies	
Law enforcement agencies		Experts/Influencers	Cooperation partners	
Cooperation partners (public-private)			(public-private)	
Experts/influencers			Experts/Influencers	
National governments				
Europol staff				
Academia				
Media				

Social media strategic objectives 2019+

Objective 1: To increase brand awareness and Europol's reputation as:

- **The EU criminal information hub;**
- **Delivering agile operational support;**
- **The platform for European policing solutions;**
- **At the forefront of law enforcement innovation and research;**
- **The model EU law enforcement organisation.**

Brand Awareness refers to the knowledge that the target audiences have about Europol, its values and what it represents. *Brand Reputation* refers to the public's opinion about Europol. Reputation attributes include corporate culture, policy or job creation.

Europol will create unique social media content to promote its 5 strategic priorities 2020+, personality and added value, with the aim to create bigger awareness online. Content creation will highlight Europol's agile operational support, culture of innovation, expertise, analytical products and services, and diverse work environment.

Europol's social media content will help expand the organisation's current positive reputation online, and will counter any negative perceptions that may exist with a rapid and effective response.

Showing a human side leverages trust in organisations on social media. To present itself as a trustworthy and transparent organisation, Europol will increasingly show its human face through, for example, video statements from senior staff members and spokespersons, and through increased responses and interactions with the followers.

To increase brand awareness, Europol will deliver effective communication strategies aimed at growing its visibility and current social media reach. This will include: joint social media campaigns with EU and international partners; an effective network of multipliers, influencers and brand ambassadors to help expand the message; tailored-made strategies targeting socio-demographics of interest; and paid social media promotions (ads, promoted content).

Further opportunities to grow visibility in platforms like YouTube, LinkedIn and WhatsApp will be explored.

Objective 2: To increase brand engagement with our target audiences

Boosting brand engagement is the second top reason why businesses and organisations use social media. Social media interactions improve brand perception, loyalty, and word of mouth recommendations. Furthermore, social media platform's algorithms, such as those on Facebook and Instagram, are prioritizing posts with higher engagement on their feeds due to the belief that users will be more interested in seeing highly engaging content.

Europol will seek to increase engagement with its audiences as a way to expand its social media visibility and social community. The more users engage with Europol's posts on social media, the more the posts will appear in other user's news feed.

Europol will create more engaging and shareable content in the form of videos, competitions, contests and campaigns; increase interactions with the audience and partners (respond to their messages, share their content); and increase engagement with influencers and experts, both online and offline, who can help expand the message.

Objective 3: To grow the social community around Europol

Europol will grow the size of its social community by increasing the interactions with the audience and motivating them to engage more through, for example, organising competitions, contests or polls and offering incentives like giveaways. Europol will also encourage user-generated content with the aim to leverage brand awareness and trust in the organisation.

In particular, Europol will focus on growing a social community for law enforcement expertise and for European policing solutions. Europol will explore new ways to engage with its expert community, such as setting up closed communities and groups on LinkedIn, Facebook and WhatsApp; creating a blog to share unclassified expert information; or involving Europol's experts as brand ambassadors who can engage into social conversations.

Objective 4: To improve social media listening, monitoring and reporting mechanisms to support informed decision-making

A better understanding of the social media audiences and their conversations about Europol, alongside the effectiveness of the content published, are key to increasing the size of Europol's social community, creating more highly targeted campaigns, and increasing engagement and brand awareness.

Europol will enhance social media listening, monitoring and reporting to better inform decision-making, with the aim of improving overall performance. Regular social media analytics and reports on all social media platforms will be produced weekly, monthly and annually.

Social media conversations around Europol will continue to be monitored on a 24/7 basis, allowing the social media team to react promptly to any adverse, critical or damaging buzz that might arise.

Best social media channels per content type and promotion

	Twitter	Facebook	LinkedIn	Instagram	YouTube
Objective	Increase awareness Searchability Increase engagement Grow social Community	Increase awareness Searchability Increase engagement Grow social Community	Increase awareness Reputation Searchability Increase engagement Grow social Community Establish brand	Increase awareness Increase engagement Grow social Community	Increase awareness Searchability Grow social Community
Promotion ²	Owned: Tweets Earned: LEAs, partners, Advocates & influencers (free)	Owned: Posts Stories Earned: Fan base, advocates Paid: Facebook Ads	Owned: Posts Earned: Experts, Europol staff Paid: Job ads	Owned: Posts stories Earned: Influencers & advocates (free) Paid: Influencers Video Ads	Owned: Videos Earned: Influencers & advocates (free) Paid: Influencers Ads
Type	Infographics Videos Photos News and information Press releases Breaking News Reactions to current events (E.g. attacks) Campaigns Tips & Advice Twitter Chats Polls	Videos LIVE streaming Photos Infographics Operational Successes Campaigns Europol culture Vacancies/Internships Competitions, contests, quizzes	Photos Infographics Vacancies/Internships News and information Press releases Operational Successes Reactions to current events (E.g. attacks) Europol culture Conferences Events Visits	Photos Videos LIVE LEA in action ATLAS Europol culture	Videos LIVE streaming How-to-tutorials Operational Successes Europol culture Campaigns Tips & advice

² **Owned:** Europol's native content published on its own social media channels

Earned: Individuals and organisations voluntarily sharing Europol's content through their social media channels.

Paid: Social media ads and promotions of Europol's content.

Social media metrics map 2019+

Goal	Strategy	Activity	KPIs
<p>To increase brand awareness and reputation by 15%.</p>	<ul style="list-style-type: none"> - Produce engaging & shareable content; - Prioritize video content (most engaging); - Show a human side (trustworthy); - Targeted promotions and campaigns (per audience, per demographics); - Use influencers and brand ambassadors; - Europol staff as brand ambassadors; - Social media listening, monitoring, and reporting; - Rapid response to negative buzz and crisis situations. 	<p>Owned: Posts, tweets & stories</p> <p>Paid: Ads, promoted content Influencers engaged (paid)</p> <p>Earned: Partners, advocates & Influencers (free) engaged Media mentions</p>	<p>Annual increase by 15% number of:</p> <ul style="list-style-type: none"> - Profile/page visits - @Mentions and shares - Impressions - Reach - Story views - Traffic to website
<p>To increase brand engagement with target audiences by 15%.</p>	<ul style="list-style-type: none"> - Produce more engaging content (videos, competitions, contests and campaigns); - Joint campaigns with LEAs and partners (EU , international); - Increase interactions with audience (responses, mentions and replies); - Give the audience recognition; - Interactions with influencers and experts (online, offline); - Encourage user-generated content. 	<p>Owned: Posts, tweets & stories.</p> <p>Paid: Ads, promoted content Interactions (Influencers paid)</p> <p>Earned: Interactions (partners, advocates, influencers free)</p>	<p>Annual increase by 15% number of:</p> <ul style="list-style-type: none"> - Engagement. - Engagement rate (LinkedIn)
<p>To grow the social community around Europol by 15%.</p>	<ul style="list-style-type: none"> - Effective listening and monitoring conversation; - Increase interactions with audiences (respond to questions, etc); - Show a human side – personal and trustworthy; - Use storytelling to emotionally connect with the audience; - Experiment with closed groups and communities on LinkedIn, Facebook and WhatsApp. 	<p>Owned: Posts, tweets & stories</p> <p>Paid: Ads, promoted content</p>	<p>Annual increase by 15% number of:</p> <ul style="list-style-type: none"> - Followers per social media channel. <p>Monthly follower growth rate by social media channel.</p>

To improve social media listening, monitoring and reporting mechanisms to support informed decision-making by 15%

- Effective social media listening, monitoring and reporting;
- 24/7 social media monitoring;
- Weekly/Monthly/Annual analytics;
- Decision-making based on performance reports.

- Performance reports: weekly, monthly, annual
- Campaign reports

ANNEX - TERMINOLOGY

Profile/page visits:

Number of times that Europol's profile or page was viewed.

@Mentions and shares:

Number of times the brand Europol comes up in social media conversations and the number of times these conversations are shared.

Impressions:

Twitter: Number of times people sees a tweet.

Facebook: Number of times a post is displayed in people's News Feeds.

Instagram: Number of times posts have been seen.

LinkedIn: Number of times a post is displayed to members.

Reach:

Facebook: Number of people that see Europol's content in their Facebook News Feed.

Instagram: Number of people that see Europol's content in their News Feed.

Engagement: Times people interact with content.

Twitter: Times people interact with a tweet (clicks, Retweets, Replies, Follows, Likes).

Facebook: Times people interact with a post (post clicks, likes, shares and comments).

Instagram: Times people interact with a post (likes, saved, comments).

Engagement rate

LinKedin: Times people interact with a post (Likes+Comments+Shares+Clicks+Follows) divided by the mpressions.

Traffic to website:

The number of website visits coming from social media.

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