

**Technical Support Instrument**

*Supporting reforms in 27 Member States*

# *Building Capacities for Effective Communication of the Benefits of the Recovery and Resilience Plans*

*Fifth training:  
Efficient use of digital communication tools in communicating RRP's benefits to the EU citizens*

*Warsaw | 19 September 2024 | 10.00 - 17.00 CET*



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# Before we start

- » This is a hybrid event, featuring a small group of participants attending in person, while the majority will join online in listen-only mode.

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- » To ensure call quality, your microphones are turned off. If you have a question, please, type it in the call chat.

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- » Please note that the presentations of the training are being recorded. The interactive parts (two workshops throughout the course of the day) are organised and will be available only for the face-to-face participants. The recording and presentations will be shared with the registered participants after the event.

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- » Please respect speakers and other participants during the training.



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# Agenda

## Objective

The objective of this training is to help participants make the most of social media to better connect with and inform EU citizens. It focuses on practical tips for choosing the right platforms, crafting clear messages, and engaging effectively online while staying aligned with relevant guidelines.



Time (CET)	Activity	Livestream
09:30 – 10:00	Arrival: welcome drinks and snacks	✗
10:00 – 10:15	Introduction and opening remarks	✓
10:15 – 11:00	Overview of what's new & trending in digital communication. Where and how to reach different target audiences	✓
11:00 – 11:10	Coffee break	✗
11:10 – 11:50	Presentation by DG ECFIN, SG RECOVER, DG COMM	✓
11:50 – 12:30	How to create effective social media communication plans & how to evaluate the efficiency of social media communication?	✓
12:30 – 14:00	Lunch break	✗
14:00 – 15:00	Workshop No. 1	✗
15:00 – 15:45	Content creation: use of AI tools & open-source platforms	✓
15:45 – 16:00	Coffee break	✗
16:00 – 16:45	Workshop No. 2	✗
16:45 – 17:00	Q&A and Wrap-up	✗



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# Speakers for today's training (1/2)



**Radu Danu**

**DG REFORM**

**Radu** is a Policy Officer and Project Manager responsible for RRF coordination in Horizontal Policies Unit of DG REFORM, European Commission. Previously he worked for Frontex, European Parliament, and several NGOs. He has over 5 years' experience in project management, stakeholder engagement, and policy analysis in public and civil society sectors.



**Susanne Krenzer**

**DG ECFIN**

**Susanne** is a Social Media Manager in the Communications Unit of DG ECFIN, responsible for RRF communication and other policy initiatives on DG ECFIN's social media channels. Previously she worked in DG COMM on economic and green portfolios, coordinating with the Representations of the European Commission in the Member States, as well as in the private sector and for NGOs.



**Elena Giovinazzi**

**SG RECOVER**

**Elena** is a Policy Officer in the Recovery and Resilience Task Force responsible for the implementation of the RRF, in particular by monitoring and assessing Italy's Recovery and Resilience Plan (RRP) as well as communicating the RRF and RRFs to stakeholders and public in the EU. Previously she worked at the Representation of the European Commission in Italy, as well as at Italian Ministry of Economy and Finance.



**Ewa Musiałowska Blasson**

**DG COMM**


Ewa is a Campaign Manager based in Strategy & Corporate Campaigns Unit (B1) of DG COMM. She is responsible for management of corporate campaigns, including NextGenEU. Ewa has +20 years of experience in communication work. She has held project management/delivery management roles across various environments stretching from academia, NGOs, private sector to EU institutions.



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# Speakers for today's training (2/2)



**Laura Kukaine**

Komunikācijas aģentūra / Edelman Affiliate

**Laura** is a head of creative and digital communication at Komunikācijas aģentūra (Edelman Affiliate). Laura has more than 15 years' experience in social media playground, consulting and leading day-to-day operations for industry leaders in private and public sector in Latvia and PanBaltic level.

Laura leads creative and digital communication team with 15 employees. Working with clients – Samsung, Circle K and others – has won communication awards on a national, Baltics, and European scale.



**Jeffery McMillan**

PwC Central and Eastern Europe

**Jeffery** leads the Brand, Marketing, Communications & Business Development (MCBD) function for PwC CEE. He directs the regional brand, marketing & communications programme, managing a regional team of 30+ and overseeing the work of territory teams comprising 200+ people across 27 countries in the CEE region. He has over 15 years of professional experience with PwC, including a cycle of experience as a Director in the Global Marketing Team leading communications for PwC Chairman Bob Moritz, Olympic partnership activation and several international campaigns.



**Ieva Stūre**

Komunikācijas aģentūra / Edelman Affiliate

**Ieva** is a strategic director at Komunikācijas aģentūra (Edelman Affiliate). Ieva has experience of over 20 years in the field of communication, consulting clients in financial, retail, IT and technology industries on strategic communication, media relations, crisis communication, B2B and B2C communication. She has been part of extensive public sector campaigns: euro launch in Latvia; vaccination against COVID-19.



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# Opening remarks



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# Planned training sessions

1. **Training No 1**  
**EU communication and visibility requirements on RRP communication**  
April 30 (online) at 10:00 – 12:00 CET



2. **Training No 2**  
**Strategic RRP communication planning**  
May 16 (online) at 10:00 – 12:30 CET



3. **Training No 3 Communication tools, channels and content**  
June 5 (hybrid) | 10:00 – 16:30 CET



4. **Training No 4**  
**Stakeholder engagement and media relations**  
September 12 (online) | 10:00 – 12:00 CET



5. **Training No 5 TODAY**  
**Efficient use of digital communication tools in communicating RRP benefits to the EU citizens**  
September 19 (hybrid) | 10:00 – 17:00 CET

6. **Training No 6**  
**Effective communication in crisis situations**  
October 10 (online) | 10:00 – 12:00 CET



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Overview of what's  
new & trending  
in digital  
communication;  
where and how to  
reach different target  
audiences



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# Content

- 1 Social media landscape in Europe
- 2 Social platform overview
- 3 Trends – what's hot?
- 4 Topics for consideration
- 5 Summary: audience, channels, content



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# Social media landscape in Europe & platform overview



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# Social media landscape in Europe

Europe has one of the highest social media penetration rates globally



West **83%**

North **89%**

East **62%**

South **74%**

**77%**

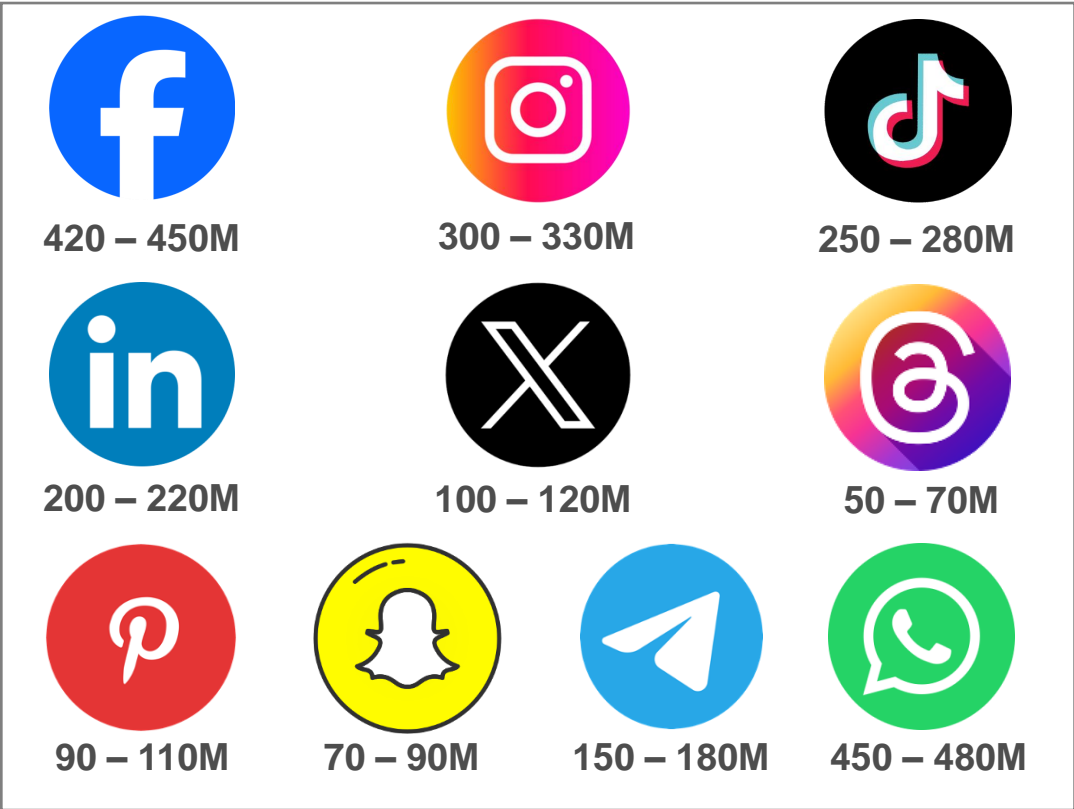
of population in Europe using social media on daily basis



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# Social media landscape in Europe | Registered users



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# Social media landscape in Europe | Usage

	Daily User Count	Usage	Content Directions	Usage Habits	Usage Patterns
Facebook	175M	Community, Networking	Text, Images, Video	Daily use, high engagement	Frequent brief checks, content sharing
Instagram	200M	Visual Content Sharing	Photos, Stories, Reels	Multiple times daily, high visual engagement	Regular story and post updates
LinkedIn	45M	Professional Networking	Professional Content, Articles	Weekly professional use, content sharing	Weekly content posting, job searching
X (Twitter)	35M	Real-time Communication	News, Commentary	Continuous news and updates, high interaction	Active tweeting, following trends
TikTok	140M	Short-form Video	Short Videos, Trends	Daily viewing and creation, high trend participation	Creating, watching videos, joining challenges
Threads	25M	Text-based Conversations	Text, Threads	Focused discussions, frequent checks	Thread creation, interactive discussions
Snapchat	50M	Ephemeral Messaging	Snaps, AR Filters	Frequent, short interactions	Snaps creation, story viewing
WhatsApp	320M	Messaging	Messaging, Calls	Multiple daily messages, high connectivity	Daily texting, video calling
Telegram	90M	Private Group Communication	Encrypted Messaging	High privacy communication, frequent use for large groups	Secure chats, group messaging
Pinterest	35M	Visual Content Inspiration	Pins, Boards	Regular browsing, planning, and collection	Pinning ideas, seasonal activity peaks



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# Anonymous poll

Join at [menti.com](https://menti.com)  
# **7140 6815**



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# Facebook | Leading social platform in Europe



Audience Size: 420 – 450M users



**Usage:** Facebook remains one of the most widely used platforms across Europe, particularly popular among older demographics (ages 35+).



**Features:** Widely used for community building, local business promotion, and event organization.



**Demographics:** Higher usage in Southern and Eastern Europe, with declining popularity among younger users in favour of other platforms.



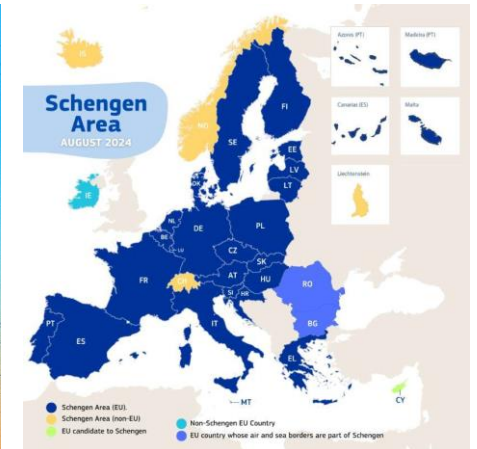
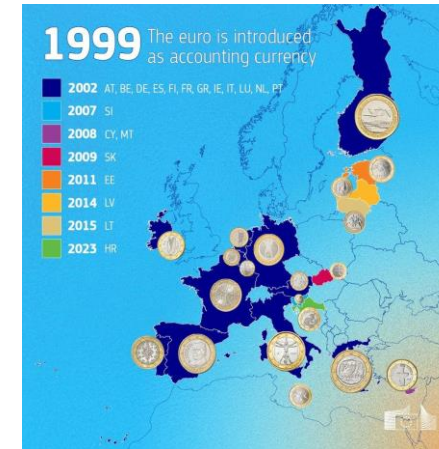
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the European Union



# Communication directions | RRP

**Why & how Facebook:**  
**broad audience | mainstream | economically active citizens**

- » Informative, educational and statistical approach
- » Reach communities and specific interest groups via Facebook groups
- » Organise events and livestreams
- » Engage via pools, questionnaires and voting posts



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# Instagram | Polish & Niche



**Audience Size: 300 – 330M users**



**Usage:** Instagram is the second most popular platform, particularly among younger demographics (ages 16-34).



**Visual Content:** The platform is driven by photo and video content, with Stories and Reels being key engagement drivers.



**Trends:** Strong influence in fashion, lifestyle, and travel sectors. High engagement rates, especially with influencer marketing.



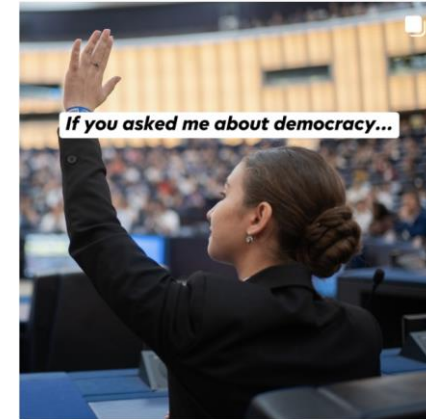
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the European Union



# Communication directions | RRP

**Why & how Instagram:**  
target niche communities | showcase humanity and transparency

- » Human to human approach to educate and inform
- » Influencer, opinion leader collaborations
- » Storytelling via stories and reels highlighting project agenda in deeper level
- » Behind the scenes and transparency



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# TikTok | Social playground



Audience Size: 250 – 280M users



**Usage:** TikTok has seen explosive growth, especially among Gen Z and Millennials.



**Content:** Short-form video content dominates, with trends, challenges, and viral content being central to its appeal.



**Adoption:** Growing adoption among brands for creative campaigns and influencer partnerships.



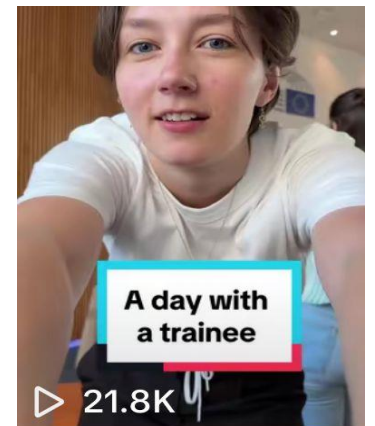
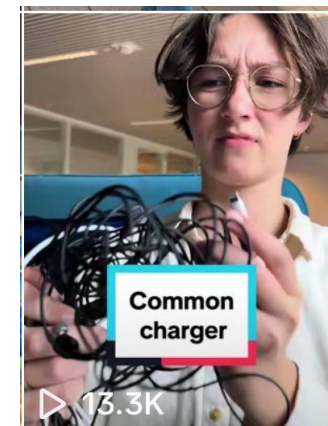
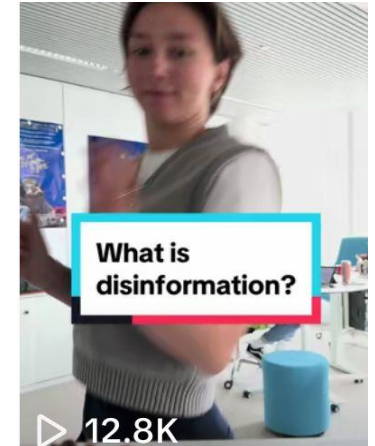
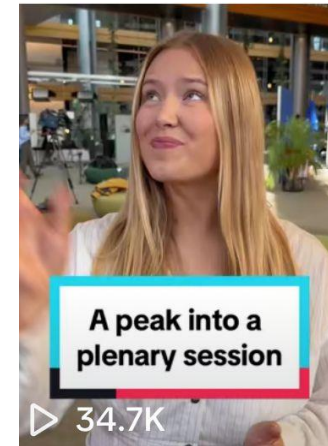
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the European Union



# Communication directions | RRP

**Why & how TikTok:**  
engage with younger audience, spread the information across borders

- » Use trusted community members to be a voice of the project and agenda
- » Light, fun and easy: play with different subjects via games, filters, trends
- » Invite youngsters to be a part of project, involve audience and showcase behind the scenes
- » Monitor the topic in the community: notice issues and measure temperature



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# LinkedIn | Professional networking



Audience Size: 200 – 220M users



**Usage:** LinkedIn has a strong presence in professional and business communities across Europe.



**Professional Networking:** Widely used for B2B marketing, recruitment, and thought leadership.



**Growth:** Increasing use in Southern and Eastern Europe as economies develop and professional networks expand.



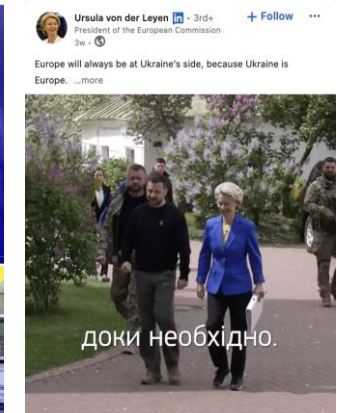
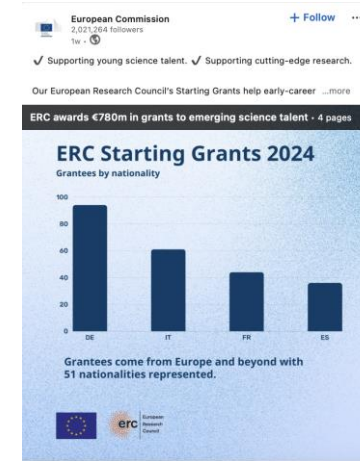
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# Communication directions | RRP

## Why & how LinkedIn: be mainstream with B2B & NGO segment

- » Reach professionals, organisations and businesses
- » Use spokespersons to build expert image and share knowledge
- » Share case studies and learning opportunities across countries and institutions
- » Inform and communicate with investors, partners and business communities



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# X | Real-time action



Audience Size: 100 – 120M users



**Usage:** X is known for real-time communication, news, and public discourse, with a loyal user base primarily in Western Europe.



**Engagement:** Popular among journalists, politicians, and for crisis communication.



**Rebranding Impact:** The recent rebranding has sparked discussions on platform changes, but core usage remains stable.



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# Communication directions | RRP

## Why & how X: first response | crisis comm | media attention

- » Inform about project development and stages
- » Build relationships with active users and opinion leaders
- » Share news and topics that can gathered media attention
- » Monitor the topic in the community: notice issues and measure temperature



**LTV Panorāma**  
@ltvpanorama



Karstā ziņa: Deg prezidenta pils eku kompleksss

[Translate post](#)



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# Threads | Community interactions



Audience Size: 50 – 70M users



**Usage:** Threads is designed for more personal and focused interactions, distinguishing it from broader social networks. It's often used for deep discussions and niche topics.



**Community Building:** Particularly popular for creating and maintaining smaller, more engaged communities that value in-depth discussion.  
Integration with Instagram



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# Communication directions | RRP

## Why & how Threads: personal conversations | rise awareness | ask opinions

- » Build relationships with community members
- » Create and engage in relatable discussions
- » Organise events and livestreams
- » Explore community's thoughts and reflections in variety of topics



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# Trends – what's hot?



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TikTok



# TikTok as a driving force for new social media era



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# Everyone can be a content creator

- » Rise of Short-Form Video Content
- » Content Discovery Through Algorithms
- » Cultural Impact and Global Reach
- » Focus on Real-Time and Raw Content
- » Youth Engagement



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# Authenticity



**Authenticity is  
the key**



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# Authenticity builds trust and transparency

- » People want to follow real humans, not corporations

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- » Authenticity fosters a positive and supportive online community

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- » Users stick with networks and follow accounts that consistently deliver real, relatable content, reducing churn and increasing platform loyalty

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- » Authentic interactions lead to higher levels of engagement



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# Social commerce



## Social commerce uprising



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# Seamlessly integrating purchasing processes into social media platforms

- » Direct Sales on Social Platforms
- » Integration of Shopping Features
- » Influencer-Driven Marketing
- » Personalized Shopping Experience
- » User Reviews and Social Proof



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AI | VR | AR



AI | VR | AR  
incoming



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# Real or fake?

- » Personalisation and AI
- » AR Filters and Effects
- » Virtual Environments and VR
- » AI in Content Moderation
- » Enhanced Shopping Experiences



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# CGI on the roll



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# CGI on the roll



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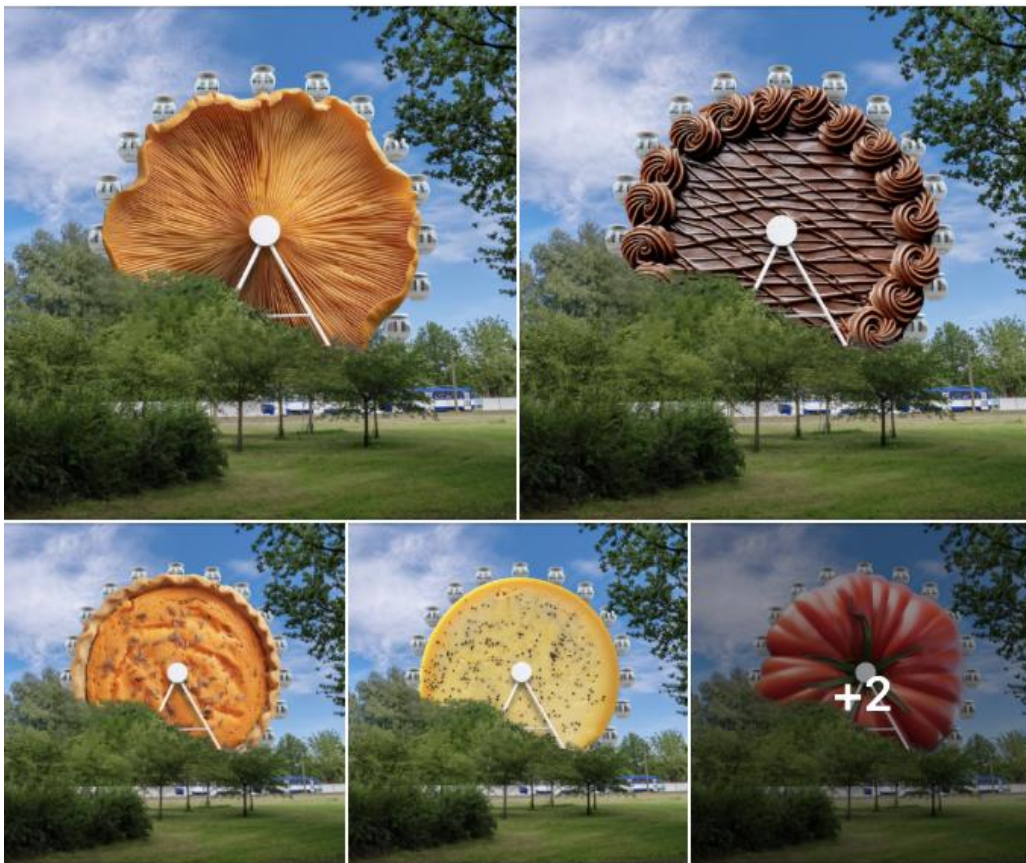
# CGI on the roll



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# AI who?



SAMSUNG

Atrask savo žolinės žiedą su paieška apibraukiant funkcija!

**Paprastasis saldymedis**  
Naudojamas maisto pramonėje, ramina kūną ir protą

**Paprastasis čiobrelis**  
Žinomas dėl savo gebėjimo stiprinti imuninę sistemą ir apsaugoti nuo blogio

**+6**  
**Jonažolė**  
Pritraukia klastėjimą ir sėkmę



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# What's next?

## Predicted Trends



- 1 Privacy-Focused Social Media Growth
- 2 Rise of Social Commerce
- 3 Expansion of AR and VR
- 4 Enhanced Use of AI for Personalisation and Moderation
- 5 Authentic Content and Influencer Marketing



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# Topics for consideration



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# Social media & crisis communication

- » **Handling Misinformation:** managing fake news and misinformation on social platforms

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- » **Crisis Management:** real-time response and communication during a crisis

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- » **Reputation Management:** proactive reputation management



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# Handling Misinformation

## Deepfake

A deepfake is AI-generated fake content shared on social platforms to mislead, often depicting people doing or saying things they never did.



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# Handling Misinformation

## Bots | fake profiles

Social media bots amplify misinformation by mass-sharing false content and creating fake popularity. They manipulate trends and simulate public support, making it harder to detect false information. This increases the spread and impact of misinformation.



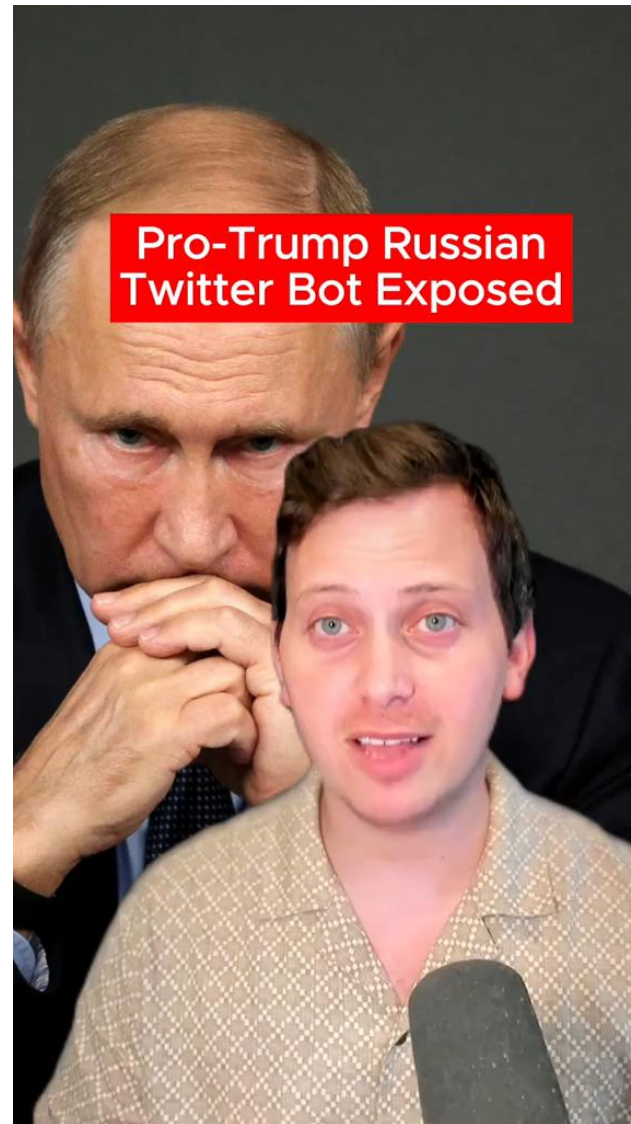
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# Handling Misinformation

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# Handling Misinformation

## Fake news

Misinformation on social media refers to the spread of false or inaccurate information, often unintentionally, which can mislead users and distort understanding of important topics or events. It can easily go viral, influencing public perception and decision-making.



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# Regulatory and Ethical Considerations

- » **GDPR and Data Privacy:** impact of GDPR on social media practices in Europe

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- » **Content Moderation:** the balance between free speech and content moderation on social platforms

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- » **Ethical Advertising:** importance of transparency in influencer marketing and native ads



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# Summary

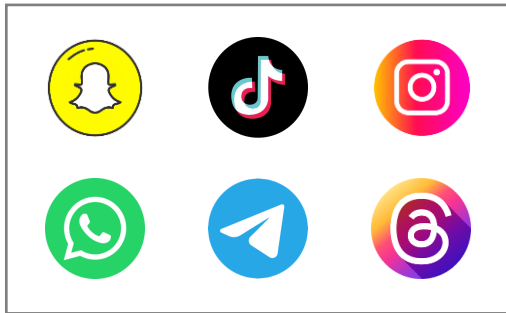


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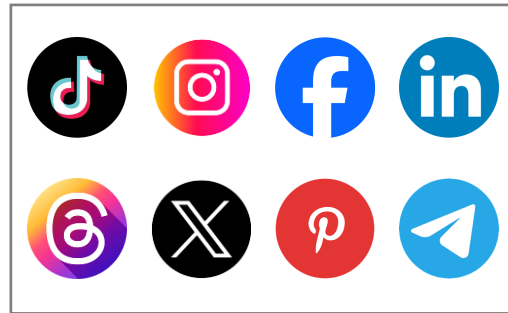
# How to connect?

Youngsters



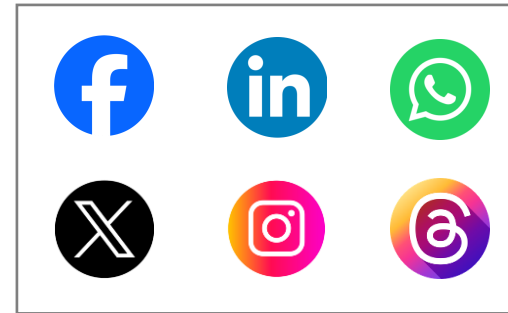
Authentic communication based on trends, interests and personalities

Millennials



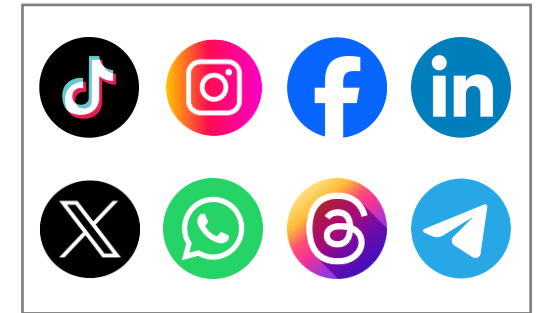
Networking, interest groups and niche communities

GenX



Networking, active groups, news and society interests

General public



Authentic communication based on interests, communities and networking experience



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Coffee break  
(10 minutes)



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Presentation by DG  
ECFIN, SG RECOVER,  
and DG COMM,  
European Commission



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# NextGenEU– Green Strand

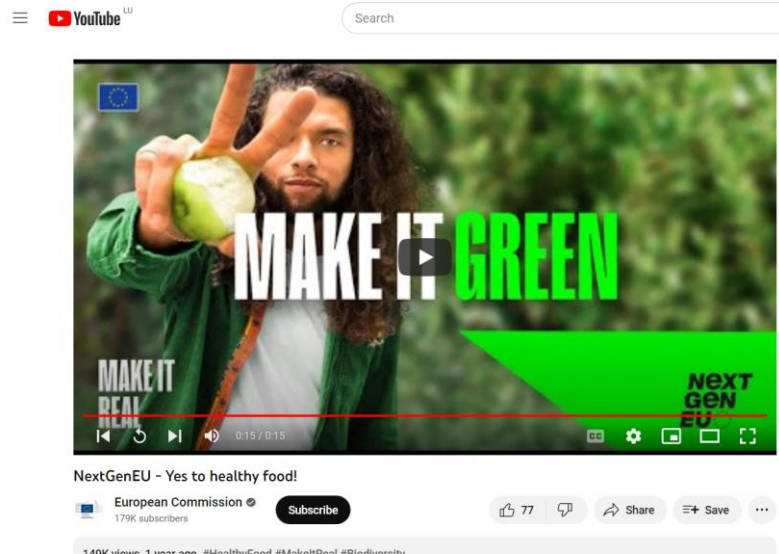
Using social media in top layer campaigns

# Objective, targeting and timeline

- **Objective:** building awareness of the NextGenerationEU and Recovery and Resilience Facility with a focus on green issues, primarily clean energy and mobility; protecting our environment and biodiversity; sustainable food and agriculture; and responsible consumption
- **Geographical scope:** all Member States (except for Bulgaria, Hungary, The Netherlands, Poland, Romania and Sweden)
- **Targeting:** primarily Generation Z (young people between 16-24 years old) and people between 16 and 44 years old
- **Timeline:** started in October 2021 and lasted 6 weeks
- **Channels:** Social media, display ads

# Channels

## Social Media



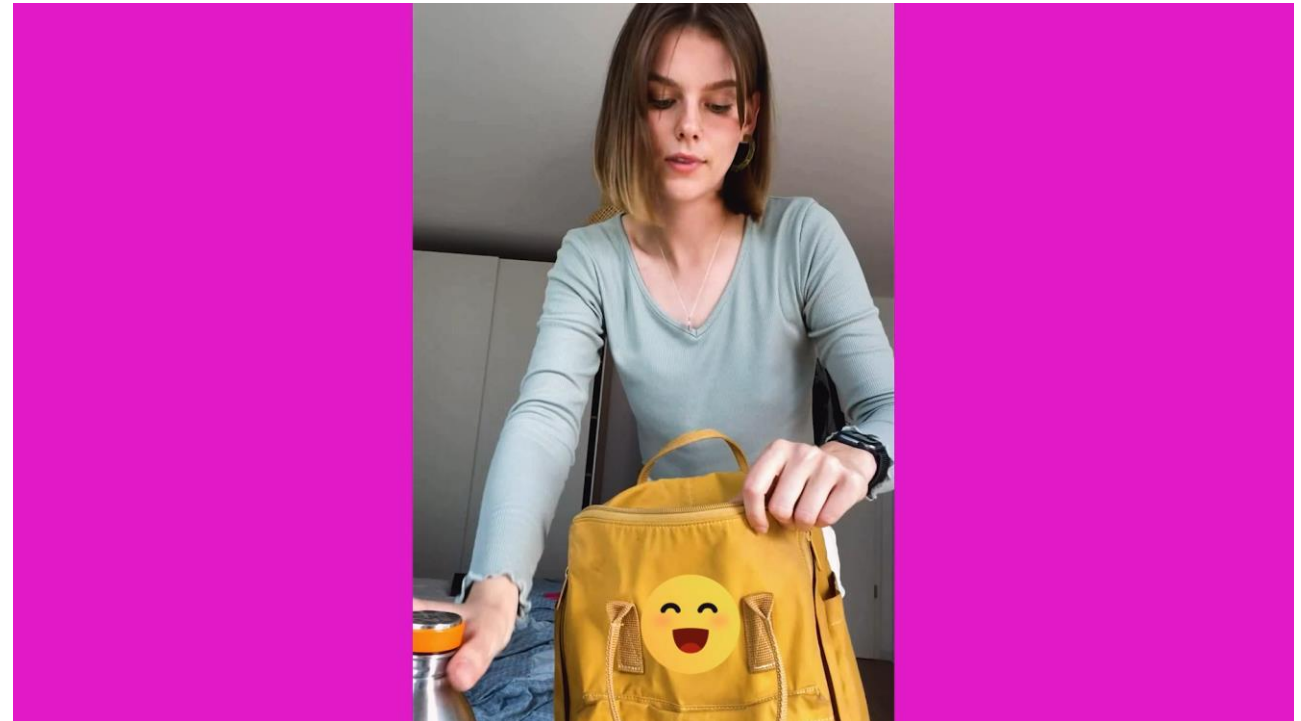
## Display ads



# Creative assets for the campaign

- The campaign included 3 videos, each with a distinct theme: *Food & Nature*, *Fashion & Repair*, *Transport & Travel*
- Showing what “Make it Green” could mean in the context of eating, shopping or mobility: relatable and understandable across Member States.
- Humorous and light tone, current cultural language + fresh, contemporary look

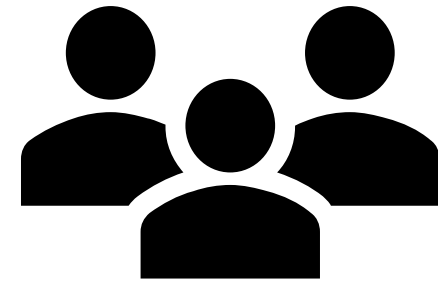
**KEEP IT SHORT**  
**KEEP IT SIMPLE, LESS IS MORE**



*Transport & Travel video*

# Green strand results

- Reach: **92.3%** (of target audience aged 18-44) or **102,527,369** (number of people reached by multiple channels)
- Impressions: **2.06 billion**
- Post engagements: **86,147**
- Video views: **379 million**
- Link clicks: **3.8 million**



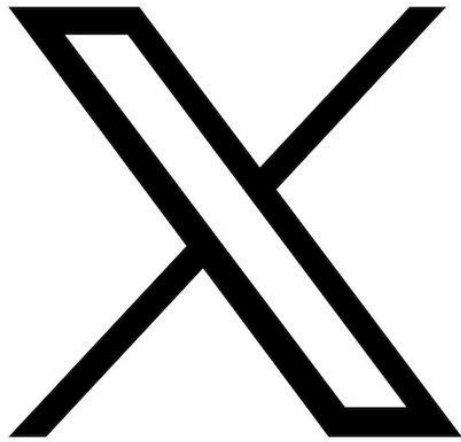
**102 M** people reached  
**92.3%** of target audience



# Effective use of social media for RRF communication

Tips and best practices by DG ECFIN/ SG RECOVER

# DG ECFIN Social Media Channels



X  
(@ecfin)



Facebook  
(EU economy)



LinkedIn  
(EU Economy and  
Finance)



# RECOVERY AND RESILIENCE FACILITY

## Payment

€  
m

**A more resilient  
and cost-  
efficient  
health  
system**



Next  
Gen  
EU

**Establishing a  
one-stop-shop  
for all electronic  
public  
helpdesk  
service**



Next  
Gen  
EU



Next  
Gen  
EU



**EU Economy & Finance** ✓

@ecfin

Promote



[#NextGenerationEU](#): The [@EU\\_Commission](#) has today disbursed €18.5 billion to Italy 🇮🇹 under the Recovery and Resilience Facility.

The third payment comes after Italy 🇮🇹 completed 54 milestones and targets of its national recovery plan. 🙌

# Simplifying RRF Terms

- recovery and resilience plan <-> national plan
- milestones and targets <-> investments and reforms
- pillar <-> policy area
- twin transition <-> green and digital transition



# RECOVERY AND RESILIENCE FACILITY

## What's in store for young people?

More than €67 billion are

dedicated

Agapi (23) received a voucher to buy a laptop for her studies.



GREECE



NEXT GEN EU

Patrick's (20) university curriculum was modernised to better match labour market demand.



CZECHIA



NEXT GEN EU

Rhey (17) benefitted from various training and work experience opportunities to develop his career path.



FRANCE

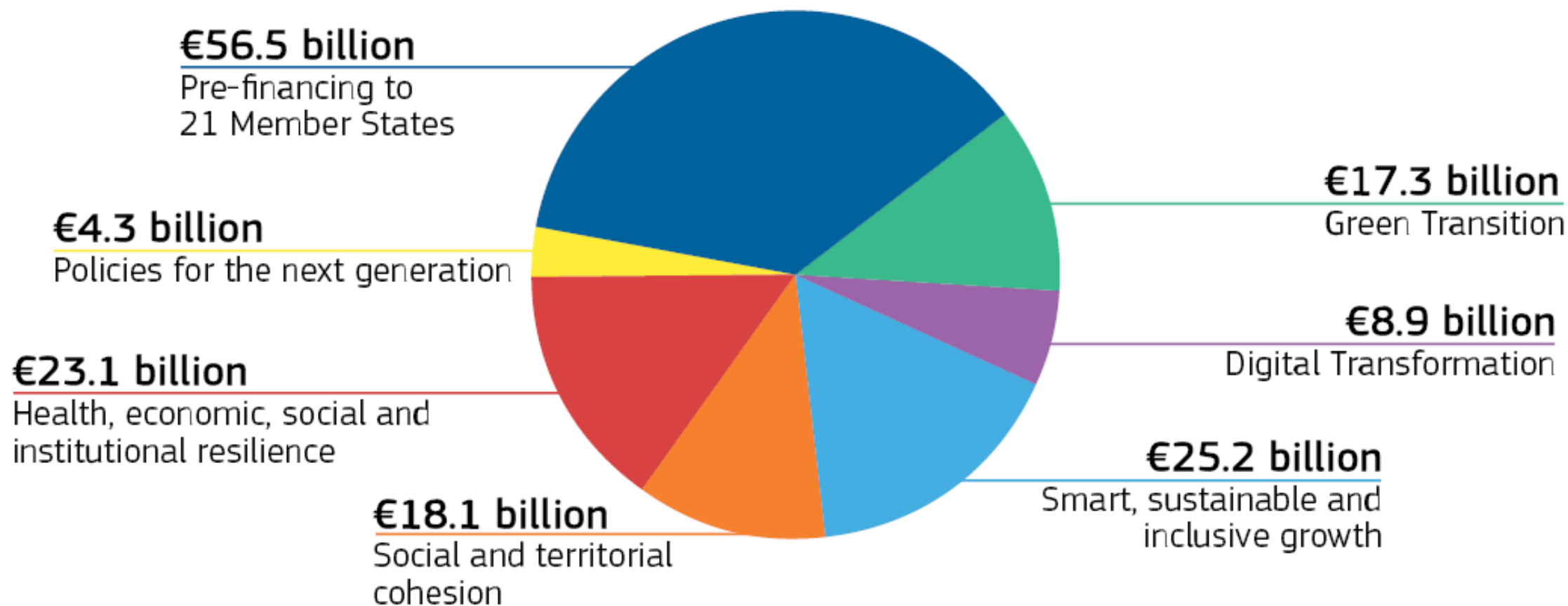


NEXT GEN EU



NEXT GEN EU

# €153.4 billion has been disbursed





# RECOVERY AND RESILIENCE FACILITY

# Key figures

Next  
Gen  
EU

Over  
**1150**



milestones and targets satisfactorily fulfilled relating to reforms and investments made by EU countries

Close to  
**€225 billion**



disbursed to support Member States' economies

**€150 billion**



in additional support for Member States through the REPowerEU chapters of national plans and new loan requests

**5.6 million**



additional households having internet access provided via very high capacity networks thanks to RRF support

**28 million**



megawatt hours (MWh) saved in annual energy consumption thanks to RRF support

**8.7 million**

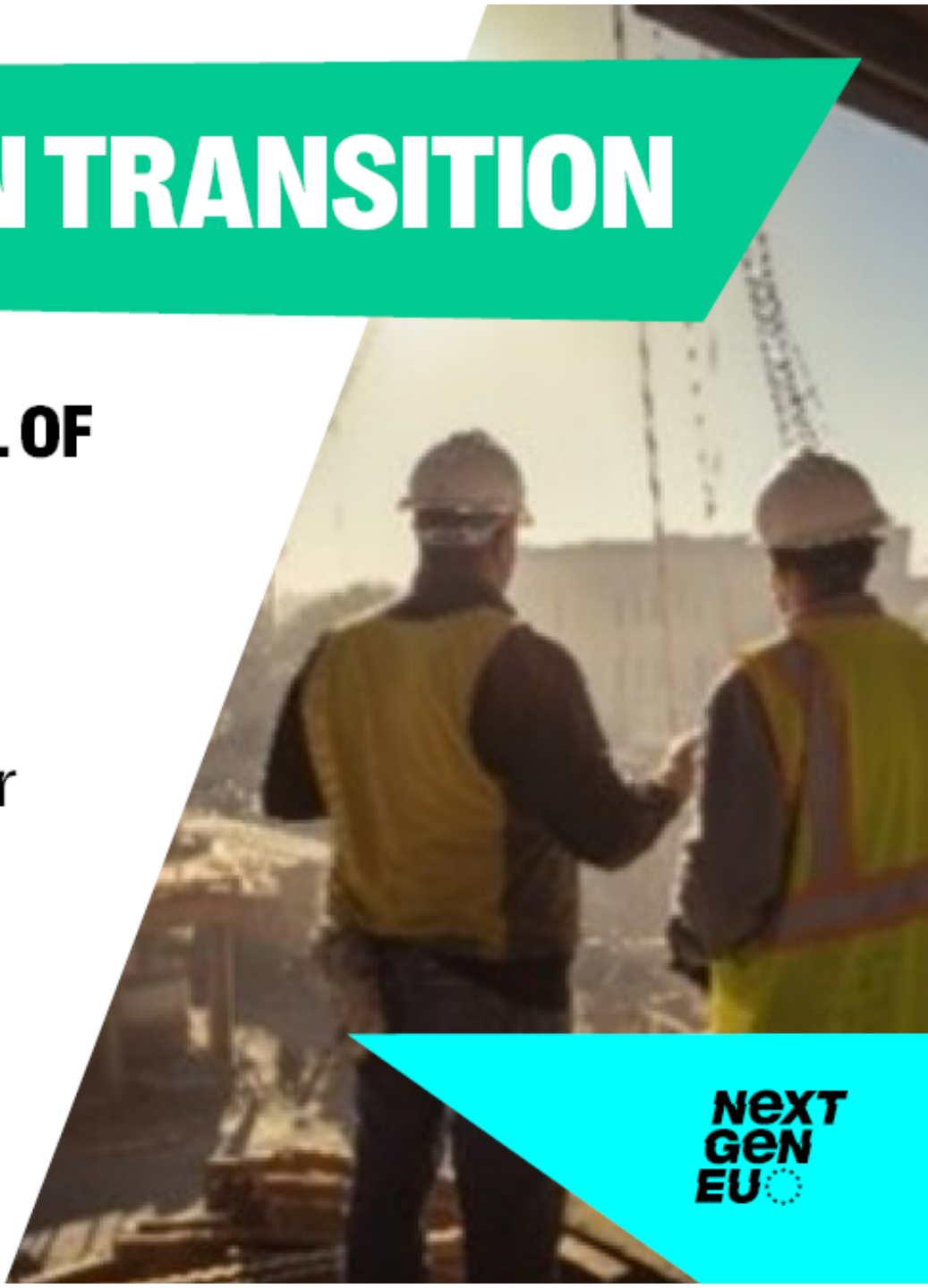


people whose education and training efforts have benefitted from the RRF.



## FRANCE: REDUCING THE ENERGY BILL OF HOUSEHOLDS

► The energy renovation of more than 1.5 million households will be supported from €1.9 billion for social housing and the “MaPrimeRenov” subsidy scheme for private housing.



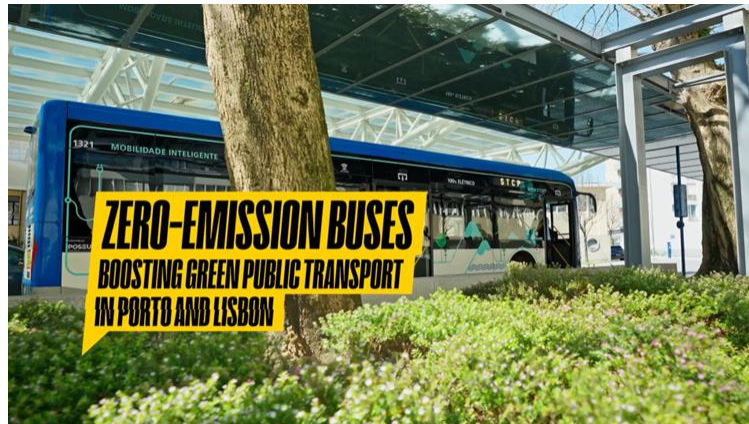
# Tips and best practices

- Highlighting concrete projects and using storytelling elements
- Identifying of main communication moments
- Clear and easy-to-understand messages
- Four RRF project videos in BE, DE, EL and PT
- Food for thought: Social media account of the Greek national recovery plan on [X](#), [LinkedIn](#) and [YouTube](#)

# RRF project videos



Greece



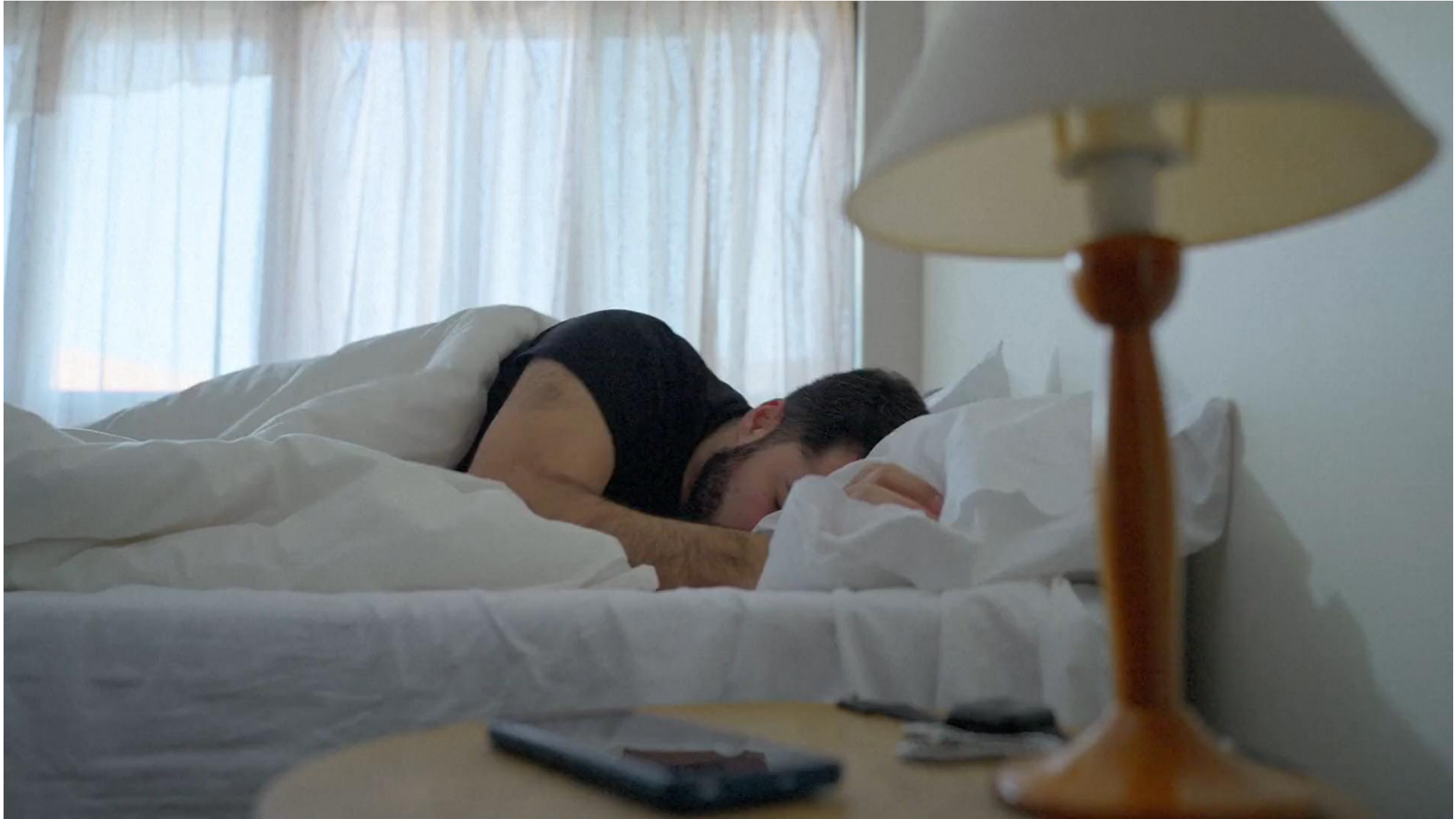
Portugal



Germany



Belgium



# Contacts



I have a question.  
How and whom I contact?



Please contact the following departments at the European Commission:

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# Q&A



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How to create effective social media communication plans & how to evaluate the efficiency of social media communication?



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# 9 steps of social media planning

- 1 Set clear objectives
- 2 Understand Your Audience
- 3 Research Competitors
- 4 Choose the Right Platforms
- 5 Plan Your Content
- 6 Allocate Resources
- 7 Implement and Manage
- 8 Monitor and Adjust
- 9 Stay Updated



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# 1. Set clear objectives

**1. Goal Definition:** Determine what you want to achieve with your social media efforts.



Common goals include increasing brand awareness, driving sales, generating leads, improving customer engagement, or providing customer service.



**2. Set KPI's:** objectives must be specific, measurable, achievable, relevant, and time-bound.



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# For example:

## Goal:

To increase the visibility of the new product line on social media platforms within the next quarter.



## Reach and Impressions:

- **Metric:** Increase the total reach of social media posts by 25%.
- **How to Measure:** Monitor the number of unique users who see your posts and track the total number of impressions over time using social media analytics tools.

## Engagement Rate:

- **Metric:** Achieve a 15% increase in engagement rate, including likes, comments, shares, and saves.
- **How to Measure:** Calculate the engagement rate by dividing the total number of engagements by the number of impressions and multiplying by 100 to get a percentage.



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# For example:

## Goal:

To increase the visibility of the new product line on social media platforms within the next quarter.



## Follower Growth:

- **Metric:** Grow the number of followers by 20% across all platforms.
- **How to Measure:** Track the net increase in followers on each social media platform using the built-in analytics provided by the platform.

## Brand Mentions:

- **Metric:** Increase brand mentions by 30% across social media platforms.
- **How to Measure:** Use social listening tools to track how often your brand is mentioned on social media and compare it to previous periods.



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# For example:

## Goal:

To increase the visibility of the new product line on social media platforms within the next quarter.



## Traffic to Website from Social Media:

- **Metric:** Increase referral traffic from social media platforms to the website by 40%.
- **How to Measure:** Use tools like Google Analytics to track the number of visitors coming to your website from social media links.

## Hashtag Performance:

- **Metric:** Improve the performance of branded hashtags by 50% in terms of usage and engagement.
- **How to Measure:** Use hashtag analytics tools to monitor the frequency and engagement of posts using your branded hashtags.



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## 2. Understand your audience



1

**Target Audience:** Identify who your audience is, including demographics, psychographics, and behaviour patterns.

2

**Customer Personas:** Create detailed personas for your audience to better understand their needs, preferences, and media consumption habits.



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# For example:

## Target Audience:



**Age Group:** 20-40 years old

**Location:** Primarily urban areas in Europe and North America

**Interests:** Running, outdoor activities, environmental conservation

**Buying Behaviour:** Prefers to purchase from brands that demonstrate a commitment to sustainability

**Demographics:** Age, gender, income level, education, marital status.

**Geographics:** Urban or suburban areas, specific regions or countries where eco-consciousness is high.

**Psychographics:** Values, attitudes, interests, and lifestyle.

**Behaviours:** Purchasing behaviours, brand loyalty, product usage, and response to marketing campaigns.



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# For example:

## Customer Persona: Emily the Eco-runner



**Age:** 32

**Location:** Urban area, living in Warsaw

**Occupation:** Marketing Manager

**Income:** Approximately 60,000 EUR per year

**Education:** Bachelor's degree in Communications

**Marital Status:** Single

**Interests:** Enjoys weekend trail runs, participates in local and regional marathons, member of a local environmental advocacy group, regularly volunteers for public clean-ups.

**Lifestyle:** Active lifestyle, prefers outdoor activities, uses public transport and rides a bike, shops organic and local.

**Values:** Strongly values sustainability, is willing to pay more for eco-friendly products, prefers products from companies that have a clear environmental commitment.

**Media Consumption:** Active on social media, particularly Instagram and Pinterest, follows eco-conscious bloggers and influencers, subscribes to health and sustainability magazines.

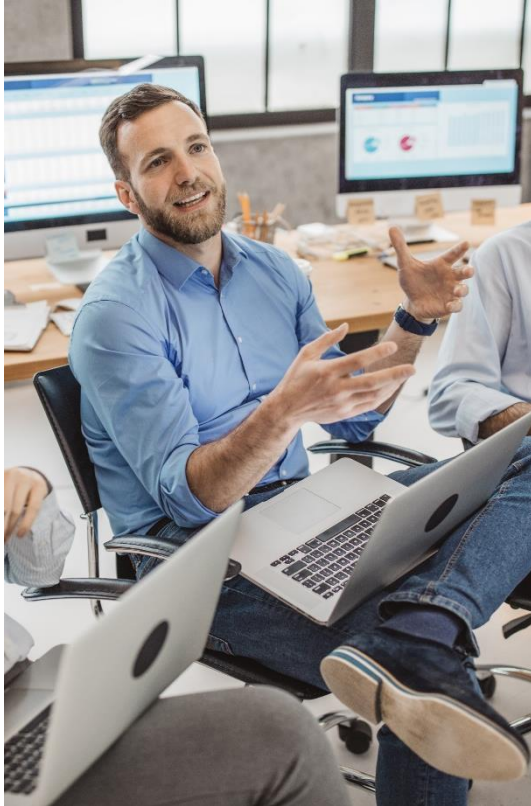
**Purchasing Behaviour:** Shops online frequently, reads reviews before purchasing, loyal to brands that are transparent about their production processes and company ethics.



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### 3. Research Competitors



1

**Competitive Analysis:** Analyse what your competitors are doing on their social platforms. Note what works and what doesn't, and how you can differentiate your brand.

2

**SWOT Analysis:** Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to evaluate where you stand in the market relative to your competitors.



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## 4. Choose the Right Platforms



**Platform Selection:** Not all platforms will be right for specific product, campaign or project. Choose platforms where target audience is most active and where you can grab their attention.



**Platform Goals:** Define what you aim to achieve on each platform based on its strengths and user behavior (e.g., customer service on Twitter, brand storytelling on Instagram).



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## 5. Plan Your Content



**Content Strategy:** Develop a content strategy that supports your goals and speaks to your audience. Include a mix of content types, such as videos, blogs, images, and infographics.



**Content Calendar:** Create a content calendar to schedule when and where each piece of content will be posted. This helps maintaining a consistent presence on social media.



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## 6. Allocate Resources



**Budget:** Determine how much budget you can allocate to social media management, content creation, and advertising.



**Tools and Teams:** Decide what tools you will need for scheduling posts, monitoring engagement, and analysing performance. Allocate team responsibilities clearly.



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## 7. Implement and Manage



**Execution:** Begin posting according to your content calendar. Engage with your audience by responding to comments, messages, and mentions.



**Community Management:** Actively manage your community by fostering discussions and moderating content to ensure a positive environment.



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## 8. Monitor and Adjust



**Analytics:** Regularly check analytics to see what is working and what is not. Most platforms provide insights into engagement, reach, clicks, and more.



**Iterative Improvement:** Use these insights to tweak your strategy and improve your content. Testing different approaches can help you refine your social media plan.



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## 9. Stay Updated



**Industry Trends:** Keep an eye on emerging trends in social media to stay ahead. Platforms often change algorithms, introduce new features, or shift in popularity.



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# 9 key social media performance indicators

- 1 Reach and Impressions
- 2 Engagement
- 3 Follower Growth
- 4 Click-Through Rate (CTR)
- 5 Conversion Rate
- 6 Brand Mentions
- 7 Customer Response Rate and Time
- 8 Cost Per Click (CPC) or Cost Per Thousand Impressions (CPM)
- 9 Sentiment Analysis



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# 9 key social media performance indicators

## 1 Reach and Impressions



**Definition:** Reach refers to the number of unique users who see your content, while impressions are the total number of times your content is displayed.



**How to Measure:** Use the analytics tools provided by the social media platform (e.g., Facebook Insights, Twitter Analytics) to track these metrics directly on your dashboard.



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# 9 key social media performance indicators

## 2 Engagement



**Definition:** Includes likes, comments, shares, and saves. High engagement rates indicate that content is resonant with your audience.



**How to Measure:** Sum up the total interactions and compare them to the number of followers or impressions to calculate the engagement rate. This can typically be done through built-in platform analytics.



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# 9 key social media performance indicators

## 3 Follower Growth



**Definition:** The rate at which your number of followers is increasing.



**How to Measure:** Monitor the net increase in followers over a specific period. Social media platforms provide this data directly, and it can also be tracked manually to see trends.



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# 9 key social media performance indicators

## 4 Click-Through Rate (CTR)



**Definition:** The percentage of people who clicked on a link out of the total number of people who viewed the post.



**How to Measure:** Use the link tracking provided by social media platforms or external tools like Google Analytics to track the number of clicks relative to impressions or reach.



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# 9 key social media performance indicators

## 5 Conversion Rate



**Definition:** The percentage of users who take a desired action (like subscribing to a newsletter, registering for a webinar, or making a purchase) after clicking on a link in your social media post.



**How to Measure:** Track conversions through UTM parameters on URLs linked in your social media posts and monitor the data in Google Analytics.



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# 9 key social media performance indicators

## 6 Brand Mentions



**Definition:** How often your brand is mentioned on social media platforms.



**How to Measure:** Use social listening tools like Mention, Brand24, or simply the search function within social platforms to track how frequently your brand is being discussed.





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# 9 key social media performance indicators

## 7 Customer Response Rate and Time

 **Definition:** How quickly and how often you respond to customer inquiries and comments on social media.

 **How to Measure:** Most platforms provide analytics on response rates and times, especially for business accounts (e.g., Facebook Page Insights).



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# 9 key social media performance indicators

## 8 Cost Per Click (CPC) or Cost Per Thousand Impressions (CPM)



**Definition:** CPC refers to the cost for each click on your paid social media ads, while CPM refers to the cost per 1,000 impressions.



**How to Measure:** Track these costs directly through the advertising platforms provided by social media networks.



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# 9 key social media performance indicators

## 9 Sentiment Analysis



**Definition:** The overall attitude (positive, neutral, or negative) of the content that mentions or engages with your brand.



**How to Measure:** Use sentiment analysis tools that are part of comprehensive social media management tools like Hootsuite, Sprout Social, or specialized sentiment analysis tools.



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Lunch break



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# Workshop No. 1



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# Task

## Length

1 hour



## Task:

1. Write short description of your project.
2. Set social media goals and clear KPI's.
3. Define your audience and create customer persona.
4. Choose the social media platforms for communication.



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# Content creation: use of AI tools & open- source platforms



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# How can AI help with social media communication?

## 1 Social Media Planning

### Predictive Analytics:

Analyse historical data and predict future trends, helping to plan content that aligns with expected user behaviour or upcoming trends.



### Optimal Scheduling:

Determine the best times to post based on when your audience is most active, increasing engagement rates.



### Audience Insights:

AI-driven analytics provide deep insights into audience preferences and behaviors to tailor social media strategy to better target demographic.



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# AI tools for social media planning



- » **Buffer**
- » **Sprout Social**
- » **Hootsuite**
- » **Lately**
- » **HubSpot Marketing Hub**
- » **Zoho Social**
- » **CoSchedule**



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# How can AI help with social media communication?

## 2 Content Creation

### Automated Content Generation:

Generate text, images, or video content based on set parameters, significantly speeding up the content creation process.



### Enhanced Personalization:

Create personalized content that resonates more effectively with individual users or segments, improving engagement and conversion rates.



### Creative Design:

Tools like Canva use AI to suggest design elements, layouts, and color schemes that might appeal to your audience, making the design process more efficient.



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# AI tools for social media content creation



- » **Jasper (formerly Jarvis)**
- » **Lumen5**
- » **Canva's Magic**
- » **Copy.ai**
- » **Writesonic**
- » **Pictory**
- » **ChatGPT by OpenAI**
- » **Zyro**



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# How can AI help with social media communication?

## 3 Content Management

### Efficient Workflow:

AI can automate routine tasks such as posting, reporting, and monitoring, freeing up time for more strategic activities.



### Real-Time Adjustments:

AI systems can monitor performance metrics in real time and suggest adjustments to live campaigns, such as modifying budgets or pausing underperforming ads.



### Content Optimization:

AI can analyze which types of content perform best and provide recommendations for future content, continuously improving the effectiveness of your social media efforts.



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# How can AI help with social media communication?

## 4 Community Interaction

### Chatbots for Customer Service:

AI-powered chatbots can handle customer inquiries on social media, providing instant responses to common questions and escalating more complex issues to human operators.



### Sentiment Analysis:

AI tools can gauge the sentiment of comments and posts regarding your brand, providing insights into public perception and highlighting potential areas for improvement.



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# AI tools for social media community interactions

- » **Sprout Social**
- » **Hootsuite Insights Powered by Brandwatch**
- » **ManyChat**
- » **Chatfuel**
- » **Zendesk**
- » **Khoros**
- » **HubSpot Social Inbox Tool**



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# How can AI help with social media communication?

## 5 Ad Management

### Targeting Optimization:

AI improves ad targeting by analyzing user data and predicting which users are most likely to respond positively to certain advertisements.



### Budget Allocation:

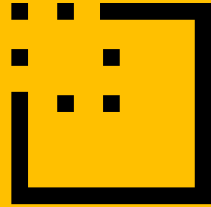
AI can dynamically allocate ad spend based on the performance of different segments, ensuring the best possible ROI.



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# AI tools for social media community interactions



- » **Revealbot**
- » **Smartly.io**
- » **AdEspresso by Hootsuite**
- » **Trapica**
- » **Albert**
- » **Pattern89**
- » **Madgicx**



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# How can AI help with social media communication?

## 6 Performance Analysis

### Advanced Analytics:

AI can sift through massive amounts of data to generate comprehensive reports that highlight successes and areas for improvement.



### Predictive Performance Modeling:

AI models can forecast future campaign performance based on current data, helping guide decision-making processes.

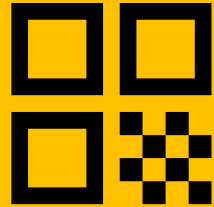


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# AI tools for social media performance analysis

- » **Sprout Social**
- » **Hootsuite Analytics**
- » **BuzzSumo**
- » **HubSpot Social Media Software**
- » **Socialbakers**
- » **Brandwatch**
- » **Khoros**
- » **Talkwalker**



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# Let's try AI



- Audience analytics
- Content strategy and ideas
- Trend and insight gathering



- Content creation & editing
- Creative writing



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Coffee break  
(15 minutes)



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# Workshop No. 2



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# Task

## Length

45 min



## Task:

1. Explore ChatGPT to research content strategy.
2. Play with Canva tool to create photo and video content.



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# Q&A and Wrap-up



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