# Annex 5: Social Media Analysis

The social media analysis will assess reach, levels of interaction and engagement and sentiment of EC youth materials and activities on social media. In order to do this effectively, we have focused on a sample of EC data and materials made available and activities implemented in the five target countries amongst others. The results of the analysis will help to inform the study on which social media initiatives have worked well and areas for improvement. Furthermore, it will enable us to recommend cost-effective initiatives for engaging with youth on social media for DGs to consider in the future.

# Context for the analysis

We conducted a desk based research to assess the key contextual factors that may exert an influence on EC communication with youth via social media in the sample countries. This research was reliant on quantitative research disseminated in recent studies and reports, from agencies such as Eurostat or national statistics agencies, though data was not available for all years.

## The definition of ‘Youth’ in regards to age groups in each country

Although the different definitions of youth in the five priority countries have been taken into consideration, due to the wide scope of the analysis we have used the definitions as guidance rather than a strict boundary.

For the five target countries, we researched further. Germany’s Social Code—Volume 8 (1991) on child and youth welfare services defines a young person as between 14 and 26 years old. The Federal Child and Youth Plan (KJP) allows projects to include young persons from 12 up to 26 years of age, so does the Youth Strategy 2015-2018.

In Spain, an analysis of youth participation (2011) states that most organisations and experts define youth as those aged 15 to 29 years. A country fact sheet (2009) reports that youth associations are legally defined as formal gatherings of 14-29 year olds.

Finland’s Youth Act (2006) and youth decree (2006) define youth as those under 29 years of age. The Latvia national youth policy (2009) defines youth as between 13-25 years. Finally, in the Slovenia Youth Sector Act (2010), youth are defined as ‘young people and young adults of both genders aged between 15 and a completed 29 years’. Our age definition broadly aligns with these countries’ definitions which overlap with one another.

## The demographic ‘weight’ of youth in each country

The most accurate figures on Eurostat refer to the 15 to 29 years old category of the population on 1st January 2016. All five countries have a very similar demographic profile with Latvia having the highest percentage of youth at 18% of its population, followed by Germany and Finland with 17%, Slovenia on 16% and finally Spain with 15%.

## Social media and online use amongst young people

Using Eurostat data, we were able to provide a background analysis of the social media and related internet usage for the five chosen countries. This has helped to understand the nature of social media and related internet usage and engagements across the three age segments defined, specifically how this could impact the relevant bodies like EC Representation in their youth outreach. The full graphs can be reviewed in Annex 1.

**Participating in social networks (creating user profile, posting messages or other contributions to Facebook, Twitter, etc.)**

Social media usage across all age ranges is incredibly high as expected. In 2017 an average of 90% of 16-19 years old participated in social networks, this is only slightly behind the 20-24 age group on 92%. The 25-34 years old group have an average of 83% participation. Data for 2012 was unavailable. The data shows that in general, social network usage and engagement helps to provide a strong focus on using social networks as a reliable channel of communication for the EC.

**Participating in social or professional networks**

The figures for participating in either a social or a professional network are more or less identical at 16-19 year olds at 90%, 20-24 year olds at 92% and a small decrease down to 84% for 25-34 year olds. No data was available for 2012, 2014 and 2016. We can infer from this that the majority of people using professional networks also use social networks as there is no significant differentiation in the participation rates, across age groups and countries for the two types of networks.

**Uploading self-created content to any website to be shared**

Uploading self created content for sharing was an action that varied amongst countries over the years, with most countries experiencing a decline in at least one year. For most countries, there has been a decrease of around 7% in 2016 followed by an increase of around 10% in 2017. 25-34 year olds had the lowest level of uploading. No data was available for 2012. This would suggest key events happening in 2017 could be responsible for people taking the time to upload their own content. These events could be elections, political events, linked to world news etc. Reacting to trending topics is a clear opportunity when it comes to user engagement.

**Participating in professional networks (creating user profile, posting messages or other contributions to LinkedIn, Xing, etc.)**

With an average of only 6% in the 16-19 years old category it is clear that this audience is too young to need or want to use professional networks. In the 20-24 years old category, Spain outperforms the average of 15% with an impressive 27% (a jump of 10% in two years). There is a higher average in the 25-34 years old category of 20% with a noticeable difference within the countries of Latvia and Slovenia only averaging 10.5%. Data was unavailable for the years 2012, 2014 and 2016. Professional networks such as LinkedIn are currently not the preferred channel for the EC communicating with youth audiences. In light of this data, there is a reduced benefit to utilising this channel.

**Posting opinions on civic or political issues via websites**

Spain and Germany lead on posting opinions online with an average of 10% higher than that of Finland, Latvia and Slovenia. Growth is quite slow, in 2017 only 15% of people on average were engaged in this activity. Data from 2012, 2014 and 2016 was unavailable. Finland and Latvia had consistently lowers rates of posting opinions. 20-24 years olds posted the most amount of opinions.

**Taking part in on-line consultations or voting to define civic or political issues (e.g. urban planning, signing a petition)**

A similar trend emerges in this category in line with the posting of opinions online category. Spain and Germany had on average between 5 and 10% more people engaged in this activity across the age ranges. Overall in 2017, 11% of 16-19 year olds, 14% of 20-24 year olds and 15% of 25-34 year olds participated in this activity. Data was unavailable for 2012, 2014 and 2016.

# Methodology

Based on the stakeholder interviews conducted and the inventory of material, we have refined our sampling approach further to ensure accuracy and flexibility. This includes for instance, the author service (DG, Representation or other EC service), their social media presence, the name of campaign, keywords and hashtags used and key materials produced.

## Data Requests

We emailed an original request to stakeholders for the data required with a further two reminder emails in the month of July. The requests were based on Section 3.2.2. of the interim report and included questions for the stakeholders to answer. Due to limited data provided, not all data received was used for this analysis. Below is a table of what was received.

|  |  |  |
| --- | --- | --- |
| Name of the stakeholder | Requested data (in addition to answers to questions) | Received - Yes/No |
| DG COMM | General social media data  #EUandME campaign data  #EUEducationEmpowers campaign data | Yes  Yes  No |
| DG EAC | European Youth Week and associated data | Yes |
| DG EMPL | European Youth social media account  Your First EURES Job (2012-present)  Youth Guarantee and Youth Employment Initiative (DG EMPL) (2014 – present) | Yes  Yes  Yes |
| DG ENV | Generation Awake Campaign | Yes |
| DG DEVCO | General social media data  #2030isnow social media photo competition  HerStoryOurStory campaign contact | Yes  No  No |
| DG ECHO | EU Saves Live campaign | Yes |
| Publication Office of the EU (OP) | Social media activities related to youth publications | Yes |
| EPSO | General social media data | Yes |
| DG REGIO | Young bloggers/vloggers are regular partners of REGIO initiatives/campaigns | No |
| DG GROW | Promoting entrepreneurship among youth  Social media campaign on rights in the Single Market, targeting 18-30 year olds. The activity is being coordinated with 8 DGs' communication units, and all the Reps  Facebook quiz: short quiz with prizes on single market rights, run annually. | No  No  No |
| EC Representations in Germany | General social media data  Germany: The Erasmus+ DE social media campaign for their YouTube videos in 2017. | No  No |
| EC Representations in Spain | General social media data | Yes |
| EC Representations in Finland | General social media data  Campaign #myEverydayEU (#MunEUarki) with 5 famous Youtubers, reach was about 500,000.  Campaign on digital single market issues with a popular “hipster style” radio station. | No  No  No |
| EC Representations in Latvia | General social media data  Draugiem.lv key stats  Back to school stats on FB, Twitter and Draugiem.lv  Social media data in relation to ‘EU exam’, 'Knowledge Bus', 'EU vitamins' initiative | Yes  No  No  No |
| EC Representations in Slovenia | General social media data  Their Single Market benefits social media campaign | No |
| EDIC Germany | General social media data | Yes but little information given |
| EDIC Spain | General social media data | No |
| EDIC Finland | General social media data | No |
| EDIC Latvia | General social media data | Yes |
| EDIC Slovenia | General social media data | Yes |
| Eurodesk Germany | General social media data | Yes but little information given |
| Eurodesk Spain | General social media data | No |
| Eurodesk Finland | General social media data | No – annual leave |
| Eurodesk Latvia | General social media data | No |
| Eurodesk Slovenia | General social media data | Yes but little information given |

## Limitations of the report

* Lack of data – not all stakeholders were able to respond to the requests. Additionally, not all historical social media data can be downloaded from platforms.
* Age – age ranges are often targeted towards the youth segment in primary or secondary school which is too young for the definition identified in the Inception phase.
* Social media access – we will need to be given access to analyse the relevant content within the parameters and metrics defined.
* Types of accounts available – some EC accounts are only on Facebook or Twitter. We can therefore only analyse those that are available, potentially leading to more focus on one platform over another.
* Consistency of keywords and hashtags – some campaigns and activities may use keywords and hashtags that are not consistent due to translation issues.
* Functionality of the tools at our disposal – social media analysis tools will only be able to detail a certain depth to the data. For example, sub-segments such as citizens/migrants, socio-economic background, income, education and political orientation are not available.
* Minority Languages will be excluded if not officially recognised, such as the Russian language in Latvia. This will lead to a segment of the youth population being excluded from the analysis.

# Findings

## Analysis of Questions

Stakeholders were all asked six questions regarding their work, experiences and thoughts with communicating to youth audiences on social media. The analysis of the answers has been provided below with a range of quotes used as further evidence from the original stakeholder interviews.

**Overall, would you say that your social media work with youth has increased, stayed the same or decreased during the last three years? Please illustrate your arguments with data on the number of your social media accounts, social media activities and young followers?**

All respondents stated that they have increased their social media work substantially over the last three years with the pace of involvement accelerating. This could be through increased output of content or with the use of new platforms such as Instagram. This has allowed an extended level of reach and new youth audiences being targeted, sometimes encouraging thousands of new followers being attracted to these accounts. The realisation that involving young people throughout the process rather than just as an end consumer is key to deeper engagement and building deeper relationships with them.

With more young people watching YouTube and online videos for significant time periods, there has been some innovative approaches such as using vloggers in campaigns such as the #myEverydayEU campaign in Finland and also collaborating with online radio stations to reach those audiences too.

Quotes:

*‘Our social media work has increased over the past three years and specifically with young people. This increase in resources has had an impact on our reach in general and has helped us have more interaction with young people. For example, on Facebook today out of our 244 000 followers, 70% are between 18 and 34 years old.’* Liane Riordan – DG DEVCO (Europe Aid)

*‘We have increased our work with youth on social media, particularly over the last year. In September 2017 we created the EU Careers Instagram account with the main objective of targeting young people. At the moment (July 2018) we have 1,526 followers on Instagram, 46% of which are on the 25-34 age range and 27% on the 18-24 age range.’* Ana Ascencao-E-Silva - European Personnel Selection Office (EPSO)

‘*The amount of activities directed to young people has increased over the last year. We are increasingly targeting young people with specific actions, especially under the EUandME campaign. We are targeting young people mainly through our Instagram account, as they tend to be more active there. Our tone is adapted to them, as well as the themes and the visuals. We tend to keep Facebook more neutral to reach both younger and older audiences*.’ Ana Blazquez - EC Representation Spain

**Based on your experience and available monitoring data and user feedback, what would you say are your more effective social media activities in terms of reach and engagement with youth on social media?**

Most respondents reported that their most effective activities were with focused campaigns rather than general routine content. Campaign-driven competitions featuring opportunities or a call for action drive engagement with youth to higher levels and enjoy more comments, sharing and interaction. This will likely have used specific targeting features within social media platforms to increase the engagement with relevant youth audiences.

Traditional social media targeting strategies are now being complemented with new approaches involving influencer marketing, YouTube collaborations and vlogging campaigns. Comments were made about the fact that there needs to be more interactive online materials to achieve engagement with young people as they are more accustomed to learning and interacting this way.

Quotes:

*‘We ran a campaign #myEverydayEU (#MunEUarki) with five famous Youtubers. They vlogged about how the EU affects their everyday lives and encouraged young people to share their everydayEU on Instagram. The reach was about 500,000. This approach is now copied to version 2.0 with ten Youtubers.’* -Susanne Ekvall - EC Representation Finland

*‘We have carried out two big social media campaigns targeted at youth and young adults. The first one was the campaign on digital single market issues with a popular “hipster style” radio station. There were discussions on the radio morning show, a competition and a “disco dislocated” party at the Museum of Natural History. The campaign reach was about 350,000*.’ Susanne Ekvall - EC Representation Finland  
  
*‘Micro-Influencer strategies as well as competitions, polls and videos, with a fresh and informal approach, highly individualistic, with some advocacy on it. Visuals need to be high quality in terms of aesthetics or very fresh and natural. This tendency is especially relevant in our ‘cafeconeuropa’ accounts.*’ Ana Blazquez - EC Representation Spain

**Are there any good practices in social media reach or engagement that you would like to report? If yes, please illustrate why you think these are particularly effective, innovative or attractive with young people (or people working with young people)**

The use of promoted posts has become a necessity to combat the decline in organic reach. Increasing the coordination and collaboration of social media activity with others stakeholders such as partners and influencers is a common theme. Video posts, personal experience posts (such as case studies) and competitions or offers that can be applied for or won receive more attention for youth than general reports.

Quotes:

*‘Most of the engagements come from content related to mobility and training opportunities offered by the programme (e.g. Discover EU).*’ Borut Cink - Eurodesk Slovenia  
  
*‘EUandME launch campaign with both mid-range influencers and micro influencers. We decided to organised a digital event, were influencers presented the EUandME campaign directly online. The two influencers were selected based on their relation with EU policies (travel, studying abroad, living abroad) and presented their own experiences related to them – bringing concrete examples*.’ Ana Blazquez - EU Representation Spain

**Do you have any examples of social media posts, tweets and mentions of EC materials that illustrate how youth has ‘taking ownership’ of further discussing, using, commenting, reacting or further developing on these topics or materials?**

An important finding has been the success of directly involving students and young people in campaigns with the ability to contribute their own content such as blogs and stories highlighting their experiences. Allowing social media takeovers, rather than just targeting content at young people, was also popular. There are also excellent examples of youth involvement leading to roles as ambassadors for projects and using word of mouth and engagement with their peers.

The ‘European Development Days Young Leaders programme’ is a good example of youth taking ownership, through user-generated content as they now have their own blog to contribute to with their content.

Quotes:

(Regarding EuropeAid Youth Take-over) ’*Five girls aged 15-23 from five developing countries (Nicaragua, Philippines, Senegal, Kenya, India) took over EuropeAid's Twitter and Facebook accounts for one day on 14.10.2015 from 10-16.00 CET, publishing content and answering questions. A live Twitter chat took place from 3-4pm CET with a combined reach of over 70k people (19,770 on Twitter and 50,000 on Facebook). In addition there was 800 mentions of #GirlsVoices on Twitter, plus retweets and mentions by UN Women (787k followers), Girl Effect (153k), OECD Dev (53k), Guardian GDP (29k) and several MS development agencies*.’ Liane Riordan – DG DEVCO (Europe Aid)

**During the past three years, have you come across EC social media campaigns or activities that were particularly successful in adapting to the national, cultural, historical or linguistic contexts, or quite the opposite – failed to properly take these into account?**

Providing translated content is important in sharing information and making connections across cultures and countries. Localisation of content should be essential for the EC to achieve its aims, particularly with social media channels being the popular method of communication for youth audiences. Some respondents talked about young groups being excluded from information if their language skills are underdeveloped, they have disabilities, having different political views or indeed are outside mainstream education (i.e. NEETs). These young groups are currently not properly targeted.

An example of success would be the ‘European External Action Service’ youth take-over, in collaboration with PLAN in April 2018. 20 young people from 20 different countries used their voices to reach local audiences after the adoption of Child rights guidelines.

Quotes:

*‘Overall EC materials have improved in recent years – they increasingly are more attractive and accessible to youth groups.*’ Elena Ron Diaz - DG AGRI

*‘Together with the regional representation in Barcelona, we organised an event on the 30th anniversary of the Erasmus programme, where we looked for Erasmusbabies. This action was partially targeted to youngsters – possible Erasmus couple's kids or recent parents. This action was very well organised, adapting to the linguistic context of Spain.’ Ana Blazquez* - EC Representation Spain

*‘We have to listen to the real needs of youth and be ready to change once the need evolves. One difficulty is that we need to do things in all languages. If we choose something – it can be seen cool in one country and may not be acceptable in some other*.’ Gwenn Straszburger - DG COMM

**And finally, is your service (and/or its contractors) using social media monitoring tools to ‘listen’ to the extent your or EC materials are discussed online and the tone/sentiment of these posts, tweets of discussions? if yes, could you provide us with the results of this analysis?**

Most respondents are relying on platform statistics such as Facebook Insights and Twitter analytics. A few organisations are also using Hootsuite, Digimind, Sprout Social and Buffer. Time and resources are definitely the main issue. There is also an issue of understanding the importance of social media monitoring and listening as the basis of learning about the impacts of social media activities and campaigns for future improvements.

The main monitoring taking place is recognising popular posts by the number of likes and engagements and then looking to duplicate that success with similar content when applicable

## Reach of EC social media accounts, materials and activities

### Main Author DG & EC Representations (central level)

**Directorate-General for Communication (DG COMM)**

We analysed data from Facebook and Twitter, for the overall EC account and the accounts for the five target countries. Data is provided for the period between January 2015 - June 2018 and excludes non-youth data. Twitter data provided covers the period from June 2017 - June 2018 and did not include reach data.

Overall, the reach for youth content on the main EC Facebook account is 17,726,645 with an average reach of 145,300 over the three years. During this timeframe, there were 125 posts relevant to youth audiences. The main topics were, Erasmus+, European Voluntary Service, European Solidarity Corps, employment and investment amongst other topics such as days of significance e.g. Europe Day. Most content was organically promoted resulting in a higher organic reach.

Very little content was delivered through paid promotions. However, no financial data is available to determine the impact on the reach and the cost per click/engagement. Nevertheless, paid reach was still high at 4,614,624 with an average paid post reaching 37,825 people. Reach data is also provided per country.

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| --- | --- | --- | --- |
| **European level** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **17,726,645** | **13,169,504** | **4,614,624** |
| **Average FB** | **145,300** | **107,947** | **37,825** |

For the five target countries, there were similarities and differences. The strongest for overall reach were Germany and Spain. These two countries also have the largest populations, which creates a larger base of people to target. The most noticeable difference between the two is that Germany’s organic reach is double that of its paid reach whereas Spain’s ratio is the opposite with paid reach double the organic reach. Spain’s paid activity has helped it to match Germany’s average Facebook reach figures despite its population being around half that of Germany’s.

The weakest for overall reach was Latvia, which has a declining young population in particular. However, Latvia is the only country not to have conducted paid promotions to young people. Slovenia has only conducted paid promotions once, with a promoted video of the Commission's work and materials available in Slovenia. This video had 9,000 views alone on Facebook.

Although organic reach was the most effective way to target young people overall, paid promotions are sometime still necessary as a way of maximising awareness to young audiences. Using both methods effectively can ensure that young audiences are aware of the ECs work in regards to the lives of young people.

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| --- | --- | --- | --- |
| **Germany** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **3,267,703** | **2,279,090** | **989,335** |
| **Average FB** | **17,568** | **5,319** | **12,253** |

|  |  |  |  |
| --- | --- | --- | --- |
| **Spain** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **1,611,829** | **530,177** | **1,082,670** |
| **Average FB** | **16,118** | **5,301** | **10,826** |

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| --- | --- | --- | --- |
| **Finland** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **586,027** | **113,895** | **472,393** |
| **Average FB** | **5,376** | **1,044** | **4,333** |

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| --- | --- | --- | --- |
| **Latvia** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **40,171** | **40,171** | **0** |
| **Average FB** | **803** | **803** | **0** |

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| --- | --- | --- | --- |
| **Slovenia** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **282,865** | **263,143** | **20,000** |
| **Average FB** | **2,643** | **2,459** | **186** |

#EUandME campaign

The #EUandME campaign highlights how the EU makes a difference to young people, including with the rights and benefits that people enjoy because of being EU citizens. This analysis only covers the first phase of the campaign, which is aimed at awareness. In the second phase, the focus is on engagement. Currently, there is no engagement data or sentiment data available.

For the paid promotions, these were delivered on four platforms – Facebook, Instagram, YouTube and Google advertising. The ten countries targeted were Czechia, France, Hungary, Italy, Latvia, Poland, Portugal, Romania, Slovenia and Sweden. On Facebook and Instagram, there was €638,614.63 spent and the total reach was 34,927,657. On YouTube, the same ten countries were targeted with a total of 76,802,827 impressions. Specific video view figures were not provided. Through Google display advertising, the campaign targeted all EU member states with a total of 547,109,237 impressions.

Co-operation with five social media influencers from the start of the campaign also helped to boost the reach. Influencers were from Croatia, Greece, Poland, Germany and Finland. Out of the five target countries, two are represented by influencers. Both had a strong performance in the three segments. However, the Finnish influencer did not utilise Facebook.

|  |  |  |
| --- | --- | --- |
|  | German influencer | Finnish influencer |
| YouTube | 1 video  10,067 views | 1 video  16,504 views |
| Facebook | 1 post  74 likes | N/A |
| Instagram | 3 posts  41,334 impressions  1,577 likes | 1 post  28,905 impressions  6,282 likes |

The total number of online conversations around the campaign were 18,000. The total number of organic reach per social media platforms were as follows:

* Facebook central page: 2,683,960
* All EC monitored Facebook pages: 4,367,391
* Instagram: 1,093,658

**Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) - #EUEducationEmpowers campaign**

Metrics of the hashtag analysis include reach and sentiment. The keywords were only analysed within the national languages of each country. Minority (non-official) languages were excluded.

The campaign, launched on 18 December 2017, targets young EU citizens with the aim to raise awareness of the EU's work in providing access to education for children caught up in humanitarian crises across the world.

Demographics

There was a 50/50 split with gender use of the hashtag. However, age data shows that 100% of the male users were aged 18-25 whereas that age group only accounted for 67% of the female usage with the other 33% being females over the age of 55.

Reach

The hashtag had a large reach and number of engagements with 735 people talking about it with 1,400 mentions. There was an estimated reach of 176,500. This is due to the fact that hashtags are the most relevant when the number of mentions are high and linked to specific topics which involves many stakeholders. Although the hashtag began in November 2017 and started to build over the following months, it was at its peak in May 2018 with 650 mentions during that month.

Sentiment

86% of the sentiment of posts were positive. With only 40 negative mentions, this can be seen as successful interaction and discussion amongst youth audiences. Mentions without sentiment were not analysed. 125 mentions were neutral in sentiment. Negative sentiment may be to do with context rather than a negative reaction. For example, the Commissioner for Humanitarian Aid and Crisis Management has tweeted about this campaign but this is counted as negative due to the context being the refugee children from South Sudan.

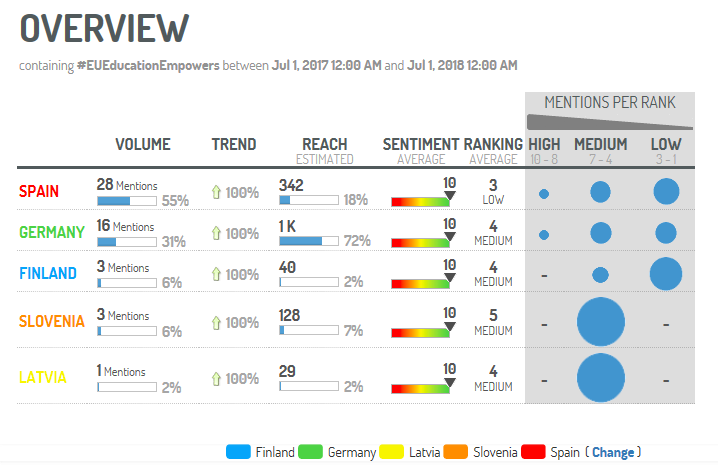
*‘#Education in emergencies is an investment in hope for a better future. For #refugee children from #SouthSudan that we help support in Nguenyyiel Camp as well as in many other emergency-stricken situations. #EUeducationEmpowers’ -* Christos Stylianides - @StylianidesEU - European Commissioner for Humanitarian Aid and Crisis Management

Media breakdown

Twitter dominated the usage of the hashtag with 92% of the mentions. There were 6% of mentions on Facebook, totalling 75 mentions. 24 mentions were recorded on Instagram, 2% of the total.

Five target countries

This target country analysis was conducted using the social media listening tool Digimind. Looking specifically at the five target countries in our analysis reveals that Spain had over 55% of the mentions with Germany second on 31%. The posts in Germany had more three times the reach so may have been posted on accounts with larger numbers of followers. A combined seven mentions for the three other countries made up the remainder, highlighting a potential lack of youth engagement from these countries for this campaign.



**Directorate-General for DG Education, Youth, Sport and Culture (DG EAC)**

DG EAC manages a number of social media accounts with strong reach. These are predominantly promoting content in English though on other occasions multi-lingual content is used.

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| --- | --- |
| European Youth FB page (managed by DG EAC in cooperation with DG EMPL) | Average weekly reach of between 15,000 – 20,000 people   * fans' base is 195,000 * most common age groups: 31% 18-24ys old, 51% 25-34ys old |
| @EuropeanYouthEU Twitter account (managed by DG EAC in cooperation with DG EMPL) | Average weekly reach of between 100,000 – 120,000   * followers' base is 22,000 |

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| --- | --- |
| Erasmus+ FB page (managed by DG EAC) | Average weekly reach is approximately 200,000   * fans' base is 442,000 * most common age groups: 44% 18-24ys old, 36% 25-34ys old |
| @EUErasmusPlus Twitter account (managed by DG EAC) | Average weekly reach of between 250,000 – 300,000   * followers' base is 64,800 |

**Erasmus+ 30th Anniversary**

To celebrate the 30 years of Erasmus+, the European Commission developed a communication campaign to promote the positive impact of Erasmus+ and the less-known opportunities within the Programme. The posts were alternatively promoted to audiences in five priority countries and the 33 countries where Erasmus+ operates.

From the final results collected from January to December 1st, on Facebook there was a total reach of 17,213,487. On Twitter, there were a total of 2,954,708 impressions.

**European Youth Week**  
  
We analysed data for DG EAC’s social media accounts around European Youth Week and the success of the campaign on their social media accounts. The eighth edition of European Youth Week took place across Europe in May 2017 and saw more than 112,000 young people participate in various events. During the week, social media activity took place on Erasmus+ social accounts, as well as the European Youth accounts. The Commission chose to use social media as the major communication channel in order to reach young people and those with an interest in the sector. The combined channels reached over 3,300,000 million people during the event.

The total reach during seven weeks of promotion on Erasmus+ and European Youth Twitter and Facebook resulted in reaching 3,389,115 young people with a total of 46,312 interactions. To reach young people even further, editable infographics and visuals were created around European Youth Week, volunteering and Erasmus+ Youth that could be used by National Agencies in their native language. The DG also liaised with other Commission services, REPs and the European Parliament to repost content onto their social media accounts, as well as National Agencies, in order to maximise the communication impact. In order to gain a wider reach across social media, European Youth Week invited young people to take a photo and post it on social media. By doing so, they gathered 100 photos posted on social media relating to European Youth Week 2017.

This is a key example of a Directorate-General successfully reaching young people on social media channels to improve the visibility of youth communications. This has also benefited their physical activities with young people at the event itself.

**Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL)**

**Your First EURES Job**  
  
The Your First EURES Job is a mobility scheme to help young Europeans between 18 and 30 to find a job, traineeship or apprenticeship in other EU countries. The final evaluation report was used to analyse the success in reaching young people. The report highlighted the importance of social media to create new, cost-effective services using the community building potential of these media platforms.

Your First EURES Job social media activity has been used through the EURES and European Youth communication channels in particular. Fifteen sample posts from April - June 2018 were analysed for their reach on the European Youth Facebook page. All posts were promoted organically only and comprised 5% of the total number of posts for that period. The total organic reach to young people of these posts was 197,736. On average, these posts reached 13,182 people. In general, these posts have reached a high number of posts compared to most other posts on the European Youth Facebook page. This suggests the topic of youth employment and the benefits of EURES are well received by youth audiences, such users will typically share and like these posts, though they tend not to post comments.

**European Youth - Facebook**

For the European Youth Facebook social media activities, posts from April - June 2018 were analysed, due to limitations on downloading historical data from the platform. Two of the five priority countries featured in the most common country of origin for fans. These were Spain (13,702) and Germany (7,732). The remaining three countries did not make the top ten. Most fans of the page are female at 64% and 35% for males. Most fans were either aged between 25-34 or 18-24. This means a total of 53% of female fans were young and 28% of males were young.

In comparison, the demographics of the audiences reached by the page content was different. Spain and Germany again featured in the most common country of origin for people reached. These figures were 355,545 people reached for Spain and 248,279 people reached for Germany. The remaining three countries did not make the top ten. There was a greater gender balance with 54% reached being female and 46% male. Additionally, the majority of people reached were 13-24. A significant decline was seen in the 25-34 age category.

In this period, the total reach was 3,099,775 with an average reach of 10,801. 84% of the reach came from organic posts. The remainder was from paid promotions.

|  |  |  |  |
| --- | --- | --- | --- |
| **European Youth** | Overall Reach | Organic Reach | Paid Reach |
| Total | 3,099,775 | 2,613,686 | 495,409 |
| Average | 10,801 | 9,107 | 1,726 |

Similar to DG COMM, the main topics of posts were, Erasmus+, European Voluntary Service, European Solidarity Corps, employment and investment amongst other topics such as days of significance e.g. Europe Day. The broad similarities of popular youth content enables a potential for greater collaboration between the EC social media channels. This can already be seen in the sharing of relevant youth content across channels.

**EU Vocational Skills Week 2017**

For European Vocation Skills Week 2017, there was a focus on targeting and engaging with youth audiences. The European Youth Facebook and Twitter account was utilised to promote this type of content. The #EUVocationalSkills and #DiscoverYourTalent hashtag reach was 27,232,543, based on Facebook Adverts Manager & organic posts across Social Europe and European Youth and Keyhole. This was no doubt partially because of high reach amongst youth audiences who are predominantly on social media.

One of the main forms of engagement was the Pact4Youth video series. There were three videos promoting vocational education, training, and apprenticeships as an equal choice for young people and promoting the establishment of partnerships between business and education to facilitate young people’s entry into working life. In total, these three videos had 4,131 organic views and 98,808 paid views. This is a combined total of 102,939. ‘Pact Youth’ was also a popular keyword during the week itself, with 613 mentions according to Digimind.

Targeted audience advertisements were delivered to young leaners on Facebook and Twitter. The Facebook advertisement reached 287,910 people, with 7,008 unique link clicks and 160 call to action button clicks. The biggest age group reached was 13-24. On Twitter, for the 13-24 age group, there were 104,916 impressions and 9,122 link clicks.

**Directorate-General for International Cooperation and Development (DG DEVCO)**

DG DEVCO is responsible for designing European international cooperation and development policy and delivering aid throughout the world. DG DEVCO has a number of social media pages and maintains a strong record of social media activity on Facebook, Twitter as well as Instagram. Data provided from DG DEVCO indicates that all channels are successfully reaching youth audiences. For Facebook and Twitter, audiences tended to be young, with an average of two-thirds being 18-35 across all peers and platforms. The Facebook audience is overwhelmingly young, with 82% between the ages of 18-34. The Twitter audience is slightly older than on Facebook. For Instagram, the overall number of posts has risen and the proportion of young people has remained stable (around 80 %). No specific account datasets were provided for a deeper analysis.   
  
**Directorate-General for Environment (DG ENV) - Generation Awake Campaign**  
  
Generation Awake was the European Commission’s awareness raising campaign on resource efficiency which took place between October 2011 and March 2015. Generation Awake was online in the form of a website, a YouTube channel and a Facebook page. The campaign targeted young urban citizens (25-40 year olds) and families with small children, encouraging them to use resources sustainably to minimise impact on the environment. The campaign’s results included millions of video views, 140,000 social media followers and over 2,000 articles published about the campaign across Europe.   
  
In data provided by DG ENV, results show that a large number of young people that had seen the campaign resulted in an increase to the website traffic. Competitions on the Generation Awake Facebook page led to more visits, both on the website and on Facebook. In total, by March 2015, there was over 140,000 fans on the Facebook page and the website received 834,000 people since the campaign launch. Data from the Generation Awake Facebook page shows that although the page itself recorded a high number of ‘likes’, comments were rare. However, the engagement rate on Facebook reached 1.97% against a target of 1.86%.   
  
Facebook was the Generation Awake social media platform on which most engagement of the visitors took place and it attracted many new visitors. Nevertheless, it was not as interactive or as appealing as many users would have expected, and was used mainly by those young audiences with a good knowledge of spoken English. Very few users mentioned or shared information about the campaign online, meaning that engagement on social media platforms external to the campaign was low throughout. For example, on non-campaign social media accounts there were very few discussions about Generation Awake amongst young people, which limited the campaign to pick up and start discussions on social media and limited news about Generation Awake to the Facebook page alone.   
  
Further analysis could not be conducted as the social media data was not segmented by channel. Therefore, there was no identifiable data regarding the Facebook page.

Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) - EU Saves Lives Campaign

On 6 April 2018, the European Commission launched the EU Saves Lives campaign to raise awareness on the EU's response to natural or man-made disasters: EU Emergency Response in Europe and worldwide. The main target countries of the campaign are France, Germany, Italy, Lithuania, Romania and Spain. The campaign is a part of the EU Solidarity Corps and helps to encourage volunteering in to support EU Aid.

The project is promoted through the use of promotional material targeting young people such as through flyers. The campaign is currently still progressing but preliminary reach data shows that the campaign has reached over 110,000 people in Vilnius and Bucharest alone. A related EU Solidarity Corp YouTube video was used for promotions on the European Commission channel. This had 9,845 views.

**Publication Office of the EU (OP)**

The Publications Office has one account on Twitter with 9,061 followers, where it promotes selected publications produced or edited by the Publications Office. The Facebook account 'EU Law and Publications' is a shared account with 120,000 fans. The Publications Office does not carry-out paid or targeted promotion in social media and does not organise specific campaigns targeted at youth. No distinction between promotion of publications and promotion towards youth or people working with youth is made. Any titles targeted at youth would be promoted among other titles, several times per year, depending on what is being produced and disseminated. No social media data was provided as currently the OP doesn’t analyse social media data.  
  
**European Personnel Selection Office (EPSO)**

As a recruitment service, EPSO is specifically focused on youth segments as their main target audience for their social media strategy. EPSO aims to attract the 25-35 bracket to apply for positions in the EU institutions. To do this, EPSO have increased their work with youth on social media, particularly over the last year. In September 2017, the EU Careers Instagram account was created with the main objective of targeting young people. As of July 2018, there are 1,526 followers on Instagram, 46% of which are on the 25-34 age range and 27% on the 18-24 age range.

EPSO also tries to target young people via Facebook. As of July 2018, there are 355,951 followers on the EU Careers page, against 327,655 on the same date last year. 53% of the Facebook followers are on the 25-34 age range, while 12% are on the 18-24 age range. On both these accounts, EPSO try to post content that is more attractive to young people, such as appealing visuals, GIFs and stories (for Instagram). Currently, EPSO does not have historical data and does not have the capacity in place to use social media listening tools.

## EC Representations, EDICs and Eurodesk (national level)

**EC Representation Spain**

The European Commission Representative in Spain has three main social media accounts; Facebook (Comision Europea), Twitter (UEmadrid) and Instagram (UEmadrid). Although their social media is not specifically aimed at young people, they target young people through their Instagram account, and ages 25-34 are the most engaged on their Facebook page with 17%. Alongside the European Parliament Office in Spain, they have a set of social media accounts targeted at young people on Cafe Con Europa, which are on Twitter, Instagram and Facebook. Other campaigns which have been specifically targeted for young people include #EUandMe. The social media monitoring tools for keywords and topics is managed by colleagues in Brussels and were unavailable to analyse.

**EC Representation Finland - #MunEUarki campaign**

The campaign was targeted to young people and aimed to share more information about what happens on a typical day for some employees who work for the EU, including a breakdown of their tasks and responsibilities. Metrics of the hashtag analysis include reach and sentiment. The keywords were only analysed within the national languages of each country. Minority (non-official) languages were excluded. The data available show little success in accurately targeting young people.

Demographics

As the hashtag was only used on Twitter and mostly for a concentrated period, limited data is available. There was a trend of 60% of the followers using the hashtag being female. No age data is available.

Reach

Nearly all of the mentions are centred around the content’s focus in June 2018. Seven mentions were recorded by seven users. These had an estimated reach of 268.

Sentiment

No figures are available for sentiment analysis.

Media breakdown

The hashtag was exclusively used on Twitter and with only 7 mentions, it may infer that the hashtag was only used by the official account.

**EC Representation Latvia**

Overall, in Latvia the social media work with youth has increased as a few of the corporate communication campaigns are targeting young people. The Representation in Latvia was using only Twitter for several years (since 2011) and the information space for youngsters about the European policies, events and engagements opportunities was covered by the EPS - the EU House accounts in the local social network draugiem.lv, Facebook.com as well as Twitter.

To increase reach to young people, the Representation opened its account in Facebook (2017) and Instagram (2018). The Facebook account now reaches 1,556 followers and a significant part of them are young. The EPS is continuing their communication with youngsters via Facebook and Twitter as well. The Representation is working hard to reach youth audiences on Instagram as this is one of the most popular social media networks among Latvian youths.

One of the approaches that is showing good results is to attract celebrities, use opinion leaders or involve strong communication partners who are active and visible in the social media networks. In Latvia's case the Representation is cooperating with the social movement Ghetto Games. The movement was involved to communicate EU values for street children, national minorities and youngsters in general. In 2016 – 2017 via the Ghetto Games Academy initiative, the Representation reached 79,730 young people via social media.

**EDIC Slovenia - Facebook**

|  |  |  |  |
| --- | --- | --- | --- |
| **EDIC Slovenia** | **Overall Reach** | **Organic Reach** | **Paid Reach** |
| **Total** | **9,362** | **9,362** | **0** |
| **Average** | **120** | **120** | **0** |

For this analysis, we reviewed the EDIC Slovenia Facebook data provided from Facebook insights as well as the EDIC annual reports, covering the period between January to June 2018. EDIC Slovenia considers Facebook to be the most important and appropriate social media for targeting youths. Facebook activity on social media has regularly consisted of no less than three posts a week on average. So far they have not used paid promotions to target young people. As the yearly EDIC programmes have always had youth as the main target group and the understanding of social media was youth oriented, the increase in Facebook “Likes” of their page over the years to 644, confirms there has been an increased reach to youth segments.

Over the analysed period, the gradual increase in the number of Facebook likes has been noticeable. The consistent output of activities on the page will likely have contributed to this. An increase of 128 likes has occurred from the end of 2017 till now. The demographic data from Facebook Insights has shown that there is some differences between the reach of those who like the page, and the wider Facebook community.

62% of fans of the page are female and 36% of fans are male. 32% of female fans were 25-34 and 6% were 18-24. For males 15% were 25-34 and only 3% were 18-24. In comparison, people reached showed a variation in age groups though not gender. 26% of females reached were 25-34 and 21% were aged 18-24. For males, 20% were aged 25-34 and 11% were aged 18-24.

**EDIC Latvia - Facebook**  
  
For this analysis, we reviewed EDIC Latvia Facebook data provided by the EDIC team. The European Direct Information Centre of Eastern Latvia has one social media account on Facebook with a total of 279 followers, which has remained the same since 2015. Their most popular social media content includes the EUROSCOLA campaign, which was particularly popular in Eastern Latvia, and the post about students from Rezekne returning from the European Parliament received over 800 views. The EDIC have also determined that each Facebook post is viewed between 50-100 times and if the post is more related to people’s lives, there tends to be more views. For example, content about free train tickets for youth received 299 views.

EDIC Latvia do not use social media monitoring tools, but they do analyse the total number of views on Facebook each month. The Facebook views on their page in 2018 so far have seen a gradual decline from approximately 350 views in January to approximately 180 views in May. This decline suggests that the EDIC is not sufficiently refining its approach to youth communications.

## Level of youth engagement with EC social media content, by youth segment

### Main Author DG & EC Representations (central level)

There is a high level of likes and more importantly in sharing of posts across the EU which is the most valuable reaction to a post for driving awareness and engagement amongst young people. The level of commenting is lower, which is to be expected as most posts do not seek or need comments with the exception of posts that ask for feedback, opinions or have a contentious issue or news item.

**DG COMM**

Facebook is the strongest channel across all four categories, with nearly 50,000 shares of posts, a key sign that the youth segment are engaged by the content and want to share it with their peers. Germany has impressive figures for engagement, with an average Facebook performance of 206 likes, 36 shares and 42 comments.

Spain is the strongest country on Twitter performance with high figures for both shares and likes. Combining this with the reach figures previously detailed would suggest that the Spanish channels are improving engagement on social media, understanding their audience well with high quality content for young people.

Noticeably, Latvia is having more success with Twitter engagements amongst young people compared to Facebook, achieving over 400% more shares on Twitter.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC OVERALL** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB - 159,031**  **TW – N/A** | **13,526**  **1,232** | **49,395**  **17,532** | **141,262**  **25,956** |
| **Average FB** | **1,272** | **108** | **395** | **1,130** |
| **Average TW** | **N/A** | **10** | **143** | **212** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC DE** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB - 37,444**  **TW - N/A** | **7,944**  **2** | **6,935**  **70** | **27,246**  **59** |
| **Average FB** | **199** | **42** | **36** | **206** |
| **Average TW** | **N/A** | **0** | **3** | **3** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC ES** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB – 7,420**  **TW - N/A** | **1,240**  **53** | **2,531**  **2,276** | **5,568**  **2,469** |
| **Average FB** | **74** | **12** | **25** | **55** |
| **Average TW** | **N/A** | **0** | **20** | **22** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC FI** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB – 1,209**  **TW - N/A** | **116**  **7** | **304**  **374** | **1,155**  **637** |
| **Average FB** | **11** | **1** | **3** | **11** |
| **Average TW** | **N/A** | **0** | **2** | **4** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC LV** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB - 216**  **TW - N/A** | **4**  **15** | **90**  **459** | **212**  **323** |
| **Average FB** | **4** | **0** | **2** | **4** |
| **Average TW** | **N/A** | **0** | **2** | **1** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **EC SI** | **Reactions** | **Comments** | **Shares** | **Likes** |
| **Total** | **FB – 1,258**  **TW - N/A** | **458**  **38** | **401**  **174** | **1,225**  **321** |
| **Average FB** | **11** | **4** | **4** | **11** |
| **Average TW** | **N/A** | **0** | **1** | **1** |

**DG EAC**

**Erasmus+ 30th Anniversary**

To celebrate the 30 years of Erasmus+, the European Commission developed a communication campaign to promote the positive impact of Erasmus+ and the less-known opportunities within the Programme. The posts were alternatively promoted to audiences in five priority countries and the 33 countries where Erasmus+ operates.

From the final results collected from January to December 1st, on Facebook there was a total of 1,499,103 engagements. Total link clicks were 80,846. For video campaigns, there was a total of 1,079,379 video views, 6,255,707 impressions and 12,569 clicks. On Twitter, total engagements were 49,196, total video views were 671,604 and total clicks were 9,205.

**European Youth Week 2017**

Youth engagement was increased with many effective approaches. A number of infographics were produced on European Youth Week, volunteering and Erasmus+ Youth that were editable and could be used by National Agencies in their native language.

In order to amplify the visibility of the Week, a concept of common activity across Europe were promoted. Young people were invited people to join hands for solidarity, make a photo and post it on social media. The result was around 100 photos from social media related to EYW 2017 including photos with youth week participants who have joined hands. A total of 46.312 interactions were recorded for the social media campaign.

**DG EMPL**

**European Youth Facebook**

Using the same data for reach, we have analysed the data for engagement. Firstly, we have analysed engaged users - the number of unique people who engaged in certain ways with the page post. For example, by commenting on, liking, sharing or clicking on particular elements of the post. 59,178 engaged young users were recorded for this period. By dividing this figure with the overall reach, the average engagement rate is 1.91%. Although this is a low percentage, this could be because there is a lot of content posted and shared on the channel, thereby decreasing the engagement rate. In addition, commenting was not common which also decreased the engagement rate.

Secondly we analysed the Facebook page likes over this period. At the beginning of April there were 196,140 likes. At the end of June, there were 205,509 likes. This was a growth of 9,369 likes or 4.77% growth. This is a steady growth over the three month period suggesting a continuous development of engagement with young people. Following this, we analysed young people who have liked the page and following this engaged with posts. (i.e. clicked anywhere) A total of 31,593 young people liked the page and followed this with engagement with posts. This meant an average of 110 people who engaged with a post after liking the page.

The European Youth Facebook page has excellent use of videos to ensure higher level of engagement. We have analysed the data regarding the number of views. The first measurement is organic views to 95% of the video. This measures the number of times a video has been uniquely viewed to 95% of its length without any paid promotion. Over this period there were 19,597 video views to 95% of the video length. However, unique organic video views for any length more than three seconds without any paid promotion were 171,845 video views. This amounts to a 777% difference. Young people are clearly interested in watching for at least three seconds but may lose interest during the remainder of the video. This could affect any call to action to young people, especially if it’s placed at the end of the video.

A minority of videos featured in paid promotions. Paid views to 95% of the video length were 88,756  
video views. Paid video views for more than three seconds were 117,307 video views. The difference between the two was significantly smaller at just 32%. This could be because there were a low number of video promotions and potentially because the length of videos were not as long. Longer videos typically do not have high levels of engagement.

Social media channels take continued investment and monitoring to grow. European Youth has positive engagement with young people, showing clear momentum and this enhances the effectiveness of European Youth communication to youth audiences. There were some areas where engagement could be improved. For example, length of videos could be reviewed, with call to actions being more prominent. In addition, no data was available regarding captions of videos, to support multi-lingual communications for young people across the EU.

**DG DEVCO**

DG DEVCO has determined their most successful content in terms of youth engagement is either campaign driven (competitions with calls to action) or Facebook live Q&A sessions. Examples of other successfully engaging content would be takeovers. These would be for young bloggers and young leaders and have been successfully done on the EuropeAid accounts.

An example of this would be the 2015 EuropeAid Youth takeover. In cooperation with Plan International, five girls aged 15-23 from five developing countries (Nicaragua, Philippines, Senegal, Kenya, India) took over EuropeAid's Twitter and Facebook accounts for one day on 14 October 2015 from 10am-4pm CET, publishing content and answering questions. A live Twitter chat also took place from 3pm-4pm CET. In general, DG DEVCO specifies that the format and quality of content is key to reach and engagement.

**Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) - EU Saves Lives Campaign**

The YouTube video on the European Commission website achieved 29 thumbs up, 12 thumbs down. These were the only engagements available.

**Publication Office of the EU (OP)**

OP has found promotion via Twitter is more effective than via Facebook for engaging young people. This is mostly because the audience following the Twitter account in interested in EU publications and would find the promoted content mostly relevant for them. In general (and not just limited to youth), tweets promoting publication bundles are more popular than those of individual publications. Eye-catching imagery is included with them which might have also helped to make the posts more attractive. An example is the regularly promoted 'Just Published' bundle.

**European Personnel Selection Office (EPSO)**

Content regarding competitions are the ones that have more youth engagement. However, since the beginning of 2018 EPSO have started the #myEUcareers activity, where each week they publish a picture and quote of one their Staff Ambassadors telling about their job in the EU institutions. After the competitions announcements, these posts gather the most engagement. As an example of this success, the open competition for multilingual proof-readers for the European Institutions reached 217,371. These types of posts help young people to understand the working lives of staff in the EU institutions and encourage young people to apply for vacancies. The success of the proof-readers job posts suggests that there is a continued interest amongst young people to engage with these types of posts.

### EC Representations, EDICs and Eurodesk (national level)

**EDIC Slovenia - Facebook**

Online competitions and related content have increased the level of reach and engagement amongst youth segments, in particular when there is a prize to give away. One of the most successful content for social media activity was publishing an Erasmus+ video made by the EDIC itself. This generated increased reach and engagements. Erasmus+ continues to remain relevant and engaging for young audiences across the EC accounts.

Another peak engagement is from September 2017 for an event called ‘Talk to me’. The event includes several hundred high school pupils that talk to people in a foreign language to show the cultural diversity of Europe for European day of languages. This shows how the EDIC adapts to different cultural and linguistic needs with the social media activity to improve engagement. This is unique compared to other examples analysed, as often no specific mention is made of engaging with young people across linguistic and culture divides. In regards to other content, engagement is quite limited averaging around four interactions per post. The average engagement rate was 3.4%.

Closer analysis of video posts and their organic views did reveal a difference between those watching for more than three seconds and those watching at least 95% of the video. The average statistic per individual post shows that for every five people that watch a video for at least three seconds only one will watch at least 95% of the video.

## Tone of coverage / sentiment analysis, by country and youth segment

### Main Author DG & EC Representations (central level)

The DG COMMs are familiar with sentiment analysis and consistently keep statistics and use this information when monitoring social media responses to their content. We were able to look at the variety of positive and negative reactions to posts across the EU and more specifically in the five main countries.

Outside the DGs the other organisations do not keep statistics on this information or seek to analyse sentiment to the same level. Their monitoring of posts is limited to engagement and popularity and as many organisations do not use social media reporting tools. Therefore, the analysis of sentiment performance is restricted to the DGs in this instance.

**DG COMM**

The large number of negative reactions across the EU are influenced by the death of former Spanish Commissioner Manuel MarÍn and this was reflected in many reactions to the post announcing this. People reacting to posts talking about bad news or worrying statistics may skew these types of negative reaction figures. For example, the following comment will be recorded as negative:

*‘So sad played a large part in Erasmus and a great European.R.I.P.’*

For the five target countries, on average there were few if any negative reactions. Most of the countries have a positive majority. The exclusion was Finland which had a negative majority this was possibly due to a series of debates and discussions regarding the #FutureofEurope initiative which naturally involves a variety of sentiment and comments. On the whole, this shows that engagement with youth is generally positive and successful. However, Latvia and Slovenia have small levels of reactions in total suggesting very low level of communications and engagements amongst youth.

|  |  |  |
| --- | --- | --- |
| **EC OVERALL** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **24,390** | **55,612** |
| **Average** | **199** | **455** |

|  |  |  |
| --- | --- | --- |
| **EC DE** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **6,466** | **1,937** |
| **Average** | **16** | **4** |

|  |  |  |
| --- | --- | --- |
| **EC ES** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **1,354** | **236** |
| **Average** | **6** | **1** |

|  |  |  |
| --- | --- | --- |
| **EC FI** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **40** | **83** |
| **Average** | **0** | **0** |

|  |  |  |
| --- | --- | --- |
| **EC LV** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **4** | **2** |
| **Average** | **0** | **0** |

|  |  |  |
| --- | --- | --- |
| **EC SL** | **Positive Reactions** | **Negative Reactions** |
| **Total** | **32** | **24** |
| **Average** | **0** | **0** |

**European Youth Facebook**

The only possible data to analyse for sentiment was the total negative feedback from users, which records the number of unique users who have given negative feedback on posts. A total of 275 instances of negative feedback were recorded for this period. This is an incredibly low rate, averaging at just one instance of negative feedback per post. The average negative feedback rate is therefore less than 1%. This shows that youth on the whole have positive interactions on the European youth Facebook page.

### EC Representations, EDICs and Eurodesk (national level)

**EDIC Slovenia**The figures provided by Slovenia did not include statistics of positive reactions but did however cover negative feedback which totalled to just two instances for the first six months of 2018.

## 

# Keyword Analysis

Keyword analysis was conducted using the social media listening tool Digimind covering the period June 2017 to June 2018. Metrics of the keywords analysis include reach and sentiment. The keywords were only analysed within the national languages of each country. Minority (non-official) languages were excluded.

**‘Employment’ across all five countries**  
Overall Spain had the highest use of the keyword and Latvia the lowest. Age data was not always available but the majority of users in Spain were young people. Most mentions were not on social media in all instances. This means that the analysis can only determine how a subsection of users responded on social media. Most mentions across the counties were positive, excluding Finland which had a negative sentiment. However, no age data was available for Finland to determine the impact of young people on that result.

**Germany – ‘Beschäftigung’**

Demographic data only detailed gender. 72% of the users were male and 28% were female. 925 people used the keyword with 3,400 mentions, an average of 265 per month. There was an estimated reach of 63,700. There were 6,900 social interactions. Most mentions were not on social media but Facebook had the highest number of mentions at 150 and Twitter had 100 mentions. 63% of sentiment was positive and 32% was negative, 5% was neutral.

**Spain – ‘empleo’**

The demographics for Spanish users were 56% male and 44% female. At least 40% of male and female users were aged between 18-25. 11,300 people used this keyword with 41,700 mentions, this meant there were an average of 3,000 mentions per month. There was an estimated reach of 1,300,000. There were 51,200 social interactions. Most mentions were not on social media but Twitter had the highest mentions at 11,000 and Facebook was second at 3,000 mentions. Sentiment was mostly positive at 62%. 35% was negative and 3% was neutral.

**Finland – ‘työllisyys’**

Demographic data only detailed gender. 65% of users were male and 35% female. There were 178 people using the keyword with 253 mentions, an average of 19 per month. The estimated reach was 14,800 and there were 577 social interactions. Most mentions were on Twitter which had 175 mentions. Facebook had 12 mentions. 73% mentions were negative sentiment. 27% were positive. There were no neutral sentiment mentions.

**Latvia – ‘nodarbinātība’**

Demographic data only detailed gender. 100% of users were male. 86 people use the keyword with 304 mentions, an average of 23 mentions per month. There was an estimated reach of 2,400 and 369 social interactions. Most mentions were not on social media but Facebook had the highest number of mentions at 62 followed by Twitter at 6. 50% of mentions had positive sentiment, 42% negative and 8% neutral.

**Slovenia – ‘zaposlovanje’**

The demographics for Slovenian users were 60% male and 40% female with all audiences in the 18-25 age segment. There were 84 people using the keyword with 225 mentions, an average of 17 mentions per month. The estimated reach was 3,800 with 365 social interactions. Most mentions were not on social media but Facebook had the highest level at 59 mentions and Twitter came second with 26 mentions. The sentiment was mostly positive at 63% with 37% of mentions being negative. There were no neutral sentiment mentions.

**‘Study’ across all five countries**

Overall, Germany had the highest number of users using this keyword. Spain was second. Similar to ‘Employment’ results, Digimind did not always provide age data but most of the users were aged 18-25. Most mentions were not on social media in all instances. Most mentions were positive in sentiment apart from Spain, which had a majority of negative sentiment. As of March 2018, Spain had the second highest youth unemployment rate in the EU. This was likely the cause of the negative sentiment. Finland and Slovenia had the lowest number of mentions, perhaps highlighting a lack of content for young people regarding this issue.

**Germany – ‘Studie’**

The demographics for German users were 72% male and 28% female. 88% of male users were aged 18-25, whilst 75% of female users were also in the same age group. There were 3,600 people using the keyword with 11,600 mentions, an average of 894 mentions per month. The estimated reach was 496,600 with 27,500 social interactions. Most mentions were not on social media but Twitter had the highest level with 2,000 mentions and Facebook came second at 699 mentions. Positive sentiment was at 53%, negative sentiment at 38% and neutral sentiment at 9% of mentions.

**Spain – ‘Estudiar’**

The demographics for Spanish users were 51% male and 49% female. 73% of males users were aged between 18-25 and 63% of female users were also in the same age segment. There were 2,800 people using the keyword with a total of 7,000 mentions, an average of 536 mentions per month. The estimated reach was 264,200 with 9,500 social interactions. Most mentions were not on social media but Twitter had the highest level with 2000 mentions and Facebook came second at 396 mentions. Most mentions were negative in sentiment at 66%, 32% were positive sentiment and 2% were neutral.

**Finland – ‘tutkimus’**

The demographics for Finnish users were 55% male and 45% female. For both genders, all users were in the 18-25 age group. There were 469 people using this keyword with 728 mentions, an average of 56 mentions per month. The estimated reach was 21,100 with 1,500 social interactions. Most mentions were on Twitter with 516 mentions. Facebook only had 20 mentions. 87% of mentions were positive in sentiment and 11% were negative. Only 2% were neutral, equal to one mention.

**Latvia – ‘Pētījums’**

Demographic data only detailed gender. 55% of users were male and 45% female. 174 people used this keyword, with 744 mentions, an average of 57 per month. The estimated reach was 4,700 with 753 social interactions. Most mentions were not on social media but Twitter had the highest level at 73 mentions and Facebook was second with 57 mentions. 68% of mentions were positive in sentiment, 29 were negative and 3% were neutral.

**Slovenia – ‘Študija’**

Demographic data only detailed gender. 40% of users were male and 60% female. 67 people used this keyword with 156 mentions, an average of 12 per month. The estimated reach was 1,800 with 108 social interactions. Most mentions were not on social media but Facebook had the highest level at 21 mentions followed by Twitter with 11. 57% of mentions were positive in sentiment and 43% were negative. No neutral sentiment mentions were recorded.

# Recommendations

The analysis has shown significant insights into the approach and capabilities of youth communications and materials of the stakeholders who participated. With great variations in resources and approaches, it is important there is great understanding, co-operation and synergies between the stakeholders in order to improve outreach to youth audiences on social media channels. A number of recommendations have been defined from the learnings of this analysis.

## Economic and cultural considerations

Communication to young people who are difficult to reach, such as those who are defined as NEETs, those form rural areas or those who may within an ethnic or cultural minority, needs to improve significantly. This has been raised by some stakeholders such as DG EAC. This requires a great understanding of how to reach those audiences through different means, especially what is familiar and understandable in one country can be unfamiliar and irrelevant to a young person in another country. Asking teachers and other multipliers to delivery these messages on social media may be one tactic.

## Involving young people in the process

There is a realisation that involving young people throughout the process, rather than just as an end consumer, is key to deeper engagement and building deeper relationships with them. With more young people watching YouTube and online videos for significant time periods, there has been some innovative approaches such as using vloggers in campaigns such as the #myEverydayEU campaign in Finland and also collaborating with online radio stations to reach those audiences too.

## Multi-channel approaches

Utilising a multi-channel approach is of importance. Young people are not just on one platform but instead on multiple platforms for different purposes. Many stakeholders are focused on just Facebook and Twitter or in some cases simply one social media channel. Instagram accounts are now being created by some stakeholders, as young people tend to be more active there. This also allows greater creative opportunities, such as the format of the content, tone of voice as well as the themes and the visuals.

## Influencer marketing

Influencer strategies are increasingly popular. Using the significant reach of young influencers can be beneficial. Young influencers can become brand ambassadors. An important finding has been the success of directly involving students and young people in campaigns, with the ability to contribute their own content such as blogs and stories highlighting their experiences. Doing social media takeovers rather than just targeting content at young people was also popular.

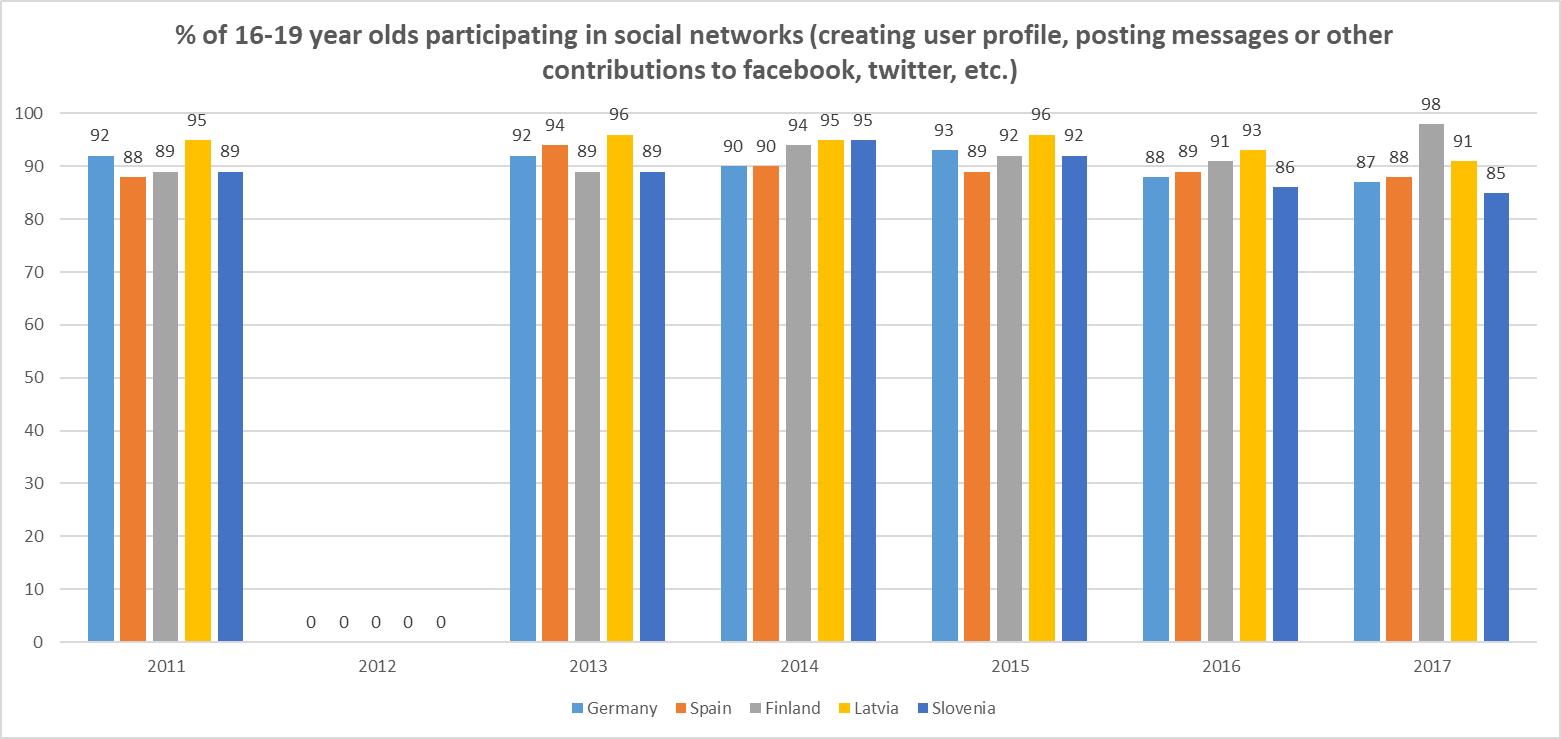
## Paid promotions

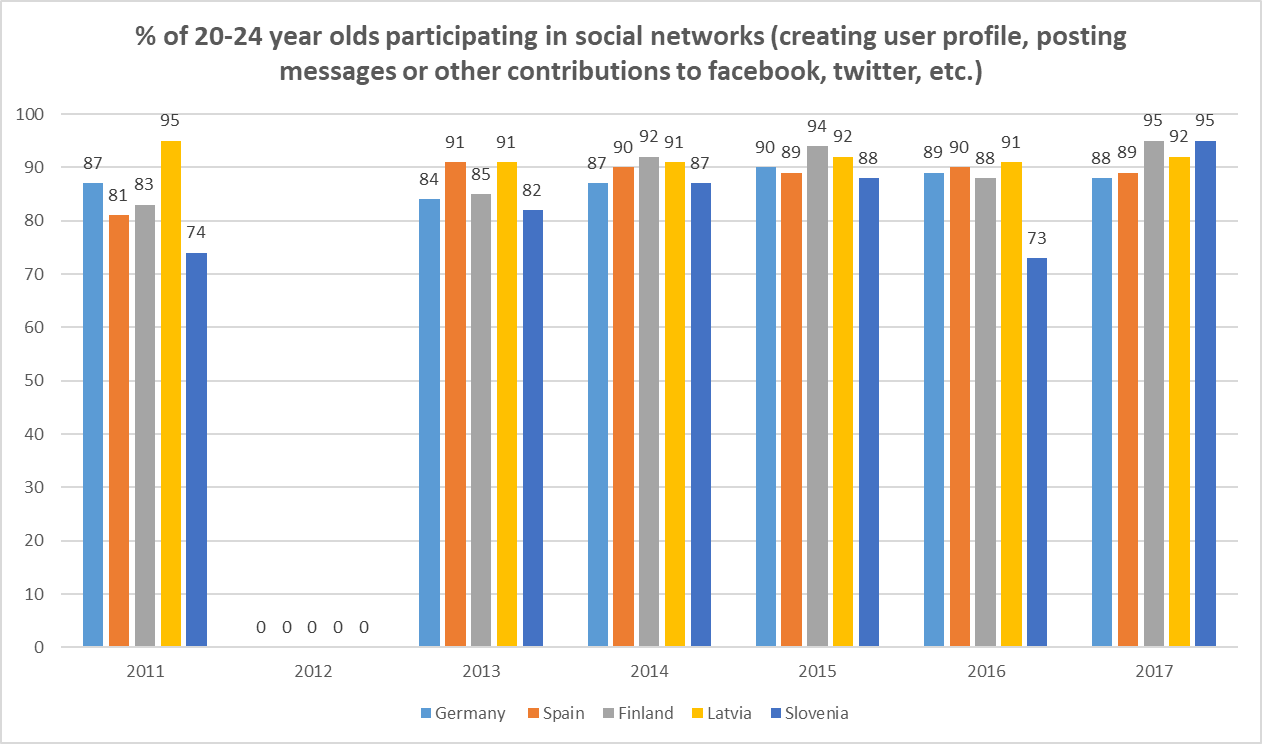
The use of promoted posts has become a necessity to combat the decline in organic reach. Increasing the coordination and collaboration of social media activity with other stakeholders, such as partners and influencers, is a common theme. Video posts, personal experience posts (such as case studies) and competitions or offers that can be applied for or won receive more attention for youth than general reports. Nevertheless, greater variety in organic posts can be useful too if there are budget constraints. Competitions, polls and videos, with a fresh and informal approach, are often very engaging. Organic posting is still an important method of cost-effective communications using the community building potential of these social media platforms.

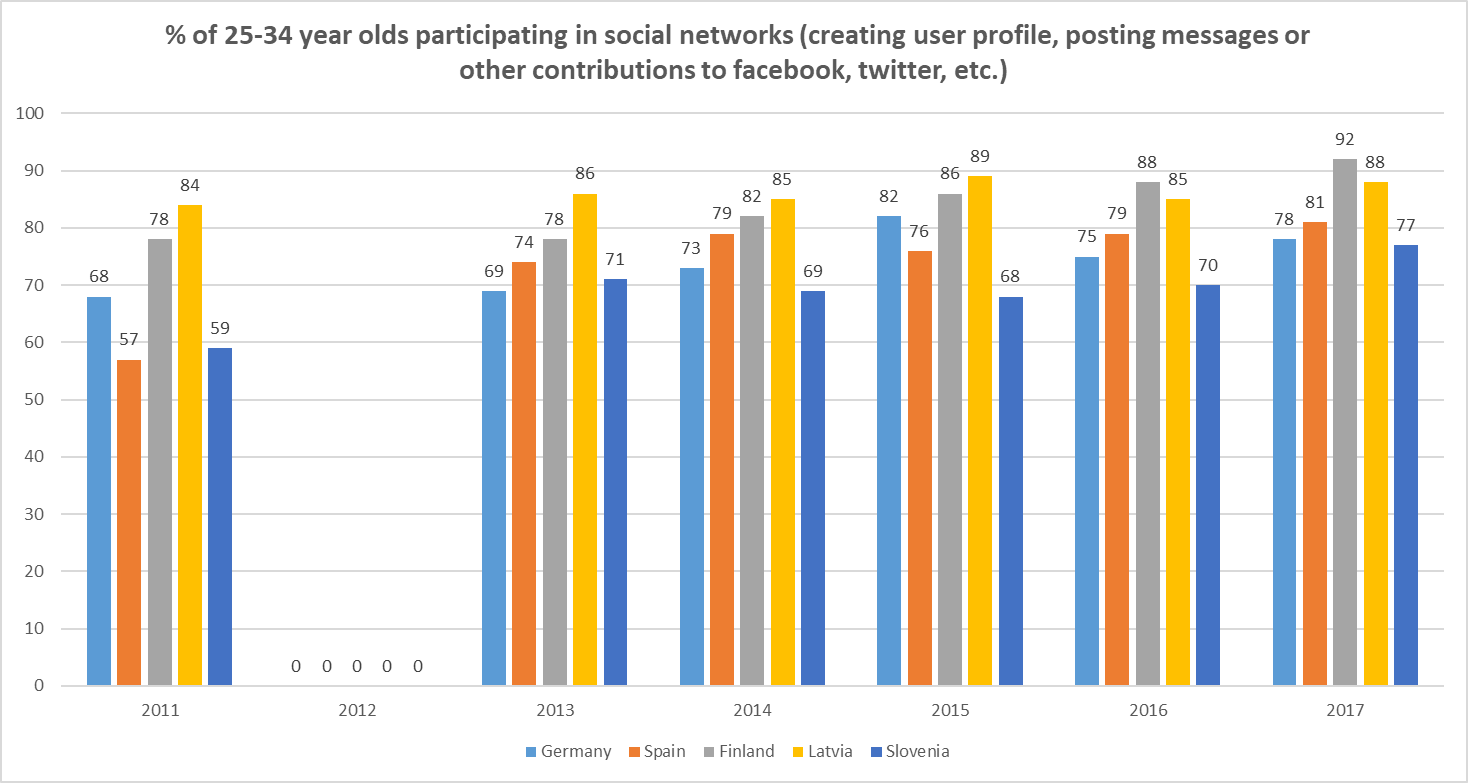
# Annexes

## 1 - Eurostat internet use across five countries

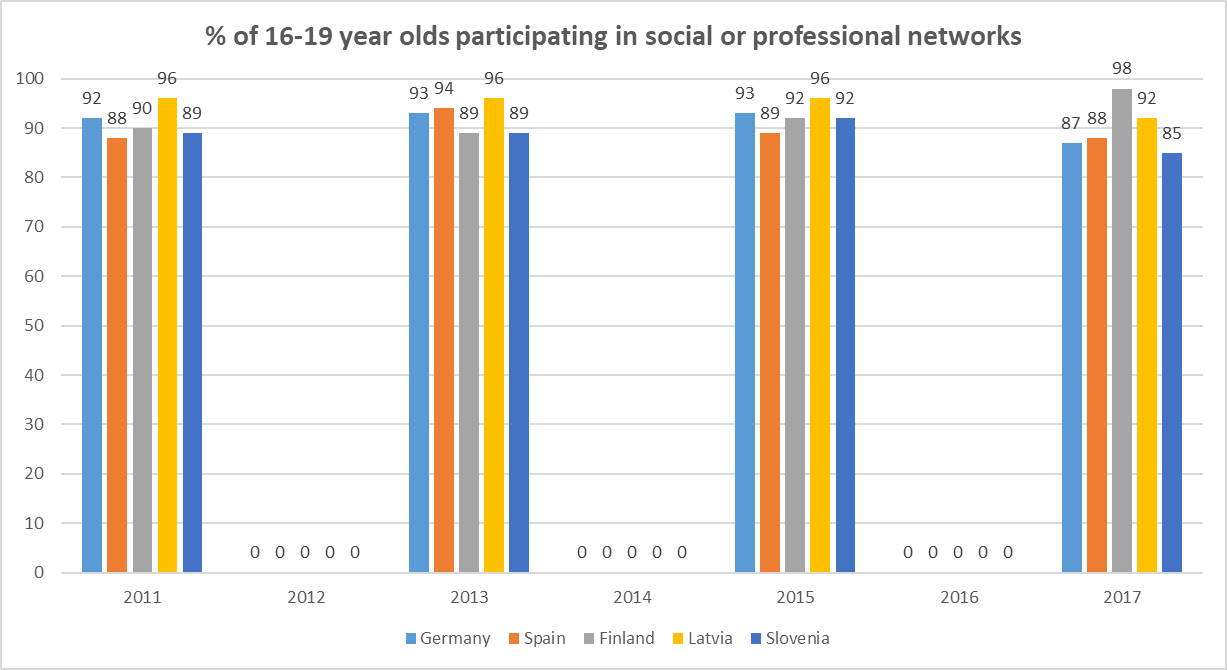
Participating in social networks (creating user profile, posting messages or other contributions to Facebook, Twitter, etc.)

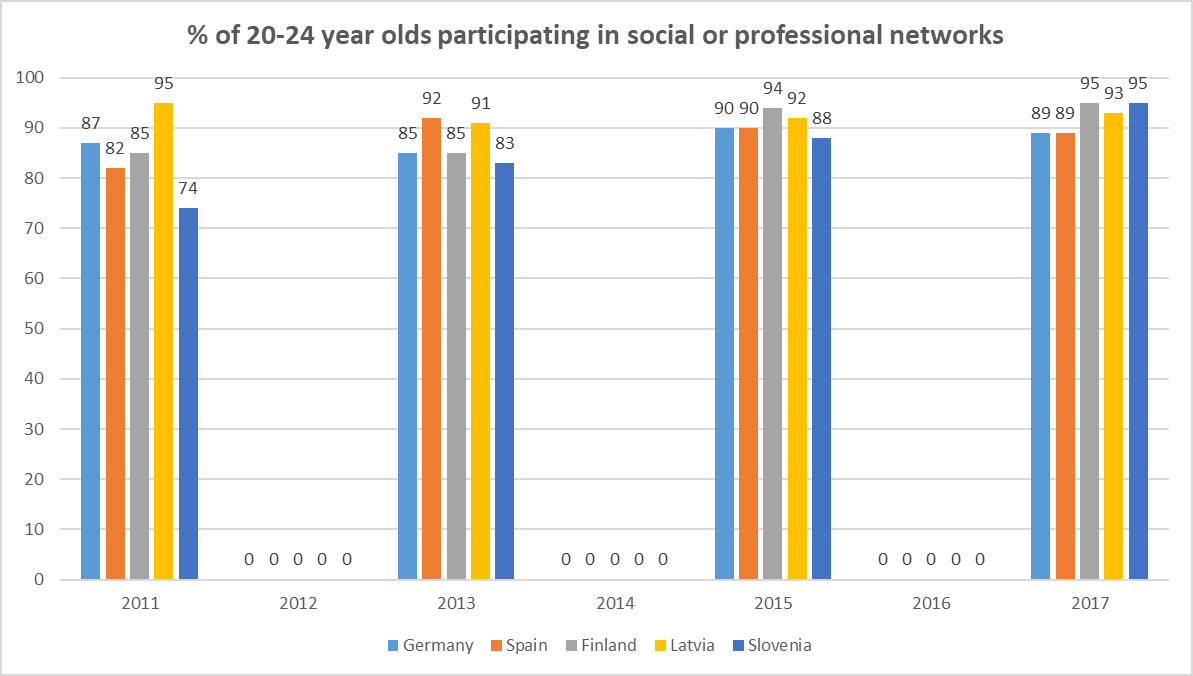


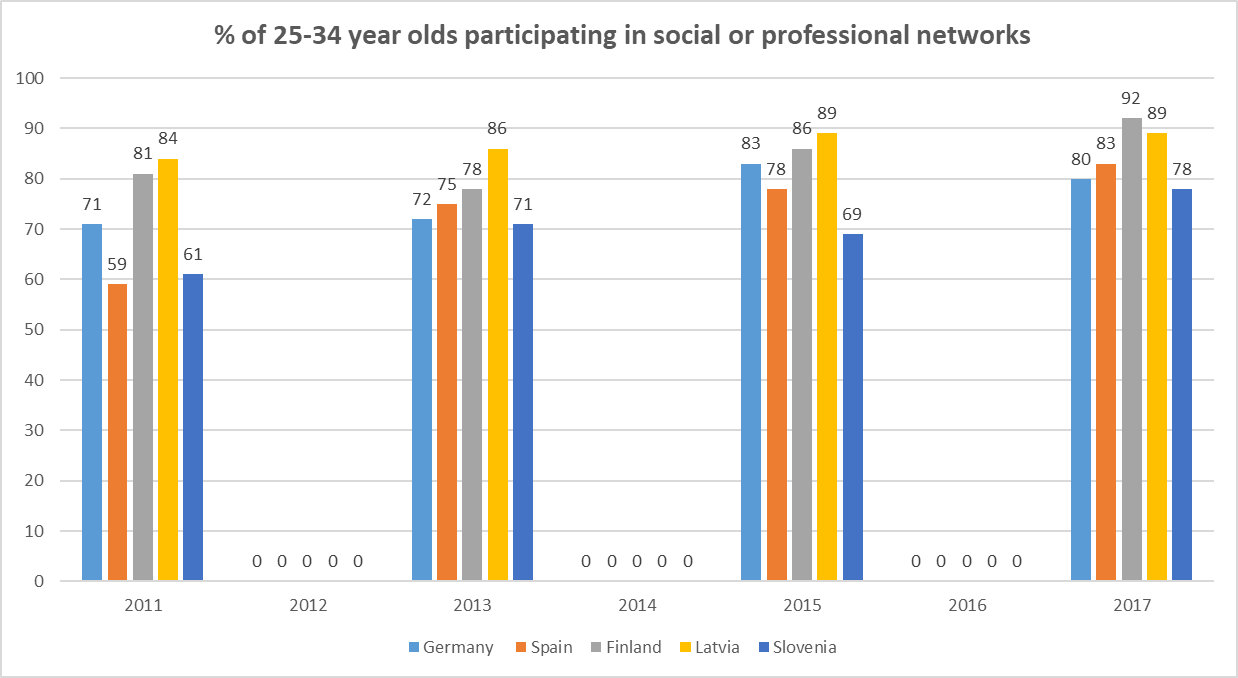




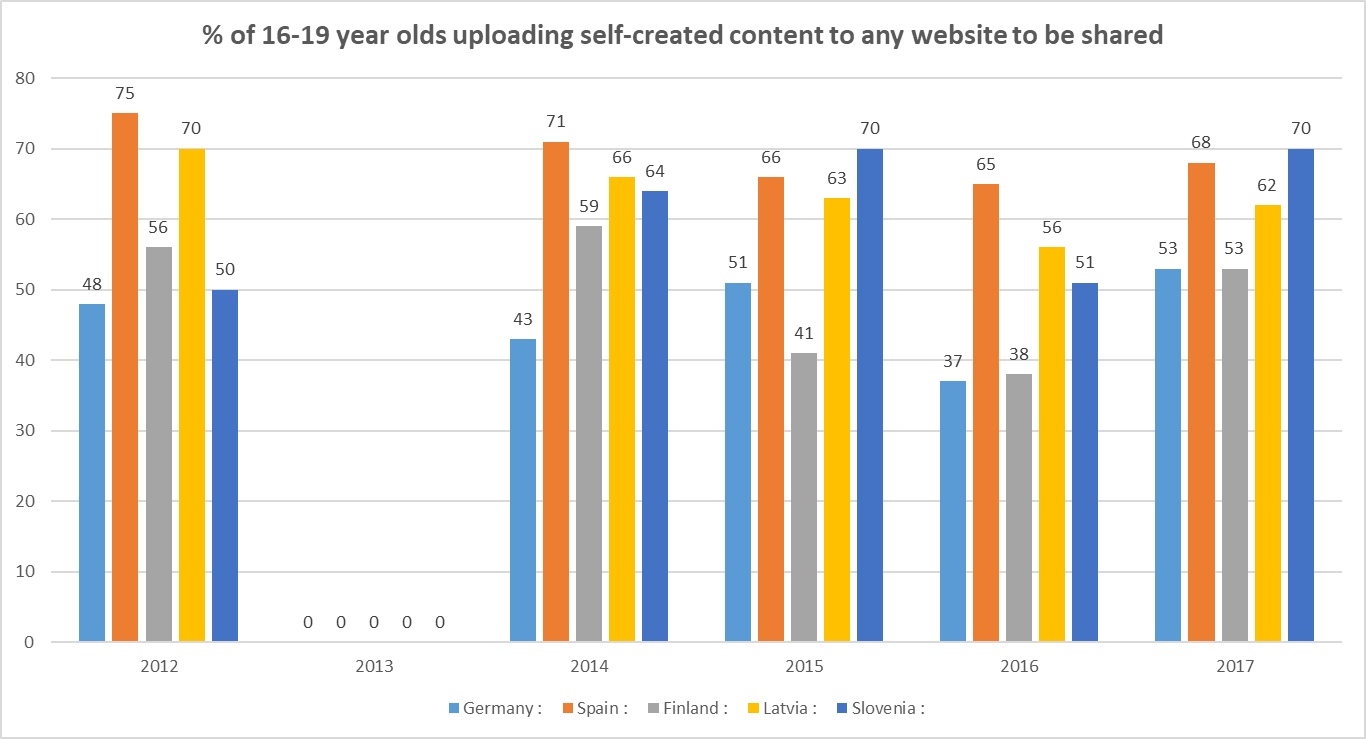
**Participating in social or professional networks**

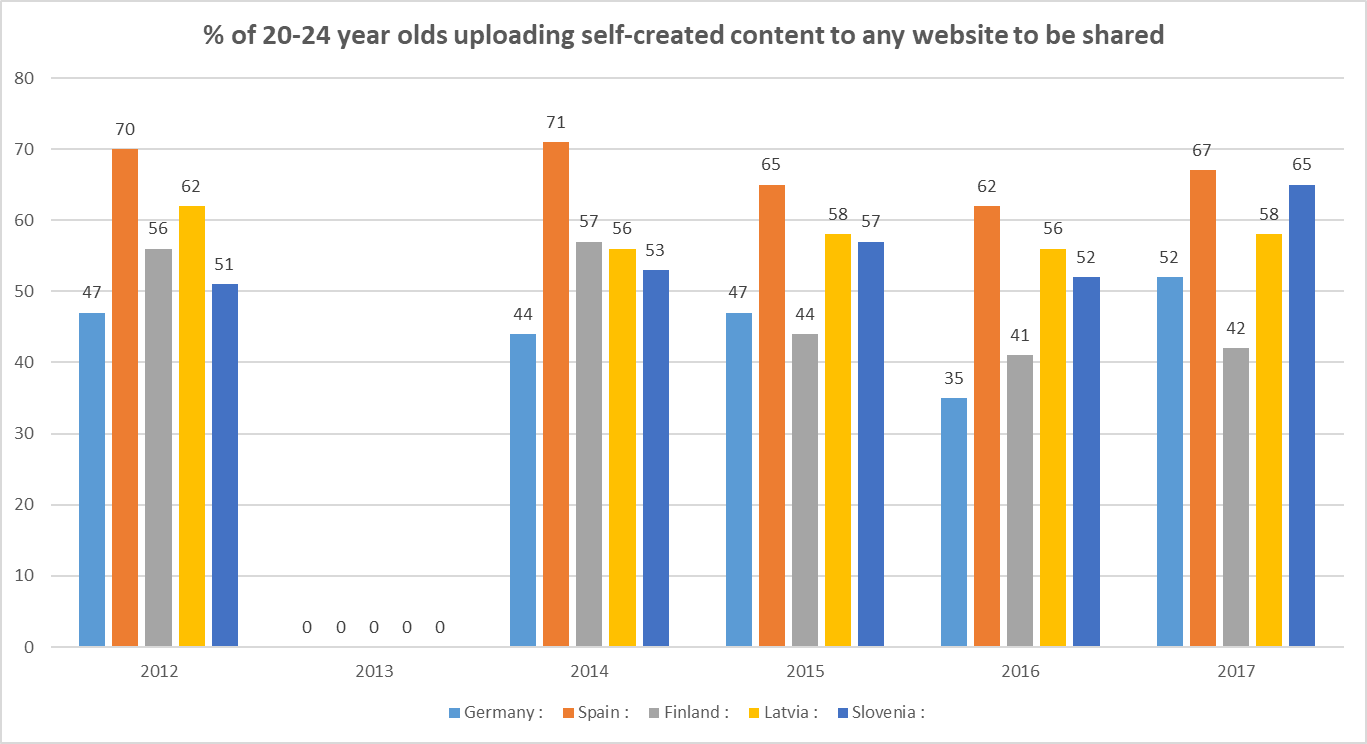


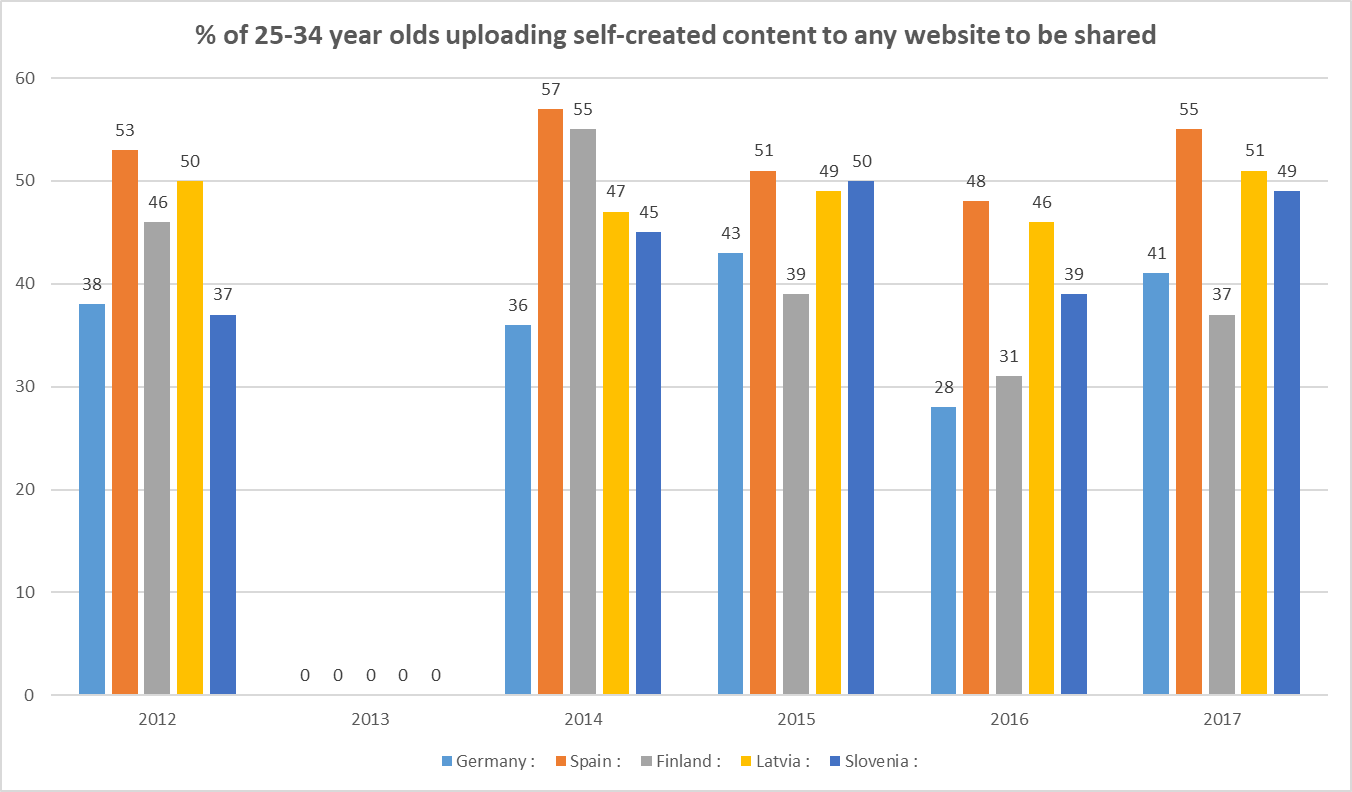




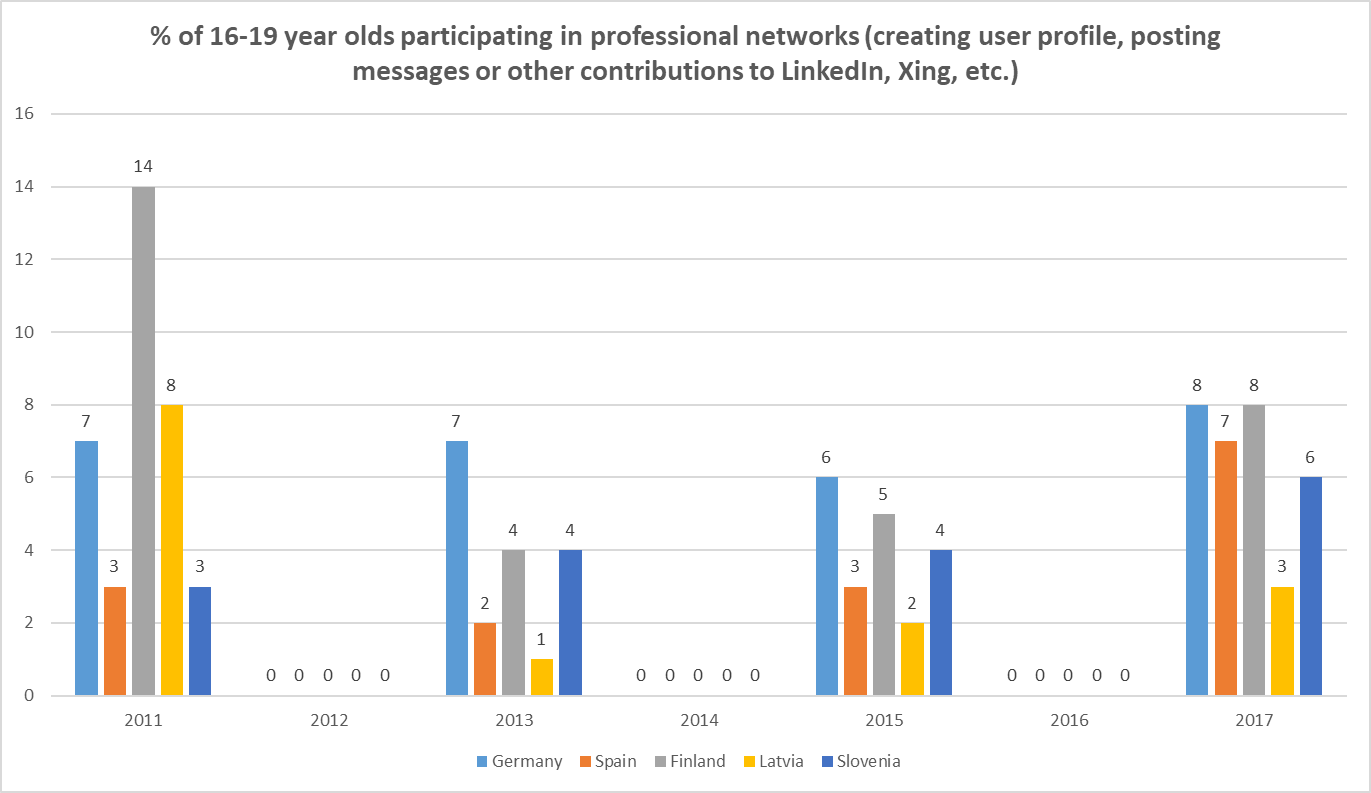
**Uploading self-created content to any website to be shared**

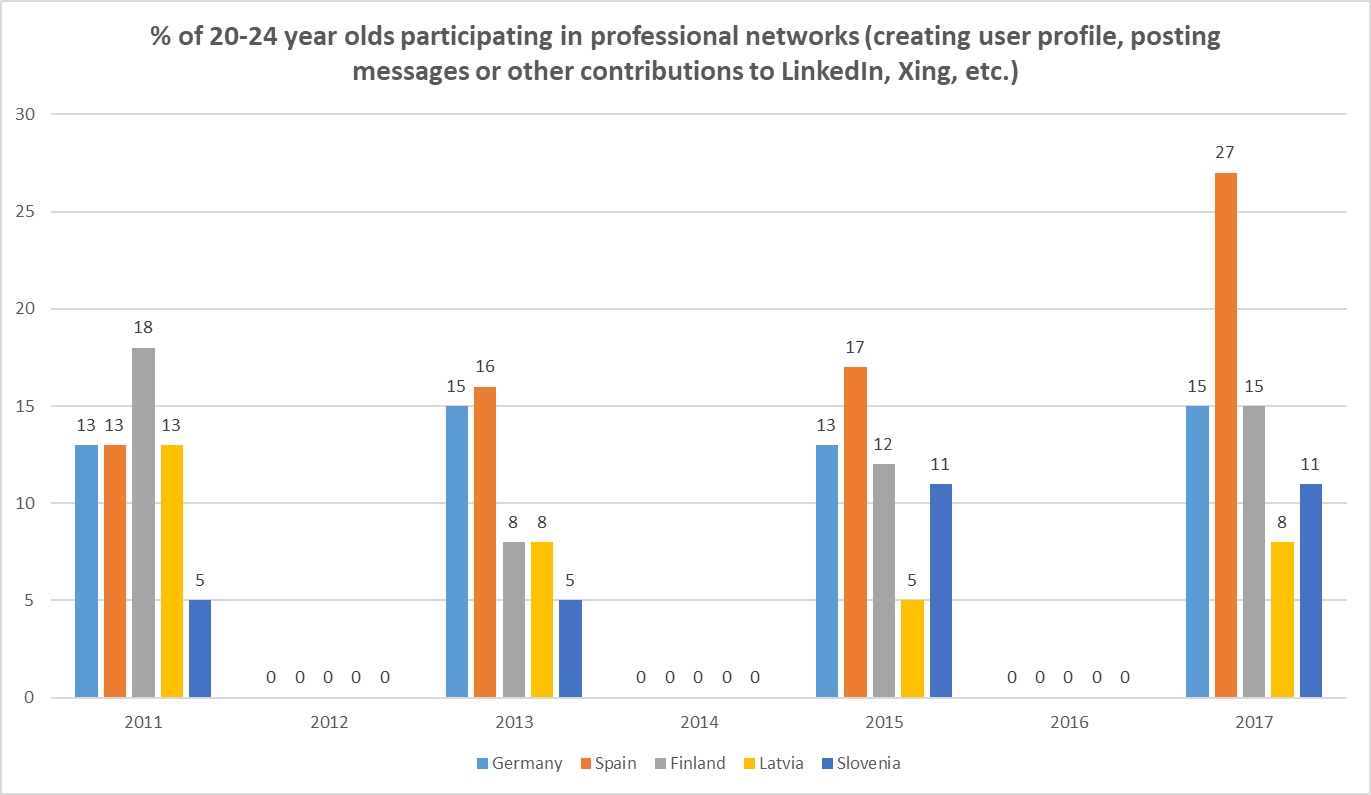


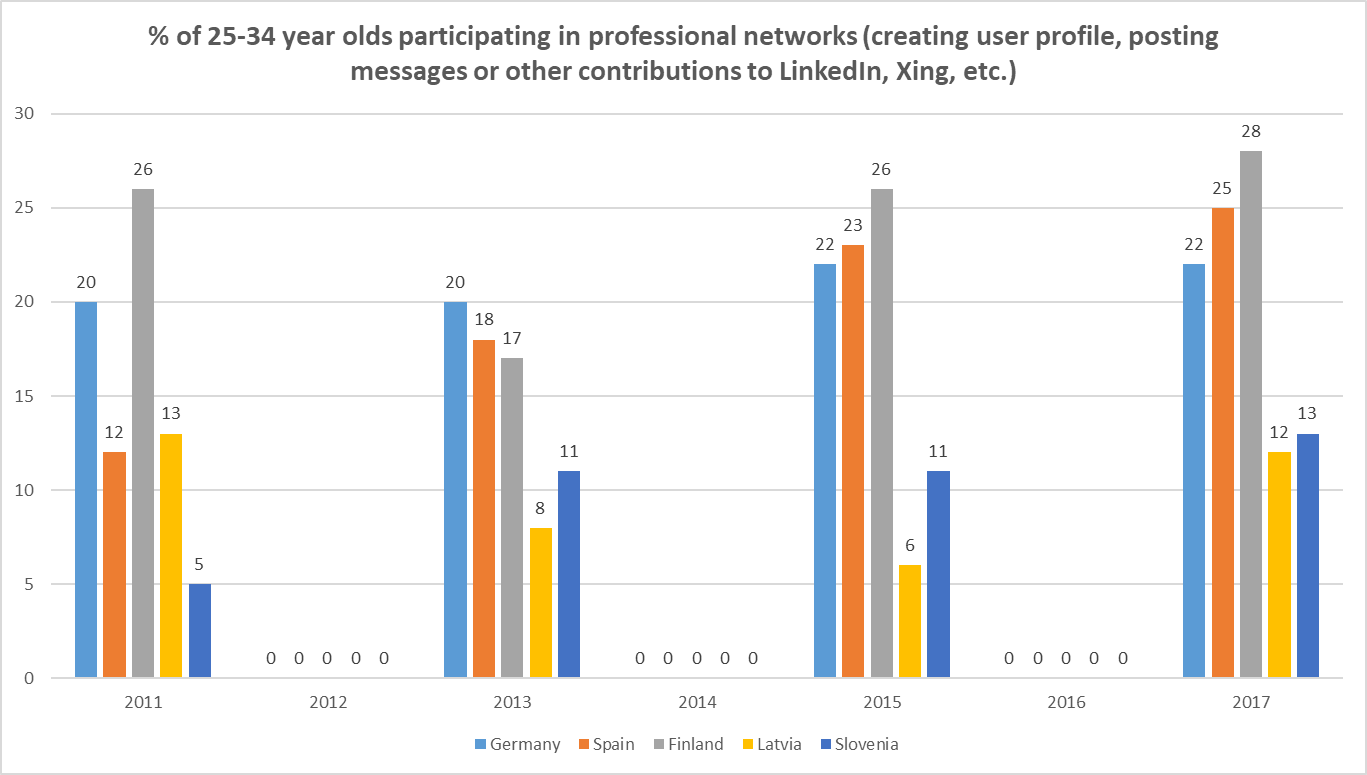




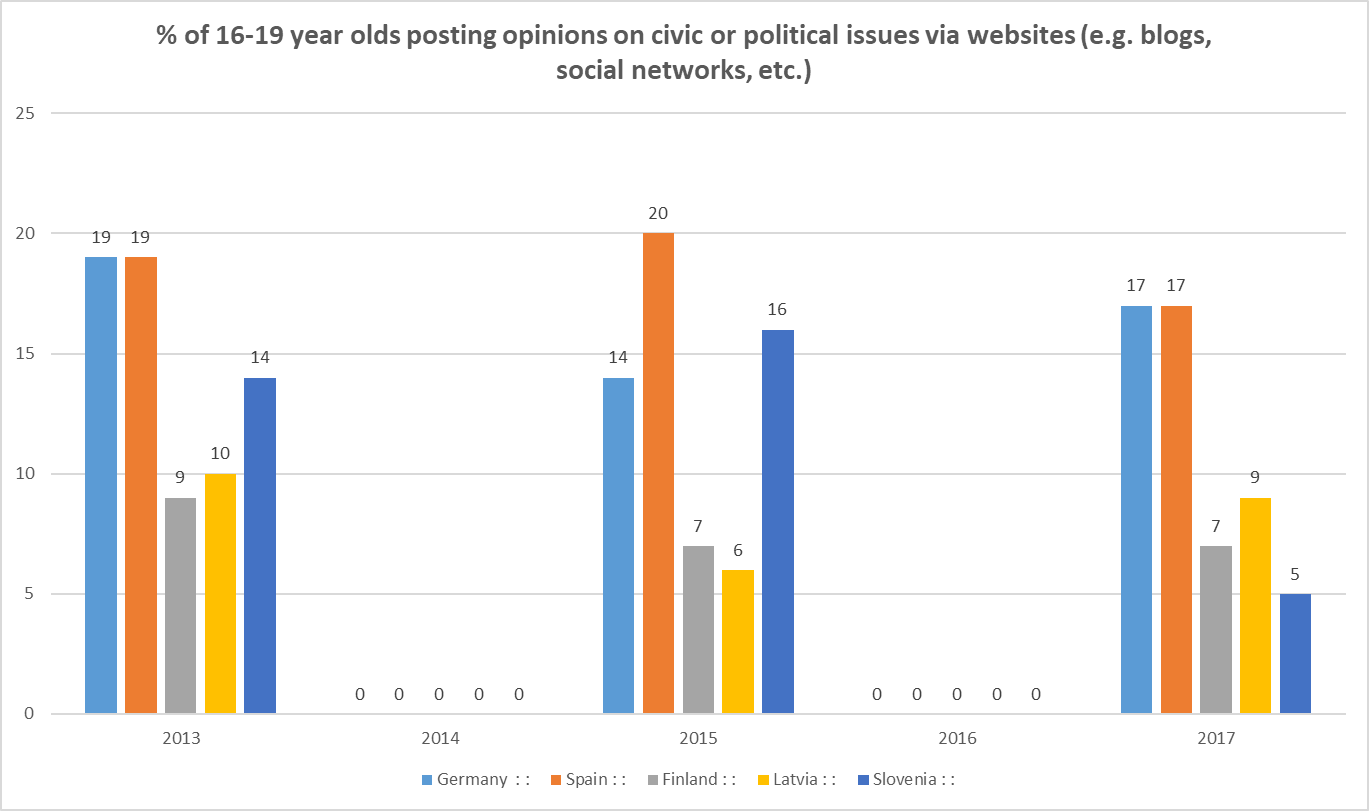
**Participating in professional networks (creating user profile, posting messages or other contributions to LinkedIn, Xing, etc.)**

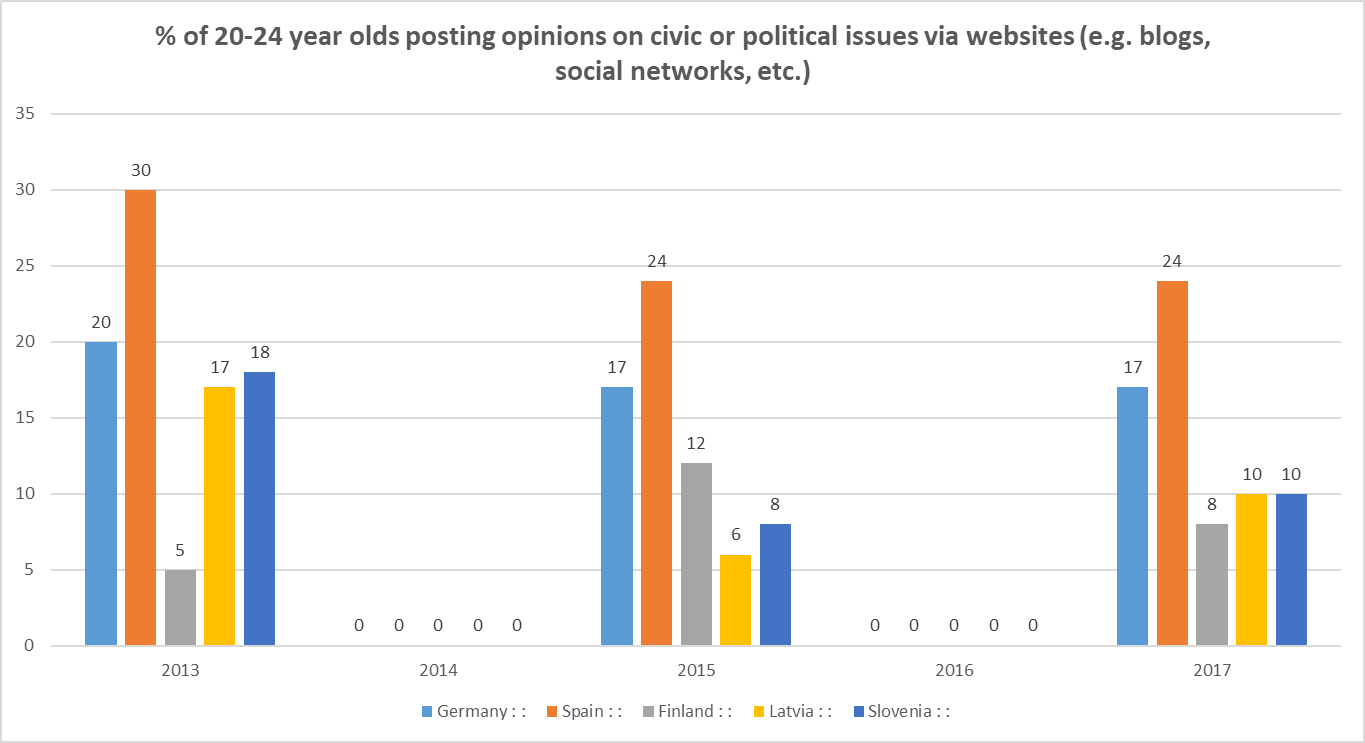


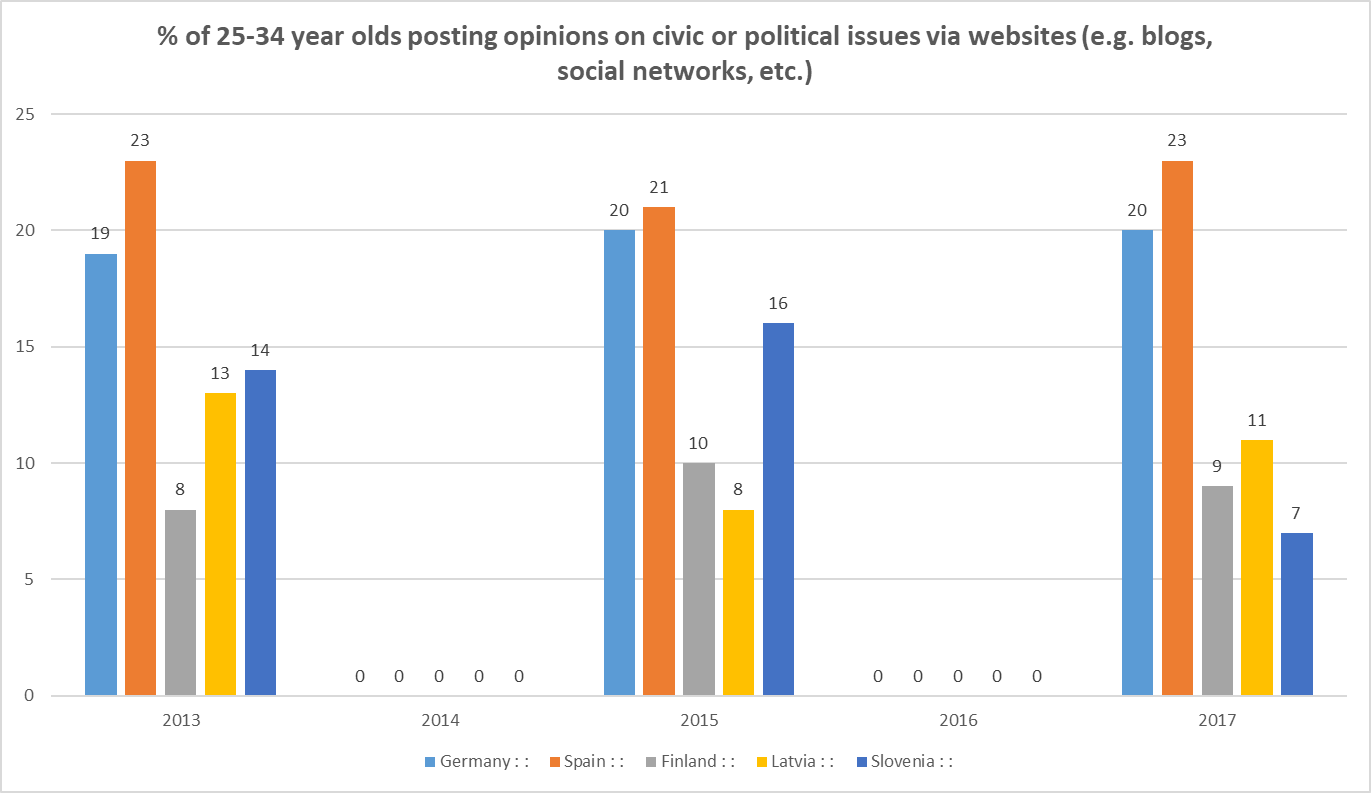




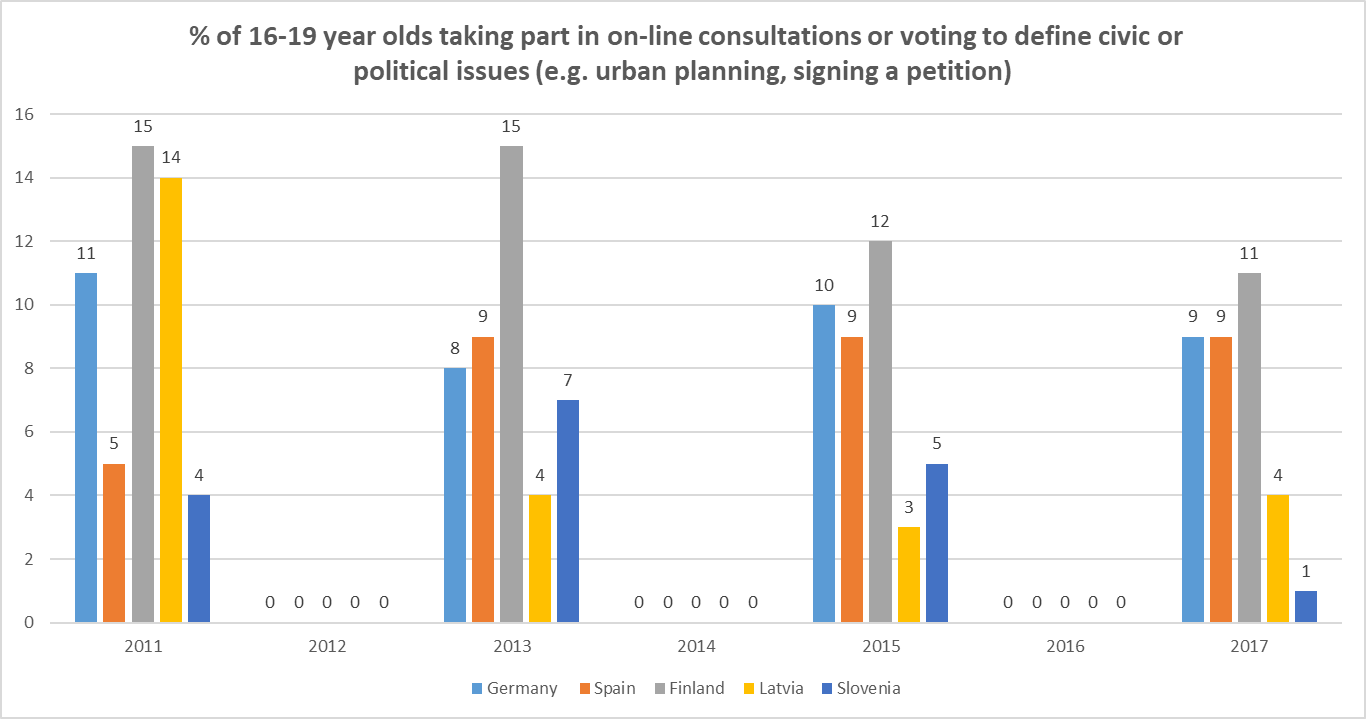
**Posting opinions on civic or political issues via websites**

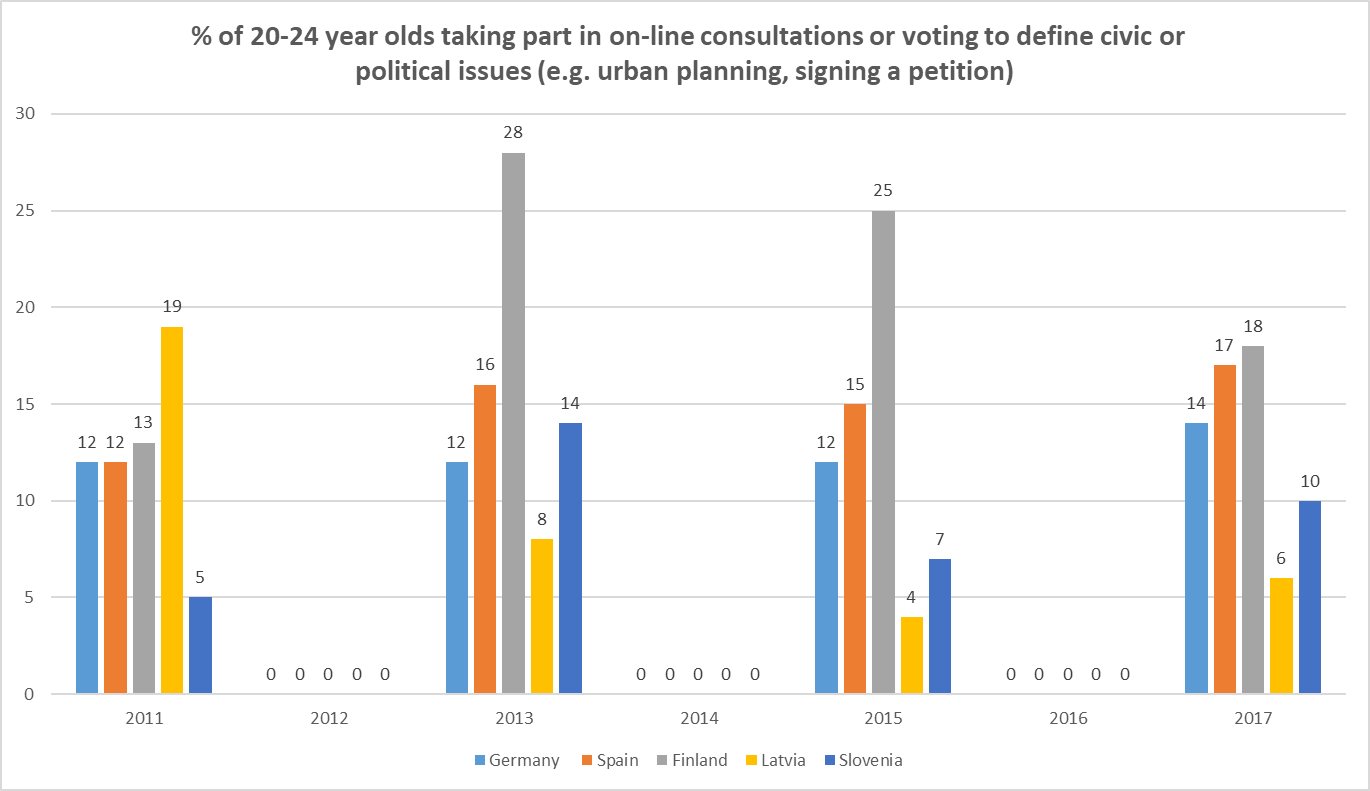
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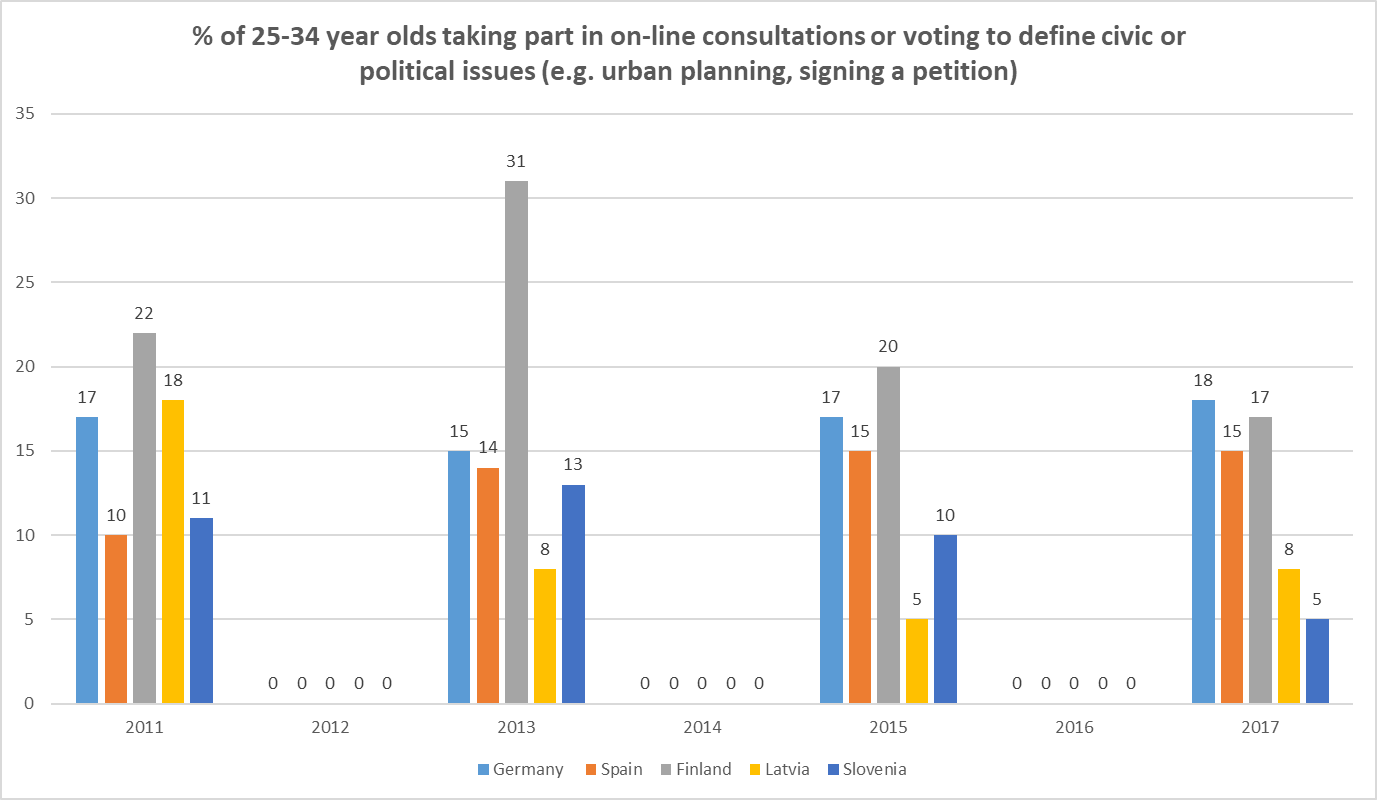
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**Taking part in on-line consultations or voting to define civic or political issues (e.g. urban planning, signing a petition)**

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