



SOCIAL MEDIA PLAN

*Directorate of Communications
Digital & Social Section*

JUNE 2019

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Directorate of Communications Digital & Social Section

This document provides guidance on understanding and addressing the immediate challenges we face as an organisation in pursuit of effective use of social media channels as well as the potential offered by these tools. The strategy identifies strategic goals, the best way to reach them and is intended to be a living document, to be piloted by the Digital Communications Task Force and regularly reviewed and updated.

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INTRODUCTION

■ Social media are an integral part of our digital communications and an essential pillar of the Council of Europe’s Communication Strategy.



■ Our social media plan seeks to link up all media channels, maximise readers’ “user experience”, raise engagement with users, enhance our “eReputation” and raise more awareness of the Council of Europe and its work.

- ▶ **Expand the brand** in order to increase awareness
- ▶ **Engage with the public** in order to turn users into advocates and build communities
- ▶ **Create impact** and generate better use of our work
- ▶ **Evaluate results** using Key Performance Indicators and analytics.



CHECKLIST OF ESSENTIAL REQUIREMENTS :

- ✓ **Target audiences** are well defined.
- ✓ **Optimal channels are chosen** to deliver the message.
- ✓ **Messages are adapted** for use according to the digital channel.
- ✓ **The editorial plan** continues to evolve.
- ✓ **Automated publishing tools** are used.
- ✓ **Analytics and performance indicators** are used.

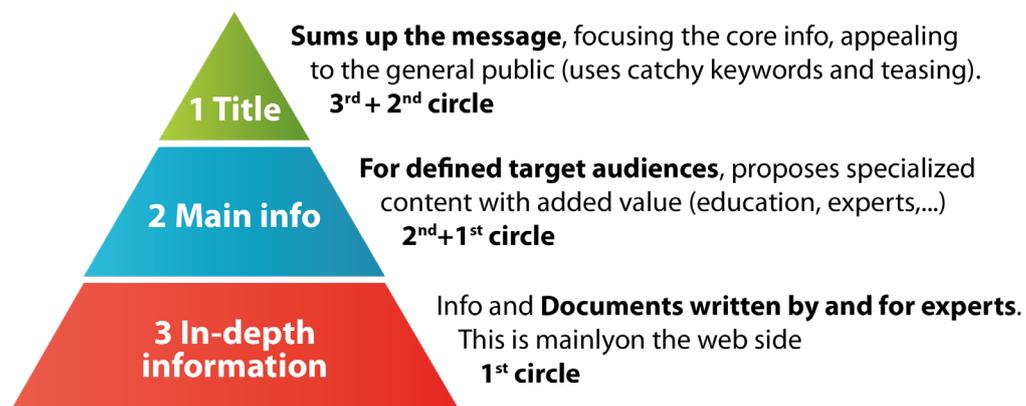
ACTIONS TO BE TAKEN

- ▶ **Centralise decision-making** on choice of channel and “tone of message”
- ▶ **Rationalise** the multitude of existing social media accounts
- ▶ **Define key accounts**
- ▶ **Train** staff members running social media accounts
- ▶ **Hold more regular social media meetings** (1-2 /month) with representatives of MAEs
- ▶ **Update tools** to centralise publication requests
- ▶ **Monitor** all social media activities.



MESSAGING

- We target very different groups via different social media networks, so it is important to structure the message in a way that helps each target group understand and “internalise” our specific message to them.
- Messages should be structured in three levels of information, as with writing for the web.





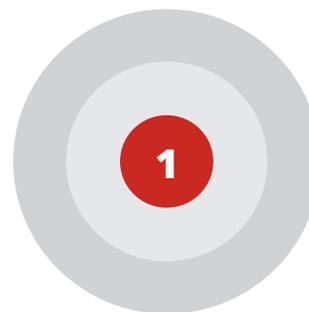
ADDRESSING OUR DIFFERENT TARGET GROUPS

THE 'FIRST' CIRCLE

— This is the smallest target group in terms of volume. It includes staff of permanent representations, officials in ministries, political decision-makers, governments and intergovernmental organisations, experts, journalists, ...

— 1st Circle users know the Council of Europe through their work, although very few will know the organisation in all its complexities. Growth of this audience is limited by definition, but we can improve the quality of our interaction by providing better guidance, and a better user experience on the landing pages linked to our social media presence.

— They expect state of the art “quality content & services”, easy access to documents and search tools, and expect to be involved and updated on developments.



Twitter is our main channel to provide this target group with our daily news content.

— Using Twitter to share **newsworthy content** requires:

- ▶ **Clear, direct** messages,
- ▶ Consistency of **tone and style**
- ▶ **Engagement with users**
- ▶ **Identification of influencers** with direct access to visible VIPs



LinkedIn is another principle channel to address this target group.

— LinkedIn can be used to advertise upcoming events and provide latest news to share.

- ▶ The tone is more **professional** than in other social media networks.
- ▶ Language should still be easily understood, even if it is **more technical**.
- ▶ This is the right place to share **institutional content**.

THE 'SECOND' CIRCLE

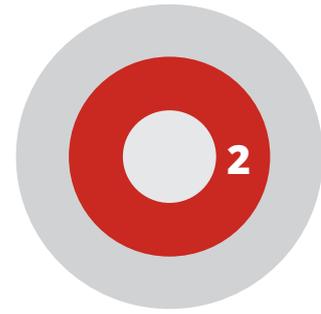
— This target group includes professionals in the media, education, human rights defence, law enforcement and other professionals. Many work in some of our fields of expertise and/or are already interested in Council of Europe issues. Some will become the future experts in our fields of expertise.

— 2nd Circle users need to see the link between their interests and our projects and fields of expertise. They need to understand what we offer them and how they can contribute or take part.

— We offer this group the possibility to **collaborate** with us in activities and projects, to gain visibility together and to raise their awareness of our work. The approach is **topic-based not institutional**.

— We provide them with ready-to-use materials, added-value documents or useful information via the Council of Europe's web presence. Most posts should link back to our material.

— We work mainly in an informative way, providing summaries of expert documents, ready-to-use material for students, teachers, media and NGOs; with links provided to "in depth" material. The tone is more professional and less emotional than with the general public, but still avoids jargon-based language and too much detail. Partnership is our goal!



Twitter is our main channel to address the 2nd Circle.

— Twitter is:

- ▶ The right place to do **market research**
- ▶ The place to **make the connection** between our projects and theirs.
- ▶ The place to identify and **engage with influencers** and organisations with a high trust rank and high visibility.

— Twitter requires:

- ▶ Consistency of tone and style
- ▶ Engagement with users by posting relevant content and replies
- ▶ Clear, direct messages, introducing the content which is being shared, and with a click-through approach for more info.

— We use Twitter as a **news stream** to share all new/event-based content in a clear and immediate way. We take a **partnership approach**, promoting relevant and complementary content from others and acting as a multiplier.



LinkedIn is our means to attract new potential partners/multipliers and to raise our profile.

— Many very active groups exist on this platform. Most experts, students, teachers are on LinkedIn for jobs or to curate or interact with expert groups on many topics. This is the place to be to promote our work!

- ▶ The tone is more **professional** than in other social media networks.
- ▶ Language should still be easily understood, even if it is **more technical**.
- ▶ This is the right place to share **institutional content**.
- ▶ It is the right place to **share research** and cutting-edge work (A.I., cybercrime, etc...)
- ▶ It may represent a **heavy workload** to succeed...
- ▶ **Starting from scratch** presents a golden opportunity!



We use Facebook to build a community.

Facebook is:

- ▶ Used to start **conversations** with the audience and gauge interests to further develop brand awareness and engagement.
- ▶ **Simple, clear and engaging** language.
- ▶ **Conversational but consistent** tone.
- ▶ The possibility of **creating debate and engagement** by responding to users' comments

Facebook requires:

- ▶ **Consistent** messages
- ▶ A **story-telling** approach (What we do for citizens' everyday life, how we work with NGOs and other organisations, schools, experts, media etc ...)
- ▶ Targeted posts are best alternated with content intended for a **more general audience**.
- ▶ A mostly **emotional** approach
- ▶ **Initiatives** like partnerships between organisations to share their material and promote their campaigns.



YouTube is not the primary channel for this target group.

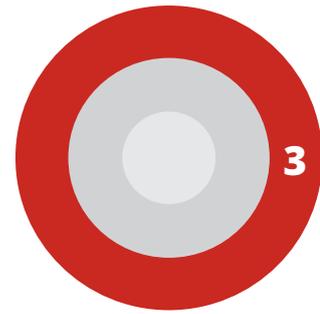
YouTube is all about campaigns & emotion. It can be used as a relay for the "Human Rights Channel" and to promote our campaigns and content designed for the general public to develop brand awareness and engagement.

- ▶ The tone is **non-institutional**, conversational but consistent
- ▶ Language used is **simple, clear and engaging**.
- ▶ **Key words** in titles help people find content
- ▶ **Debate** is created by responding to users' comments and engaging people.
- ▶ **Consistency** in the type of messages delivered is essential
- ▶ **Links back** beneath videos drive traffic to websites
- ▶ **Low-engagement** material (interviews, etc...) is not good for a brand.
- ▶ Low-engagement material is best moved to a **separate account**.

THE 'THIRD' CIRCLE

— This audience has no regular contact and no specific knowledge about the Council of Europe. The general public rarely acts as a multiplier, especially when content is not “easy to consume”. The advantages of engaging with this audience, however, are:

- ▶ Volume
- ▶ Stronger engagement is easy to obtain
- ▶ Even if the results (shares, engagement) in % are not big, this audience represents close to one billion citizens.



— The general public has few expectations, because they barely know what the Council of Europe is. Awareness about how the Organisation’s actions have an impact on citizens’ everyday life can be built by providing messages that are emotive and information that is “**easy to consume**”:

- ▶ What is the “ECHR”? What is its **impact**?
- ▶ What is the Lanzarote Convention? What is its impact?
- ▶ “No the COE is not the EU”, “Yes we are dealing with human rights issues”.
- ▶ An “**emotional**” approach uses photos, infographics, video, and gimmicks like quizzes or serious games.
- ▶ **Topics and facts** draw the public’s attention, not bureaucratic details.



Facebook is the prime channel for starting conversations with the general public, gaging interests and building a community.

- ▶ The tone is **non-institutional**, conversational
- ▶ Messaging needs to be **consistent**
- ▶ A **story-telling** approach works best: What we do for “citizens’ everyday life” ...
- ▶ Language used is **simple, clear and engaging**.
- ▶ Good for **community building** and sharing emotions.
- ▶ Gaging interests helps to further develop the brand awareness and engagement.
- ▶ **Debate** is created by responding users’ comments.



Instagram delivers “slices of life”. It enables quality brand storytelling and attracts direct engagement.

- ▶ Instagram’s audience is a **younger public**
- ▶ It is not an “expert or stake holders gallery”
- ▶ Content is more emotional “**funny, curious, challenging**”
- ▶ **Small teasers** of videos, recordings and processes work well.
- ▶ Show the Council of Europe’s **culture and personality**.
- ▶ **Glimpses of behind-the-scenes** work deepen the connection with the public.

 **YouTube is used to promote our campaigns and content designed for the general public.**

- ▶ It's all about **campaigns & emotion.**
- ▶ It raises **brand** awareness
- ▶ It attracts **engagement.**
- ▶ The tone is **non-institutional**, conversational
- ▶ Language used is **simple, clear and engaging.**
- ▶ **Key words** in titles help people find content
- ▶ **Debate** is created by responding to users' comments and engaging people.
- ▶ **Consistency** in language and messages is essential
- ▶ **Links back** beneath videos drive traffic to websites
- ▶ It's a useful **relay for the "Human Rights Channel"**
- ▶ **Low-engagement** material is not good for a brand
- ▶ Low-engagement material is best moved to a **separate account.**
- ▶ A **story-telling** approach works best. What we do for "citizens' everyday life"...

 **Twitter is used with the 3rd Circle for:**

- ▶ Event promotion, trendy topics, alerts, ...
- ▶ For bursts of commentary, self-promotion and catchy imagery.

■ We track and follow influencers with adapted tools for chosen topics.

- ▶ Language used is **clear and professional.**
- ▶ **Audiovisual content** and links to websites are expected.
- ▶ **Questions** increase engagement and catch attention.



POSTING AND EDITORIAL CALENDAR

■ The Council of Europe has many different events and meetings, so the editorial calendar allows us to plan inputs for the year ahead. It is updated on a regular basis (quarterly/monthly). The editorial calendar cannot cover everything; We also need to be able to react in “real time” to breaking news, information and events.

■ A clear, **shared daily/weekly editorial calendar** allows the community manager (CM) and colleagues to identify the issues to be covered each day and the priorities for communication by channel.

■ The person or service in charge of a project should inform the CM about:

- ▶ The significance of an event
- ▶ Content/material available (or planned)
- ▶ Key messages
- ▶ Target audiences
- ▶ Partners
- ▶ If a budget is available for promoting posts.

WEEKLY POSTING RECOMMENDATIONS

- ▶ Facebook 1-2 daily post/topic
- ▶ Twitter 3-5 tweets/topic daily (8am, 12am, 6pm)
- ▶ Instagram 2-5+ posts /week
- ▶ LinkedIn 1-2+ posts /week

■ **Having scheduled the basic posts, the CM can engage in the following activities:**

- ▶ **Share** another organisation's or individual's content – i.e curation (both in the context of a partnership, and on an ad hoc basis)
- ▶ **Answer** relevant comments > engaging with users
- ▶ **Reach influencers** > use advanced tools to identify them, by topic
- ▶ **Analyse the statistics** > get a clear view of what is working
- ▶ **Identify the “trends”** that lead to more views and engagement.
- ▶ **Provide guidance** to managers and people in charge of content creation to optimise our presence
- ▶ **Test & Change** in accordance with results.

TIME AND RESOURCES

■ In order to be able to maintain the different profiles, the CM needs to decide the amount of **daily** time devoted to each social network; content creation (texts, visuals, videos etc); Market research; Community management (retweeting, sharing, answering comments, identifying trends ...).

■ Ideally one person should be tasked with **creating imagery and audiovisual content suitable for social media**, assisting the CM. This person should be aware of the Social Media Plan and the stated guidelines and should be in constant contact with the CM.



STYLE GUIDE FOR SOCIAL MEDIA

- **Visual Identity and tone** determine how your audiences perceive us.
- Our brand identity tells a consistent, coherent story. Consistency creates cohesion, so that if a customer follows us on Facebook instead of Instagram, they still get the same brand recognition.
- **We aim to harmonise our social presence by using the same brand recognition on all channels.**

BRAND AND COMMUNITY BUILDING THROUGH SOCIAL MEDIA

- ▶ **Essence:** Brand's Unique voice ("The Guardian of Human Rights, Democracy and the Rule of Law")
- ▶ **Colours** are applied across graphic elements, text, icons & backgrounds
- ▶ **Typefaces:** Choose 2 and use them throughout all materials
- ▶ **Images:** Ensure your filters have the same synchrony as the other elements. Harmonise with the palette and website
- ▶ **Language:** Decide if the networks are going to be available in all the official languages.
- ▶ **Tone:** Be clear to followers about what and how the brand will communicate online
- ▶ **Language:** Decide what type of language the brand will use online.
- ▶ **Social Media Audit:** revisit the profiles often and change them in accordance with the priorities of the organisation.



METRICS AND ANALYTICS

SMART GOALS

■ We work with **SMART Goals** (Specific, Measurable, Attainable, Realistic, Timeliness) for each Social Media network. The metrics define the success or need for improvement of social media actions. Social media actions need to be constantly analysed and goals updated from time to time. For example,

“For Instagram we share photos that communicate our organisation’s culture. We will do this by posting three photos a week. The target for each is at least 30 likes and 5 comments.”

ANALYSE, TEST AND ITERATE

■ Analysing the statistics from social media gives us a clear view of what is working and what needs to be improved.

■ We consistently need to get more data about our audiences and develop more precise and suitable messages for them.

■ **Reporting Tool:** So that the required changes or improvements are clearly written down, and we can see the evolution of those changes over time. The process of reporting is made by a few simple steps:

- ▶ 1. Set a benchmark
- ▶ 2. Test something new
- ▶ 3. Check the Statistics
- ▶ 4. Implement Changes
- ▶ 5. Run a Test...

■ **Share the results:** All results collected from social media actions are shared primarily with DC. They provide a great source of information about our audiences and help to improve the way the Council of Europe communicates across all channels.

■ Media monitoring plays a key role in helping to identify specific trends, news, and stories to be used on social media.



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