

## Edgaras MASCINSKAS – Campaign and Communication Officer

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### BUREAU REPORT October 2017 - April 2018

Dear friends,

Here we are – *the end of our mandate*. While at sometimes challenging, in the end it was amazing 2 years...

As the last few months have been relatively quiet, I would like to use this opportunity highlight some our achievements of this mandate.

#### 👉 Communications and social media

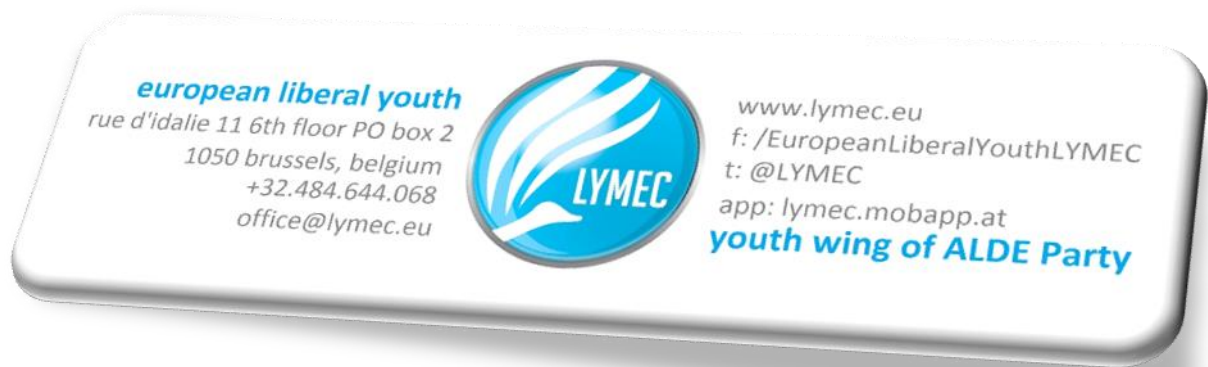
Since day one our focus was to greatly improve the content and quality of communications. In order to achieve these objectives, we began creating our own visuals. In the last 24 months we created over 50 videos and animations. At every step of the way we wanted to make our communications political. Therefore, we used political events and international days such as [International Day of Zero Tolerance for Female Genital Mutilation](#), [International Day for the Elimination of Racial Discrimination](#), [World Press Freedom Day](#), [International Women's Day](#) and more to promote our policy views taken directly from the Policy Book.

We expanded and grew across three main social media platforms: Twitter, Facebook and Instagram.

**Facebook** – grew modestly about **1600** followers in the last **24** months. Approximately 60 followers per month with **80,000** video views, **30,000** minutes viewed and about **1,000,000** reach.

**Twitter** – Approximately over **700,000** impressions, over **1,000** retweets and **1,500** likes.

**Instagram** – with the change of Facebook's policies we have become increasingly reliant on Instagram for outreach. Unfortunately, Instagram does not keep detailed analytics, but we feel that our followers based increased as well as engagement.



## 👉 Campaigns

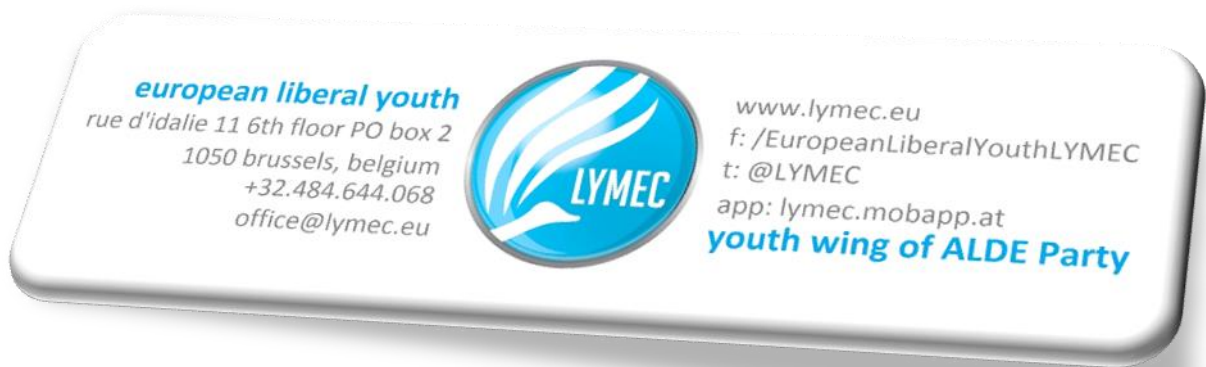
Back in 2016 we launched "Why EUROPEAN UNION IS #TooGoodToLose" campaign. The focus of the campaign was to spread awareness and demonstrate the added value of the EU ahead of the British referendum. With a total reach of **over 25,000 people** on multiple social media platforms the campaign was a relative success, but in the end failed to change the direction of the United Kingdom.

At the same year we also launched a small campaign during the **Europe Pride 2016** to raise awareness about **LGBTQI people in the European Union**. The video with over **1,200 views had reached over 5,000 people** and proved to be a successful format to be explored in future campaigns and communications.

**Setting the Agenda for Europe Campaign:** with a threefold objective the campaign raised awareness about issues that are important to young people such as: youth unemployment, youth participation, migration challenges and climate change. By taking the floor, being critical and showing initiative the campaign also aimed to influence European political discourse and present and promote a liberal youth vision for Europe with concrete solutions and liberal ideas. The campaign proactively targeted key-decision makers, stakeholders and various civil society organisations in Europe. As part of the campaign we did a series of video interviews with central liberal politicians working on the policy areas of our interest: we interviewed [Fredrick Federley \(MEP\)](#), [Ilhan Kyuchyuk,\(MEP\)](#), [Jasna Gabric \(Mayor\)](#), [Urmaz Paet \(MEP\)](#) and [Angelika Mlinar \(MEP\)](#). The videos together with other visual content which was released within the framework of the campaign reached more than **25,000 views**.

## 👉 Fostering closer cooperation with liberal partners

One of the main priorities of this bureau was to strengthen our connections with liberal partners across the liberal caucus. I believe that we have done extremely well in this area. Through our campaigning and especially thanks to the work of our Policy Officer - Lena Höglund we managed to establish strong political connections. My personal contribution was the cooperation with ALDE Group in the European Committee of the Regions. On 27-28th August, Brussels nearly twenty LYMEC and YDE local politicians from across Europe gathered in Brussels for the first [Young Elected Leaders Summit](#), interacting with each other and ALDE members of the European Committee of the Regions during several workshops to address common challenges and solutions. This pilot initiative organised mainly by ALDE-CoR and LYMEC will continue in the future to provide opportunities for local and regional politicians of our organisations to expand their liberal connections, share good



practice and learn from each other – all of which strengthens shared European identity.

It's really hard to mention all of the things that we have done together as a team. I hope that at least with this report you have a feeling that a lot of work has been carried out behind the scenes. Of course, there are some things that I really wanted to do but simply ran out of time – digital toolkit and improving IMS. I am sure the next Bureau will continue making growing and improving LYMEC.

Until next time!

Best wishes,  
**Edgaras**

**Events attended:**

Dates	Place	Event / Purpose	Organisation(s)
<b>11 November 2017</b>	Brussels/Skype <b>Belgium</b>	Bureau meeting	LYMEC
<b>1-3 December 2017</b>	Amsterdam <b>The Netherlands</b>	ALDE Party Congress	ALDE Party
<b>8-10 December 2017</b>	Brussels <b>Belgium</b>	LYMEC IMS Training Days	LYMEC
<b>16-18 February 2018</b>	Zagreb <b>Croatia</b>	Exploring European Electoral System seminar	LYMEC