

Dan-Aria Sucuri - Communication Officer

BUREAU REPORT April 2018 - September 2018

Dear liberal friends,

Let me firstly express my gratitude in receiving the opportunity to serve in the bureau for this amazing youth organization. It has indeed been six intensive and thrilling first months, and I am most excited to what is to come during this mandate. Until we will meet in Vilnius, I would like to highlight some achievements and future goals for our communication.

Communications and social media

Appointed as the Communications Officer, my first priority was to set a strategy in how to conduct our communication. Therefore, the goal of writing a communication plan was set. I began to measure and analyze our current status (see data below) in our social media channels. Based on that and some other factors I have been able to draft a Communication Strategy. There are several purposes behind a communication strategy. Mainly it is to set a guideline for our communication, both for this Bureau and the others after. It is also tool of measurement. While there are still some details left, LYMECs Communication Strategy is set to be complete before the end of this year.

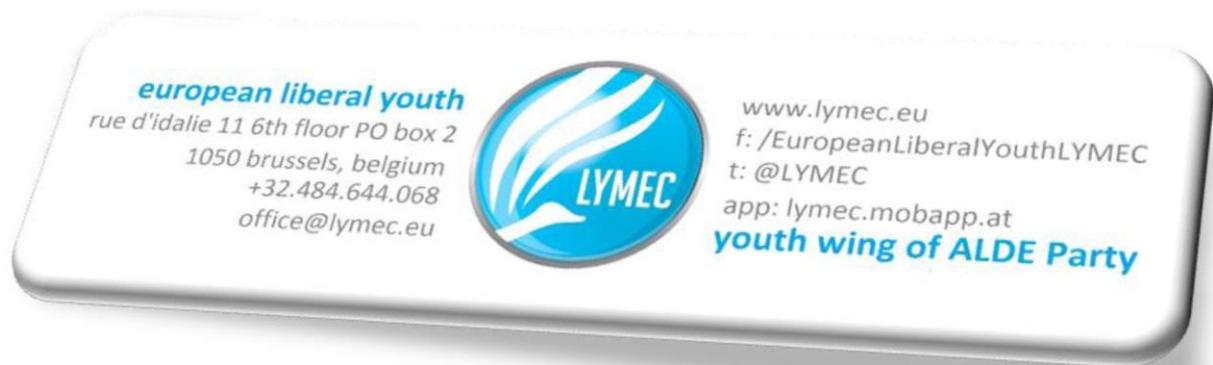
Since day one our focus was to greatly improve the content of our communications. We wanted to improve in both quality and quantity. Results has been made. In the last 6 months we created over 25 videos and animations. At every step of the way we wanted to make our communications political.

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

Facebook - **153** new followers in the last **6** months. Approximately 26 followers per month with **19,800** video views and **6 300** minutes viewed.

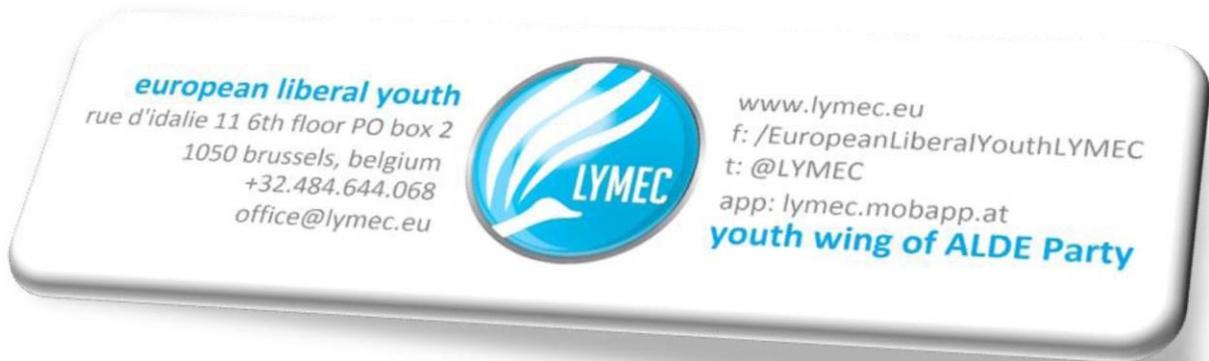
Twitter - Approximately over **185,000** impressions, **520** retweets and **1170** likes.

Instagram - Looking for statistics is quite difficult (unless you don't want to pay for pricy programs). However, it is possible to see data over shorter periods. Based on that it is possible to count that LYMECs Instagram account generates in **400** reaches per story, **150** interactions per month and an average on **1200** impressions per post.



Campaigns on social media

Some conclusions we can make, based on the statics above is that we are growing. Mostly through Twitter and Instagram. This can be explained by the fact that we are combining creativity and personal touch with political content. Our way of managing our social media channels is by highlighting political events and international days. Since April this year, we have been focusing on promoting the importance of international days as **World Refugee Day, World Press Freedom Day** and others. We have also started to heavily promote our events though videos and conclude the events after they end in video-formats as well. However, one of our most successful campaigns on social media over the last six months has been opposing the controversial article 13 in the Copyright Directive (even if the turnout of this directive itself was bad). While using the hashtag **#saveyourinternet**, creating visuals and targeting the MEPs on social media, our campaign against the article has been one of our most successful campaigns on social media so far.



There are certainly more things to mention regarding our communication. Nevertheless, I believe that the information given in this report has summed up the general process and progress within this particular area. I would be more than happy to answer any questions or remarks at our congress in Vilnius!

Until we meet!

Best wishes,
Dan

Events attended:

Dates	Place	Event / Purpose	Organisation(s)
18-20 May 2018	Brussels Belgium	Bureau meeting	LYMEC
21-24 June 2018	Bucharest Romania	Strengthening NGOs and Political Foundations	ELF
13-15 July 2018	Milan Italy	LYMEC IMS Training Days and Bureau meeting	LYMEC/ELF
25-28 July 2018	Yerevan Armenia	Europe in a suitcase	FNF