

## **Dan-Aria Sucuri - Communication Officer**

### ***BUREAU REPORT October 2018 - March 2019***

Dear liberal friends,

What a year this has been - and the best is yet to come! As we will meet in Brussels we will stand before a very important election. In this regard there are some highlights, I would like to share with you.

### **Communications and social media**

Appointed as the Communication Officer of LYMEC, there have been some goals I have been trying to achieve with our communication channels: increase visibility, have more people to interact with our messages and be more relevant. In order to achieve all these goals, I have created a LYMEC Communication Strategy, which is first of its kind in our organisation. I am proud to say that it has delivered results! With the Communication Strategy we have been able to identify and narrow down, as well as being well prepared for the work ahead.

Due to a more offensive approach on Social Media, where we as an organisation chose to tie every post to our political ideas, and thus create reactions and engagement. In fact, this modified approach has led to increased activities as well as results in our social media channels.

Since our previous congress in Vilnius we have achieved the following:

#### **Facebook**

Since October we gained **471** new followers (**79 new followers per month**) on our Facebook-page. Given that Facebook has become a platform that is today less relevant to young people, this is very good results that has reached beyond our expectations. Besides this, our Facebook page has, though our overall posts reached **59 000** people over a six-month period.

## Twitter

This is by far our most successful social media channel . On twitter we have made outstanding results. This can be explained to the fact that Twitter is that channel we have used the most. Here we have both been posting planned content as well as engaging though direct communication with political adversaries as well as colleagues. Since October we have gained **205** new followers on Twitter and **161 800 (!)** impressions linked to our tweets.

## 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 **650** reaches per story, **180** interactions per month and an average on **1200** impressions per post.

## Campaigns on social media

Based on the results above, we can conclude that we are doing very well on social media. We have increased our results on all the channels. This however, is not only due to our strategy, but also our content. During the last six months we have tried to make ourselves visible on social media by highlighting big international days (e.g holocaust Memorial Day, UN-day and International Women's Day). Besides this we have tried to be updated and give statements on various political developments in the EU and the world. One of our most successful examples is the political process on the EU Copyright Directive. Here we have mad sure to follow the latest news and comment by promoting our position in the matter. This way we are relevant by staying updated and at the same time revealing our visions for Europe.

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 area. I would be more than happy to answer any questions or remarks at our congress in Brussels!

Until we meet!

Liberal regards,

Dan

## Events attended

Dates	Place	Event / Purpose	Organisation(s)
26-28 October 2018	Vinnitsa Ukraine	Simulation over the Minsk Negotiations	European Youth of Ukraine
09-11 November 2018	Madrid Spain	ALDE-Congress	ALDE
17-18 November 2018	Lund Sweden	LUF Electoral Congress	LUF
11-13 January 2019	Gummersbach Germany	Our Liberal Europe	FNF/JULIS
09-10 February 2019	Berlin Germany	Alde Party Council	ALDE