

## Dan-Aria Sucuri - Communication Officer

### *BUREAU REPORT October 2019 - March 2020*

Dear liberal friends,

Time really flies! What an amazing mandate this has been! I am so grateful for the privilege given to serve as your Communications Officer. Together we have made a great journey and achieved a lot on our communication part. In this document I will go through with you all the latest achievements and updates in the last report as your Communications Officer.

### Communications and Social Media

When the mandate first began, we have been very ambitious with our KPIs, something that the bureau afterwards noticed might had been to high. Despite that we have many reasons to be satisfied with the outcomes from our digital communications. The first thing I did at the beginning of my mandate is creating LYMECs first Communication Strategy. Through this document we have been able to create a concise and structured framework on how to prioritize and conduct our communication. With a strategy and a dedication to reach new heights, we have come a long way during this mandate. Besides from our great success during the EP-elections, where we became the most viral European Umbrella Organization, we also improved our overall communications and results on the social media channels scientifically (with the exception of Facebook). Below you will see statistics after the last time I have sent you my report but also the overall result on how much we have improved over this mandate.

#### Twitter:

Twitter has long been one of our strongest channels also the best platform to promote our policies. However, it has lately began to decrease in usage, especially among younger people. This has of course affected us. Since Twitter was used less after the EP-elections, we have decided to prioritize it less, and not include it if it concerns internal announcements (such as call for events). The outcome from a post did not match the work put in creating content and post. However, this hopefully is a temporary effect because if we look overall, Twitter has been our most successful tool though the mandate. Statistics after our last congress show that we have on Twitter **205** new followers, **110k Impressions** and **2% engagement** rate.

**Total new followers over the mandate:** 1450 (+ 42%)

## **Facebook:**

Facebook has long been the least performing channel, and this is not an exception since last time we have met. One remaining positive aspect with Facebook is that's still the foremost channel in terms of CTA-rate. While it is not the most viral, Facebook is the channel that our members use for internal information regarding announcements, such as job applications and event registrations. Since November 2019 we **407** new followers, **65k** reach and **5000** interactions.

**Total new followers over the mandate:** 1605 (+ 7%)

## **Instagram:**

Instagram is still the most preferred platform in terms of work and results. Since we are an organization that mainly focuses on having personal straight forward communication, Instagram has proven to be best tool for that. Not only have we increased in reach and followers, but we also have a high interaction. Since our congress in London we have reached **8000** unique accounts and gained **85k** impressions. Also, we have **171** new followers since then.

**Total new followers over the mandate:** 623 (+21%)

## **Conclusions of the mandate**

I can once again not thank you enough for this opportunity. Together we have really made a huge effort on shaping new visuals, strategy and over all content to reach out as an organization. An effort that has indeed led to a great harvest of positive results. Although a big part of this mandate was to shape the communication of LYMEC, I have apart from that been able to experience so much more! I want to thank you for all the dialogues, visits and insights you members contributed to. Inviting me to your events, have long calls or even discussing various issues over a cup of coffee has made me understand LYMEC but also the people behind it much better. It has been remarkable experience and a true pleasure to work with and for you. I hope to see as many of you in Skopje and answer further questions that might appear after reading my report.

All the best,  
Dan

## **Events attended**

<b><u>Dates</u></b>	<b><u>Place</u></b>	<b><u>Events/ Purpose</u></b>	<b><u>Organization(s)</u></b>
8-10 Nov 2019	London, UK	Lymec congress	LYMEC
6-8 Dec 2019	Lausanne, Switzerland	Congress Green Liberal Youth	Green Liberal Youth of Switzerland
31 Jan-2 Feb 2020	Brussels, Belgium	Bureau, Meeting	LYMEC
22-23 Feb 2020	Bucharest, Romania	bEUcharest talks (seminar)	USR Youth
6-8 Mar 2020	Luxemburg, Luxembourg	Values First (seminar)	LYMEC / ELF
14-15 Mar 2020	Tallinn, Estonia	Congress ERPY	ERPY