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Citizen-led renovation

How to social media



#CitizenLEDrenovationEU

01 Introduction

02 Understanding Your Audience

03 Social Media Platforms

04 Social Media Strategy Basics

05 Content Creation



01 Introduction

Who are you?

- Do you have experience with social media?
- Which platforms are you using?
- What are your three hashtags?

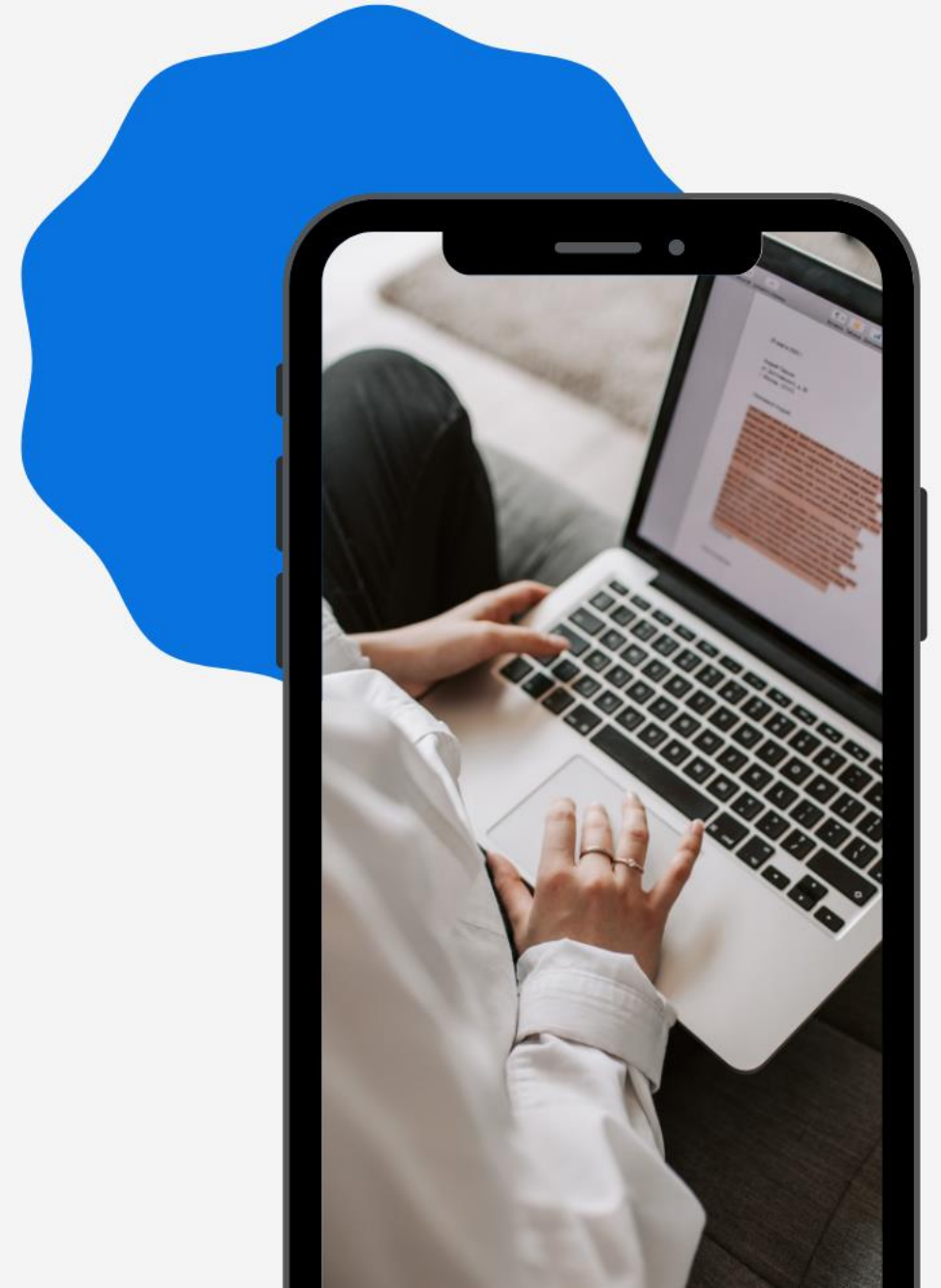


02 Understanding Your Audience

Why are you using social media?

How to reach people?

- Get rid of a self-centred perspective as an organisation.
- What is the added value you can offer the users?

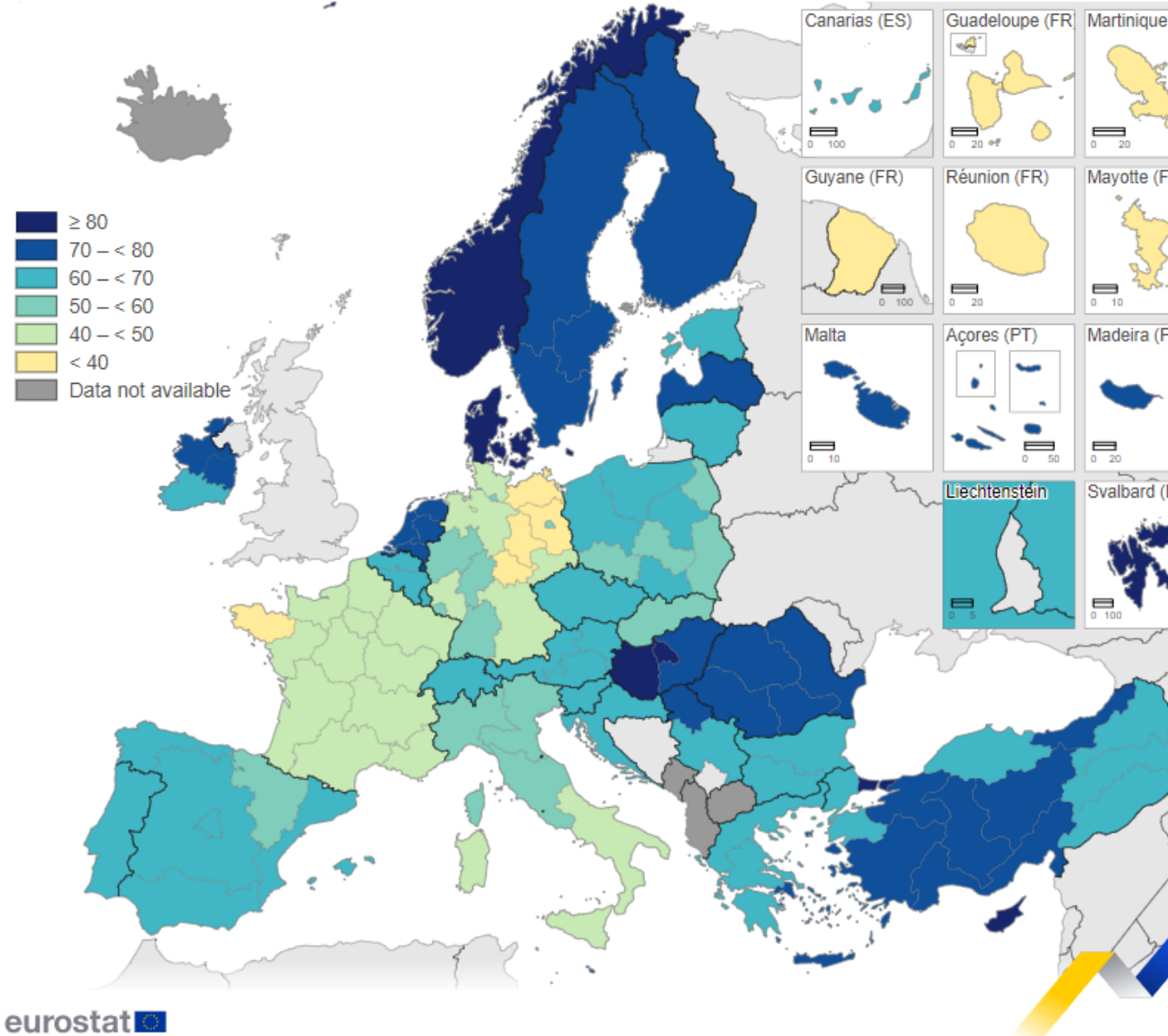


02 Understanding Your Audience

59% of EU citizens use social media

- Facebook is the most used platform in the EU

Individuals who used the internet for social networks, 2023
(% of individuals)



02 Understanding Your Audience

Who is your audience?

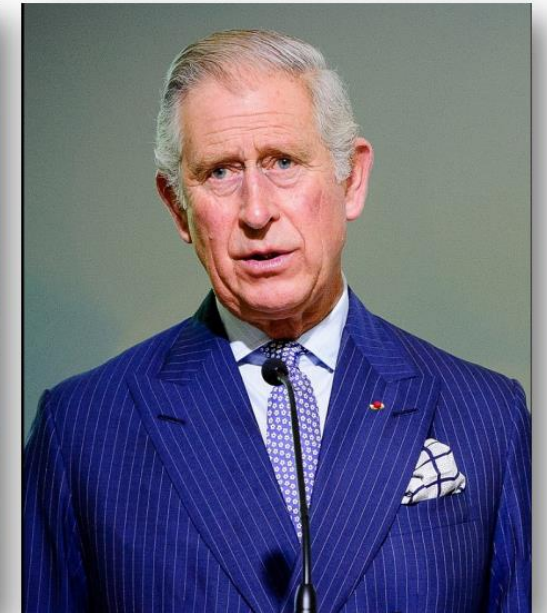
Age: 60+

Gender: Male

Income: 100.000 € +

Hobbies: Literature, Music, Art

Values: loves family and spends a lot of time with them



02 Understanding Your Audience

Group Work

Group 1: You want to renovate your house mainly focusing on insulation. You are not sure what kind of insulation would be suitable for your house, but you want it to be sustainable. Where would you look for information and what factors influence your decision making process?

Group 2: You own an old house and are planning to renovate it. Since you don't know much about this topic, you are searching for someone, who can help you with the process. Where would you look for information and what factors influence your decision making process?

Group 3: You are interested in Energy Communities and want to become part of one. You want to figure out if there already is one in your town. Where would you look for information and what factors influence your decision making process?

03 Social Media Platforms

Facebook

- One of the biggest social media networks worldwide
- Usually mobile use
- Target group: wide range of citizens
- Younger people don't prefer Facebook
- relevant to people over 50
- Users over 65 are increasing
- Can be used for all kinds of marketing

Pros

- **can reach broad target group**
- **dialogue platform**
- **most used platform in Europe**

Cons

- **private profile needed for organisation page**
- **ongoing data protection discussion**
- **demands high quality visuals**
- **mix of posts needed**

03 Social Media Platforms

Instagram

- Content sharing platform focusing on images and short videos
- mostly mobile users
- 62% between 18 and 34
- biggest growth below 17 and above 55
- visual storytelling, branding
- influencer marketing

Pros

- **reach young people**
- **positive vibe**
- **interact with other accounts**
- **Influencer marketing**

Cons

- **strong visuals are needed**
- **need to be up for the challenge, working together with other accounts, new formats**
- **Need to create a uniform look (filters, colours, font)**
- **Website traffic isn't that important**

03 Social Media Platforms

LinkedIn

- biggest business network in the world
- businesses, potential employees
- 60% 25-34
- barely users above 55
- mainly used for:
recruiting/employer
branding/b2b content
marketing, networking
- Content marketing through
employee profiles, groups

Pros

- **Build personal brands**
- **High organic reach**
- **Analytics available for private profiles**

Cons

- **Business network**
- **algorithm prefers private profiles over business profiles**

03 Social Media Platforms

X

- 80% between 18 and 49
- Tech-savvy, higher education level
- Mainly used for:
 - PR / press
 - event-communication
 - service and support
- on average 4 post/day
- engagement rate: 0,07%

Pros:

- **inactivity doesn't lead to the loss of reach (yet), regular posting is recommended**
- **various formats: text, images, links, videos, surveys**
- **realtime communication**

Cons:

- **posts can't be corrected (for free)**
- **mood is changing**
- **realtime communication**
- **future of X uncertain**

03 Social Media Platforms

Youtube

- all ages, mostly 18-54
- main use:
 - video marketing
 - branding
 - reach, fame
 - influencer marketing
 - traffic
- marketing via videos, shorts and influencer coop
- 70% of views are mobile
- YouTube is a search engine

Pros:

- **high reach possible**
- **no account needed to watch**

Cons:

- **regular updates necessary (best once per week)**
- **videos need to be entertaining (can be expensive)**
- **videos should suit searches**
- **should get to know SEO of channels, videos, playlists**

03 Social Media Platforms

Tiktok

- most popular social platform among Gen Z
- 69% between 16 and 24; average 19
- mainly used for:
- visual storytelling
- branding
- reach, fame
- traffic
- short videos, influencer coop

Pro:

- **easy to reach young people**
- **growth is fairly easy**
- **TikTok surpassed Google regarding website visits in 2021**

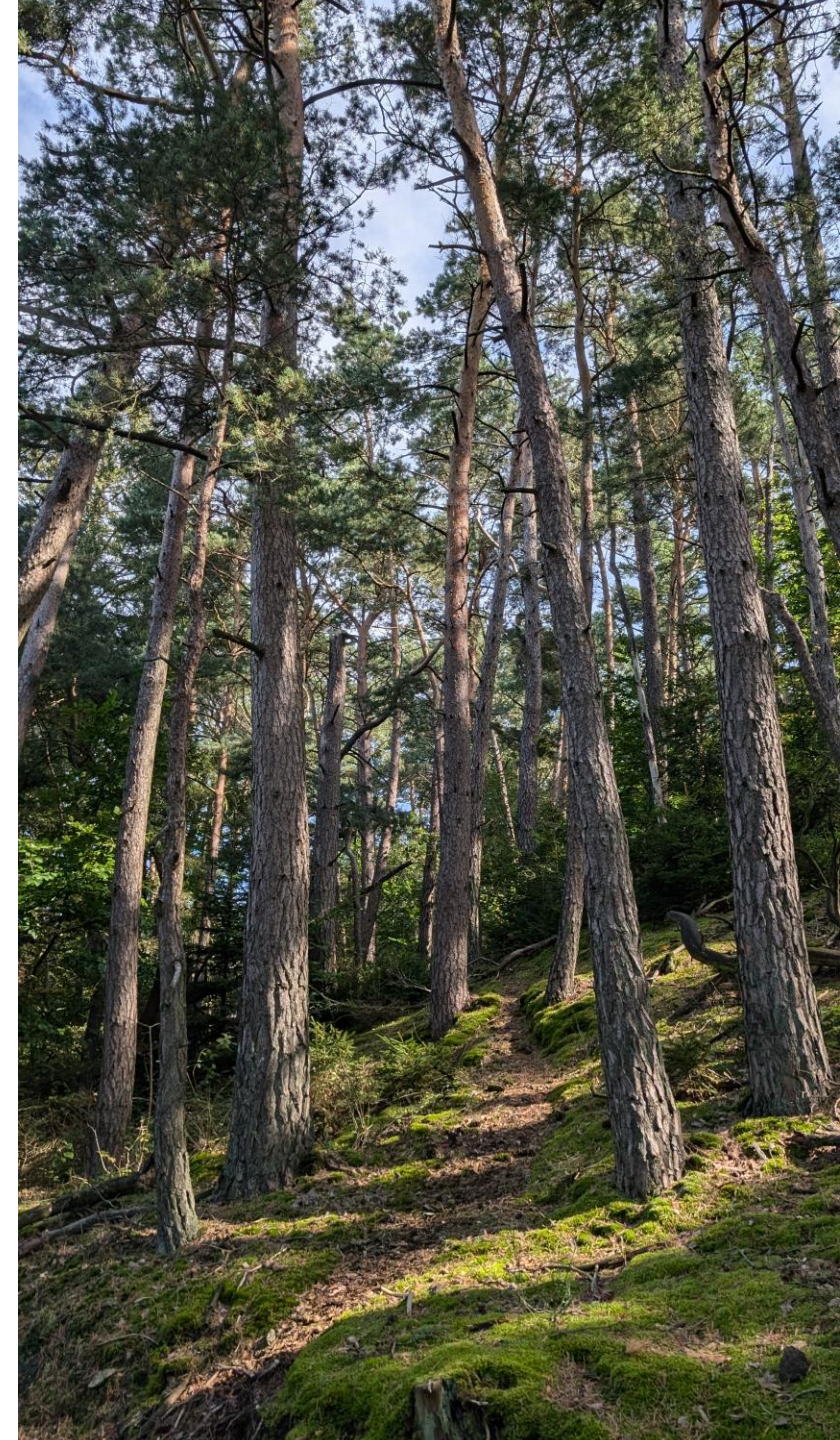
Cons:

- **need to produce entertaining content (15-30 sec)**
- **people willing to stand in front of the camera needed**
- **Need to pick up and react to trends**

03 Social Media Platforms

How to find YOUR platform?

- Which country are you operating in?
- What is your target group?
- Where is your target group?
- What is your budget?
- What is your product?



04 Social Media Strategy Basics

Steps of building a social media strategy:



- Status Quo
- Resources
- SWOT
- Monitoring
- Competitor Analysis

- Project Goals
- Marketing Goals
- Social Media Goals
- Numbers & KPIs

- Definitions
- Segments
- Personas

- Search Channels
- Newsfeed
- Messenger

- Formats
- Tactics

- Online Measures
- Offline Measures

- Numbers & KPIs
- Tools
- Reporting
- Benchmarking

04 Social Media Strategy Basics

Social Media Monitoring

- What do people say about the project/topic?
- Where do people talk about the project, topic?
- Identify relevant platforms for the project, topic
- Trends/market analysis
- Identify the right keywords for the search, think about typos and slang!



04 Social Media Strategy Basics

Step 1 – Situation Analysis

- Social Media Zero Measurement: who speaks ab a topic and in which way, existing stakeholder engagement & existing channels?
- Activities of consortium members
- Content Analysis, Resources



04 Social Media Strategy Basics

Step 2 – Goals/KPIs

Define SMART goals:

S – Specific: clear and concise goals

M – Measurable: Define parameters, which numbers should be reached?

A – Achievable: goals should be realistic and achievable within the given timeframe

R – Relevant: goals should be aligned with your project's KPIs

T – Timed: realistic and well defined timeframe

Which numbers are relevant to measure goals?

04 Social Media Strategy Basics

Step 3 – Persona

Identify Target Groups

Define Personas



04 Social Media Strategy Basics

Group Work





05 Content Creation

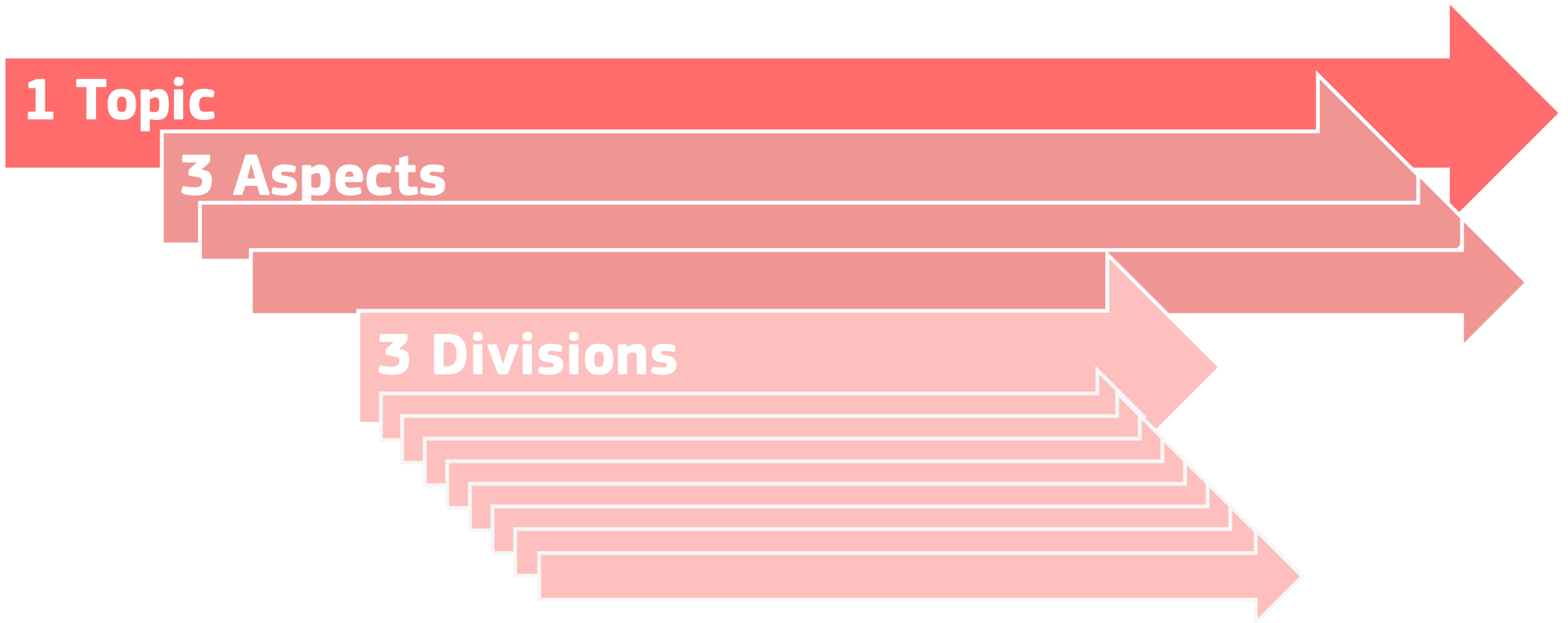
05 Content Creation

- Video, pictures, live, audio, GIFs, link, text, visuals
- Recycling, repurposing
- Influencers?
- Formatting
- Unicorns!



05 Content Creation

1-3-9 Method





05 Content Creation

✓ **AIDA**

- Attention
- Interest
- Desire
- Action

Thank you!

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