



# Aware communication. How to do it?

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**Social and behavioural science for energy communities and collective actions: Methods and results from DECIDE and other European projects**

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# Comms Strategy

## 1. Objectives of communication

## 2. Target audience:

primary & secondary target groups

## 3. Key messages:

general & targeted messages

## 4. Channels:

Website, social media & newsletters

## 5. Products

## 6. Press and media strategy

## 7. KPIs

## Benchmark



Image: Afif Ramdhasuma - Unsplash

# Why is Social Media relevant

**57% EU population between 16-74**

## Ranking:

1. Denmark 85%
2. Belgium 79%
3. Cyprus 78%
4. Finland 75%
5. Hungary 74%

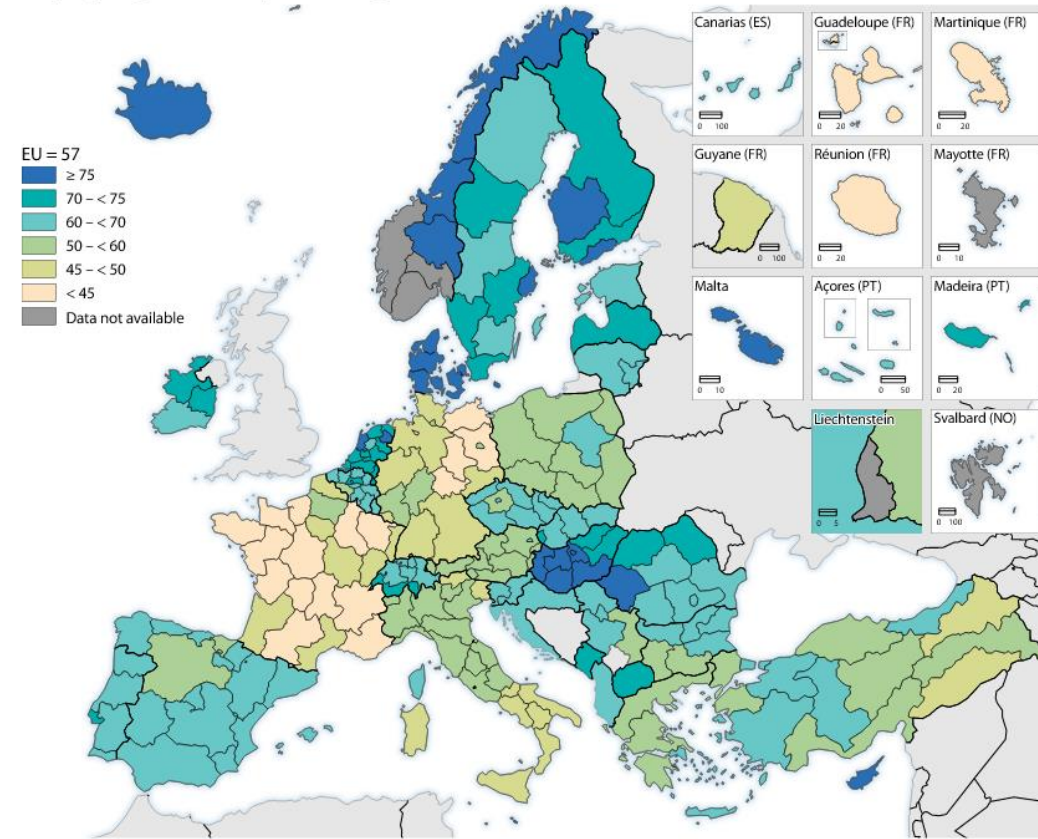
**87% EU population between 16-24**

Italy 79% → Denmark 97%

**22% EU population between 65-74**

Croatia 10% → Denmark 60%

People participating in social networks during the three months preceding the survey, 2021  
(%, people aged 16–74, by NUTS 2 regions)



\*Source: ec.europa.eu/eurostat

# Why is Social Media relevant

**59% EU enterprises use at least one type**

**Ranking:**

1. Malta 88%
2. Sweden 79%
3. Netherlands 80%
- ....
- ....
26. Bulgaria 39%
27. Romania 36%

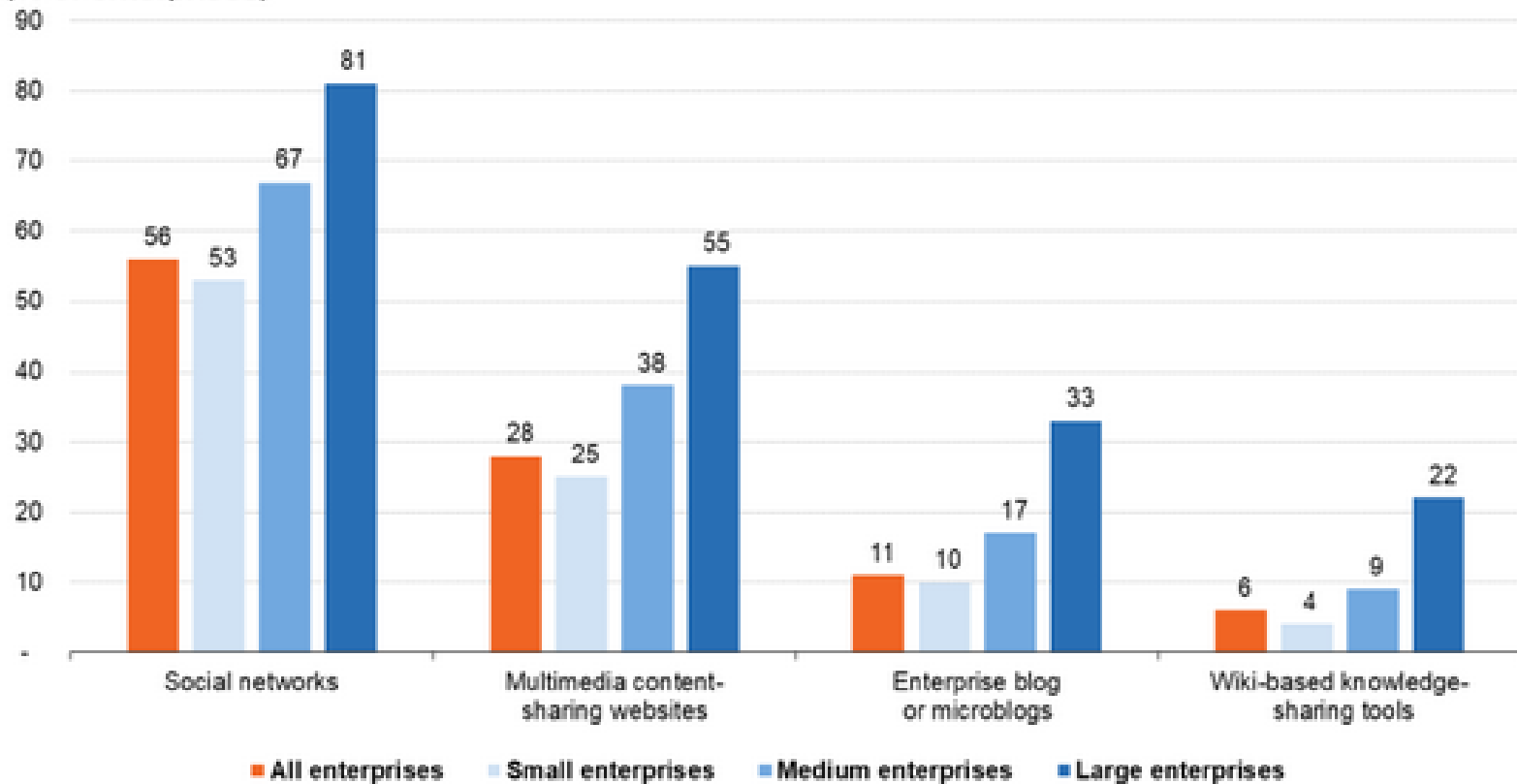


\*Source: ec.europa.eu/eurostat

# Why is Social Media relevant

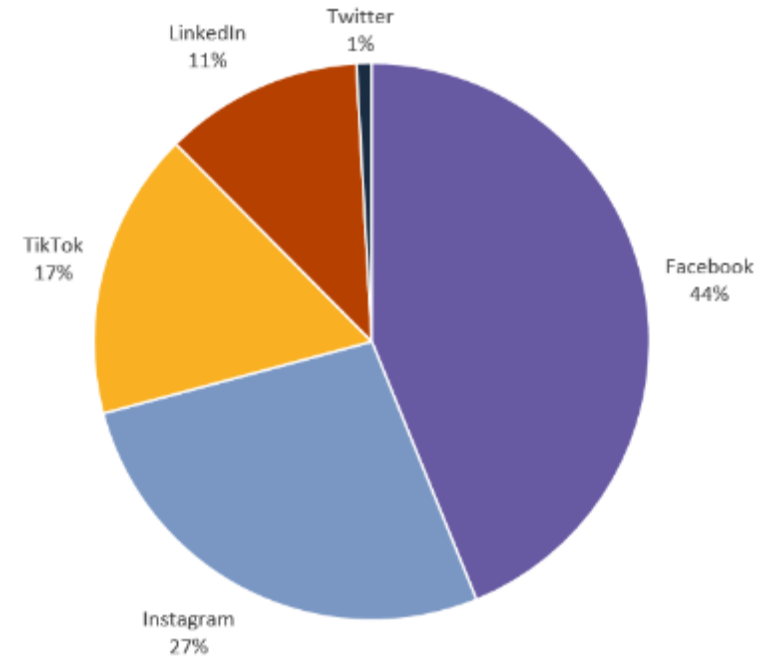
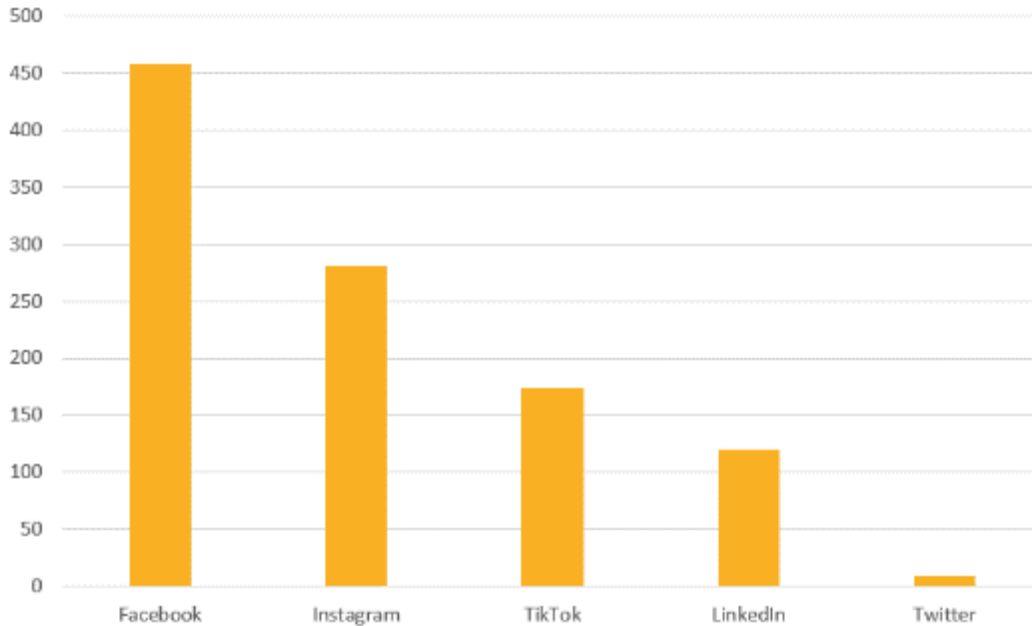
## Enterprises using social media, by type of social media used and size class, EU, 2021

(% of enterprises)



\*Source: ec.europa.eu/eurostat

# Popular platforms



## What do Europeans do on social media?

- Sending PM (Germany & France)
- Linking other users (Spain & Italy)
- Commenting, posting
- Reading news articles
- Staying in touch
- Cooking purposes

\*Source: Statista.com

# Social Media Best Practices - Twitter



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## Types of posts

Classic posts

Retweet

Quote tweet

Thread

Poll

GIFs

## Demographics

25-39

Educated/wealthy

## Content

News

Discussions

Dissemination

## Insider tips:

Replace words with emojis 😊

Shortern URLs with tools like [bit.ly](https://bit.ly).

**Use Twitter analytics** impressions, profile visits, mentions and followers.



Image: Edgar - Unsplash

# Social Media Best Practices - LinkedIn



decide4energy.eu

## Types of posts

Posts	Article	Documents
Polls	Events	

## Demographics

46-55  
Professionals

## Content

Long-form content                      Core value

## Insider tips:

- Rather than sharing another post, you react or comment
- Use hashtags to be popular
- Use analytics: detailed info on company pages.
- Perfect platform for B2B communication and recruiting



Image: Bongkarngraphic - Canva



# Social Media Best Practices - Facebook

## Types of posts

Photos

Carousels

Videos

Texts

Stories

Live broadcasts

Links

## Demographics

25-34

Boomers

## Content

Photos&Links

Information

Live videos

## Insider tips:

Create a Facebook Business page rather than using a standard personal account. Weak organic reach

Stream live events and videos



Image: Pixaby - Canva

# Social Media Best Practices - Instagram



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## Types of posts

Photos

Carousels

Videos

Stories

Reels

## Demographics

25-34

Milenials

## Content

Insopiration&Adventure

Questions/polls

## Insider tips:

Make reels and use only high-quality pictures.

Conduct questions and polls



image: Frostroomhead - Canva

# Social Media Best Practices - TikTok

## Types of posts

Videos (15 seconds-3 minutes)

## Demographics

16-24: 70%

Not for kids

## Content

Entertainment

Humor

Challenges

## Insider tips:

Great marketing platform to reach younger audiences and build relationships

Use SEO technics to make sure your videos show up



	Twitter	LinkedIn	Facebook	Instagram
How often?	Multiple times per week and even per day (spread the posts out evenly!)	Different algorithm: Not fast moving. Be selective and strategic.	Not as fast-moving as Twitter, no as selective as LinkedIn.	Often! Multiple times per week/day. Do stories!
Image dimensions	1600 x 900 pixels.	1200 x 628 pixels.	1200 x 630 pixels.	1080 x 1350 pixels.
Character counts:	280 characters.	Do not use the 3000 limit! Be clear and concise, only first 3 lines are visible “see more” appears.	No need to use the 63,206 characters limit.	Be concise. Don’t use 2,200 characters.

# Social media best practices



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## Optimize your profile

Accurate information & description. Active links

## When to post?

Professional accounts: 8:30-10:00 & 15:00-17:00

Non-professional audience: after business hours

Fridays are not a good day to post!

## Engage your community - Network

Post useful and entertaining content. Share, like, follow.

Use popular & topic-relevant hashtags. Tag.

## Use of Images

“no-go” is using an image found online without proper licensing. It is plagiarism

## Plan ahead and Network

Measure your activity to plan future campaigns.



Image: George Doldgikh - Canva

# Post inclusivity check-list



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- Language
- Respectful text
- Hashtags
- Respectful emojis
- Images
- Captions
- Colours



Image: atlasstudio- Canva

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