



# EU Social Media Usage:

## New trends, new opportunities

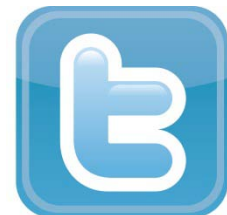
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[www.comres.eu.com](http://www.comres.eu.com)

ComRes ZN EU Social Media Monitor, Brussels, 10 May 2012

# Overview

- Three questions posed
- EU Social Media: research project
- EU Social Media: key findings
- Three opportunities presented
- Conclusions



# Three questions











1. What are the media consumption habits of EU policy makers?
2. How is social media different consumed differently from traditional media?
3. What are the implications for those seeking to communicate with and influence policy makers?

# The Audience

1. **Brussels influencers**
  - EP staffers
  - Commission officials
  - Perm reps
  - Business representatives
  - Brussels journalists covering EU news
  - TAs
  - Think tanks
  - NGOs
  - 258 surveyed December 2011
  
2. **MEPs**
  - Representative of political / geographical distribution
  - 102 surveyed February 2012 using Europoll™

# EU Social Media research – departure point

Which of the following sources of information, if any, do you read at least once a week?

	MEPs	MEPs' assistants	Parliament staff	Commission staff	Permanent Reps	EU agencies	EU representatives of businesses	European trade associations	EU-level NGOs	Think tanks	Academics with EU dimension	Brussels-based journalists
	52%	59%	58%	64%	55%	48%	25%	46%	54%	73%	68%	47%
	47%	57%	55%	62%	41%	17%	56%	46%	54%	36%	42%	41%
	52%	47%	58%	60%	40%	38%	63%	54%	27%	82%	53%	65%
	43%	47%	58%	57%	36%	26%	50%	40%	32%	82%	74%	47%
	39%	39%	45%	37%	47%	12%	38%	60%	61%	45%	37%	53%
	20%	22%	35%	31%	52%	7%	6%	7%	17%	27%	-	6%
	26%	49%	48%	27%	47%	9%	6%	22%	44%	36%	32%	53%
	31%	29%	16%	15%	28%	2%	19%	9%	22%	18%	-	6%
	9%	14%	13%	6%	10%	3%	13%	13%	5%	5%	-	18%
	19%	6%	6%	4%	9%	7%	19%	10%	5%	32%	5%	18%
Fieldwork dates	18/5 – 25/7	5/10 – 18/10	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9	14/9 – 15/9
Sample size	101	49	31	81	58	58	16	96	41	22	19	17

# Key Findings

- **Wikipedia:** the most used new media site by both MEPs and Brussels Influencers
- **Facebook:** used daily or weekly by 70% of MEPs for professional purposes compared to 39% of Brussels Influencers and only 20% of business stakeholders
- **LinkedIn:** usage low amongst MEPs but popular among Brussels Influencers particularly representatives of business, trade associations, EU NGOs, think tanks, academics and journalists



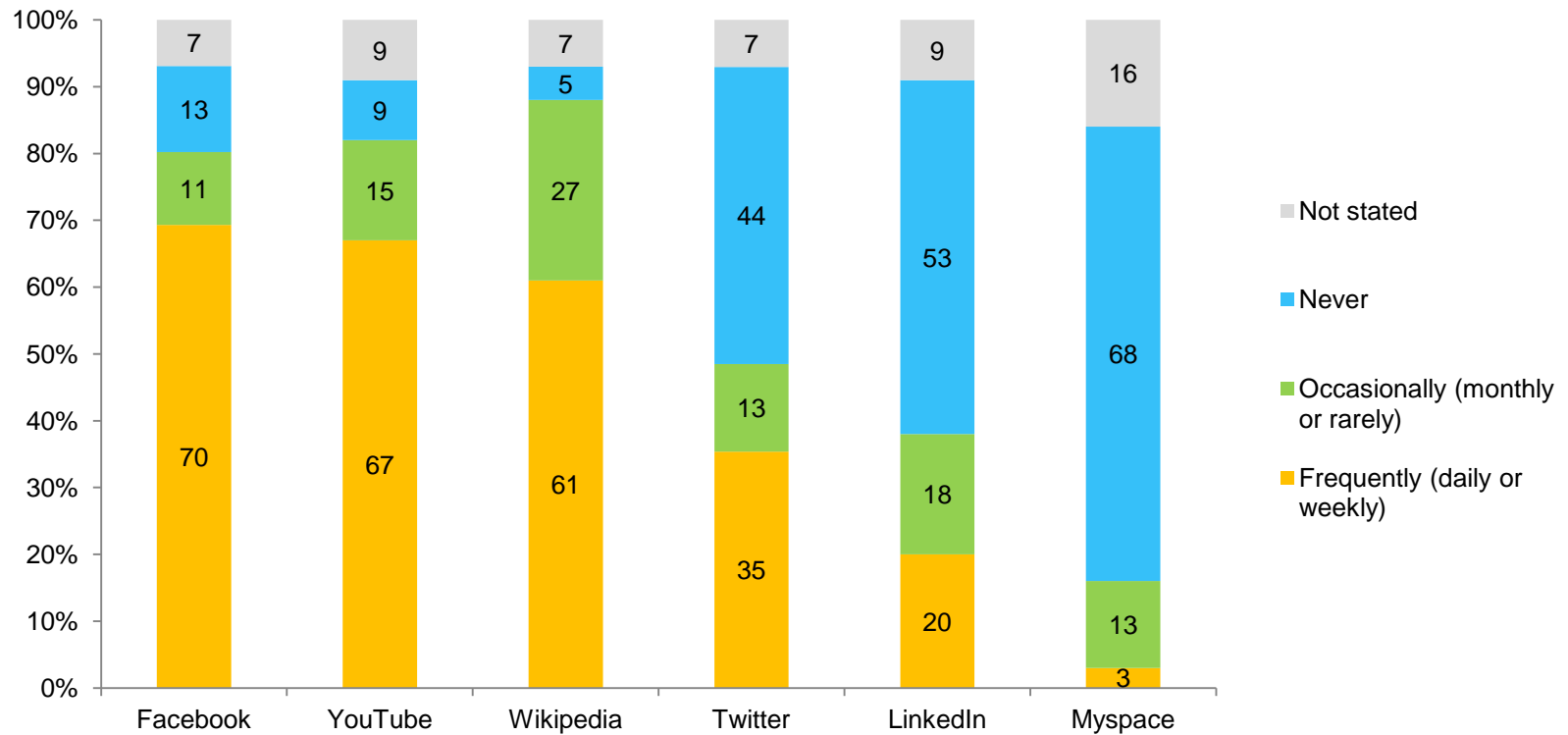
## Key Findings

- **YouTube:** use high among both MEPs and Brussels Influencers
- **Twitter:** 35% of MEPs use Twitter for professional purposes on a regular basis (daily or weekly) compared to only 23% of Brussels Influencers
- **Myspace:** usage low among all groups suggesting it isn't a site worth focusing on for communications purposes



# MEPs New Media Usage

Facebook the most frequently used, but Wikipedia the most used type overall

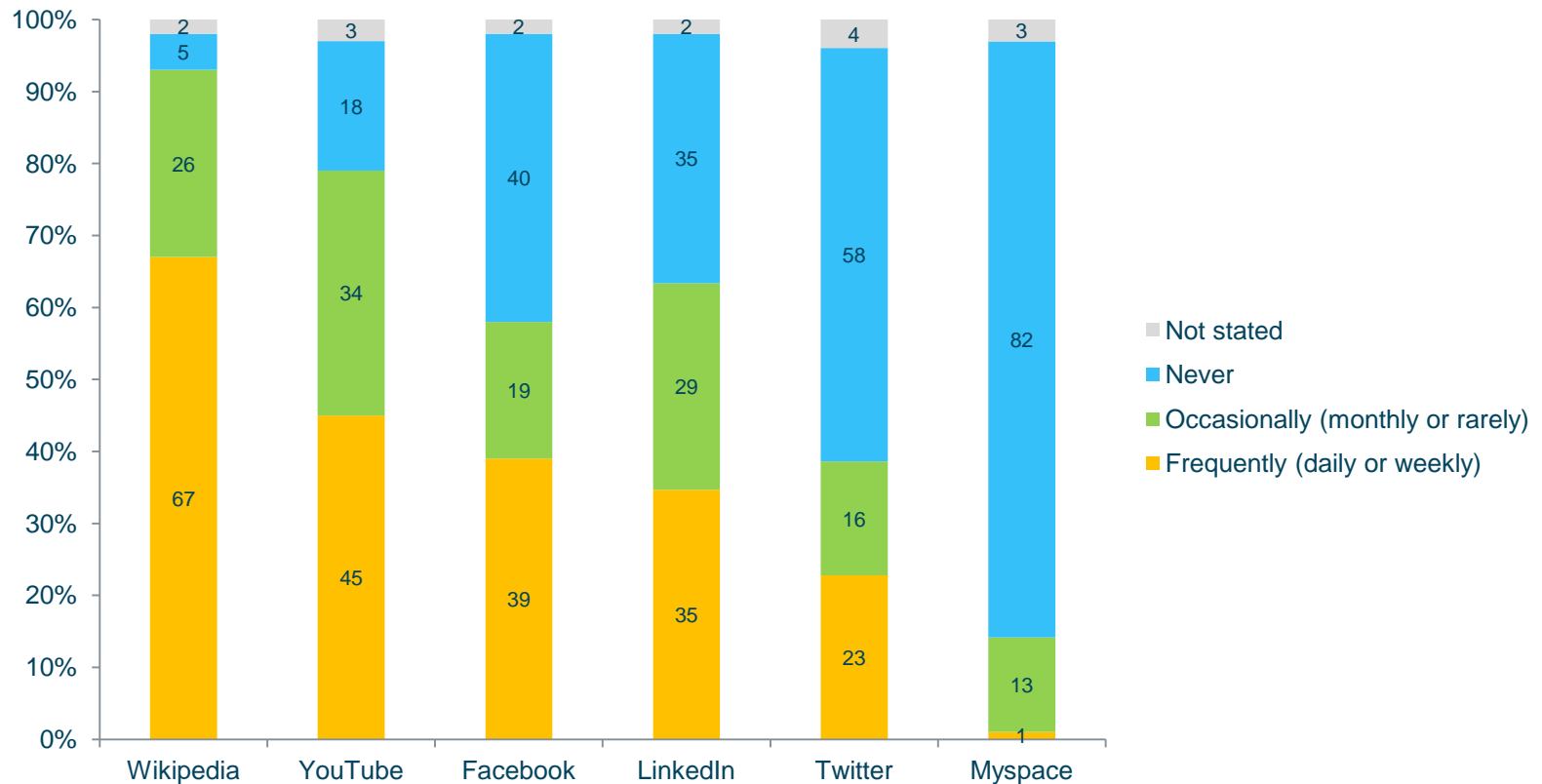


Sample size: 102 MEPs



# Brussels Influencers New Media Usage

Wikipedia the most used new media site



Sample size: 258 Brussels influencers

# Opportunities for EU-driven practitioners

## MEPs

- Overall, MEPs use a range of online media sources on a regular basis, with large proportions using Wikipedia, YouTube and Facebook sites daily or weekly
- Facebook used by **4 in 5** MEPs for professional purposes; however, Wikipedia is the media source that is used the most overall
- A third (**35%**) of MEPs use Twitter for business purposes on a regular basis (daily or weekly), while only **1 in 5** use LinkedIn regularly

# Opportunities for EU-driven practitioners

## Brussels Influencers

- Extremely high Wikipedia usage among Brussels influencers with **93%** of these using it frequently or occasionally for business purposes
- **4 in 5** use YouTube and **3 in 5** use LinkedIn and Facebook in their professional capacity
- Lower reported use of Twitter, with **2 in 5** using this site, and only **14%** use Myspace



### **LinkedIn not used as frequently by MEPs**

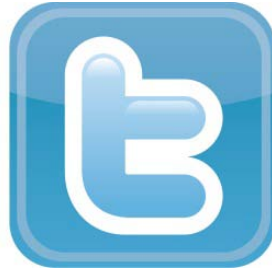
- Just 1 in 5 use LinkedIn daily or weekly

### **Better for contacting MEPs from the 2004/2007 enlargement area**

- Only 10% of MEPs from the core group use it frequently compared to 45% of those from the enlargement area

### **More frequently used by Brussels Influencers than by MEPs**

- Good for contacting Trade Associations (57% frequent use), EU NGOs (61% frequent use) and think tanks (66% frequent use)



### Twitter better for communicating with MEPs from the 2004/2007 enlargement area

- 59% of those from the enlargement area use Twitter in a professional capacity frequently, compared to just a 26% of those from the Core area

### Twitter better for communicating with younger MEPs

- 60% of those who were born after 1960 use Twitter frequently (daily or weekly) compared to only 5% of those born before 1950

### Twitter most used by journalists and think tanks, but lower use among other Brussels Influencer groups

- Only 6% of Influencers from the Commission and 4% of Influencers from EU agencies use Twitter daily or weekly



**Facebook is a useful way to get in contact with a large proportion of MEPs**

- 70% of MEPs use this site in a professional capacity daily or weekly

**More useful for connecting with younger MEPs than older MEPs**

- 19 in 20 MEPs born after 1960 use Facebook daily or weekly in a professional capacity, compared to only 37% of those born before 1950

**Journalists, think tanks and EU NGOs most frequent Facebook users**

- 82% of Influencers representing journalism, think tanks or academia use Facebook compared to 46% of those who work for the Parliament, Commission, Perm Reps or EU agencies



## YouTube used by a majority of both MEPs and Brussels Influencers

- 82% of MEPs and 79% of Brussels Influencers use YouTube either frequently or occasionally

## MEPs use YouTube more frequently than Brussels Influencers

- 1 in 4 MEPs use YouTube daily in comparison to only 7% of Brussels Influencers from businesses

## The most used site amongst older MEPs

- Of all the sites tested, YouTube has the highest frequent use among MEPs born before 1950 (58%)



**Wikipedia is the most frequently used new media – presenting itself as an excellent way to communicate with those in Brussels who matter**

- 67% of Brussels Influencers are using the site on a daily or weekly basis compared with 61% of MEPs

#### **Difference in use based on Party**

- 74% of those from the EPP party group use Wikipedia daily or weekly, while only and 39% those from ALDE do the same

#### **Women MEPs more frequent users than Men**

- 73% of female MEPs said they use Wikipedia daily or weekly compared to 58% of men who do the same



# Three opportunities

1. Monitoring and engaging with Wikipedia to ensure that your organisation and key policy issues are presented in ways which are factually correct, interesting and relevant
2. The pre-eminence of Facebook as the new media tool of choice for communicating with MEPs; a clear discrepancy in usage amongst stakeholders in Brussels by comparison – **this hints at a missed opportunity for many lobbyists in communicating with MEPs**
3. Although LinkedIn usage is low among MEPs, it's great for targeting Brussels Influencers particularly representatives of business, trade associations, EU NGOs, think tanks, academics and journalists

These results give a robust picture of frequency of use of each site, but bear in mind the purpose for which each site is being used by MEPs when incorporating each form of new media into communications strategy



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