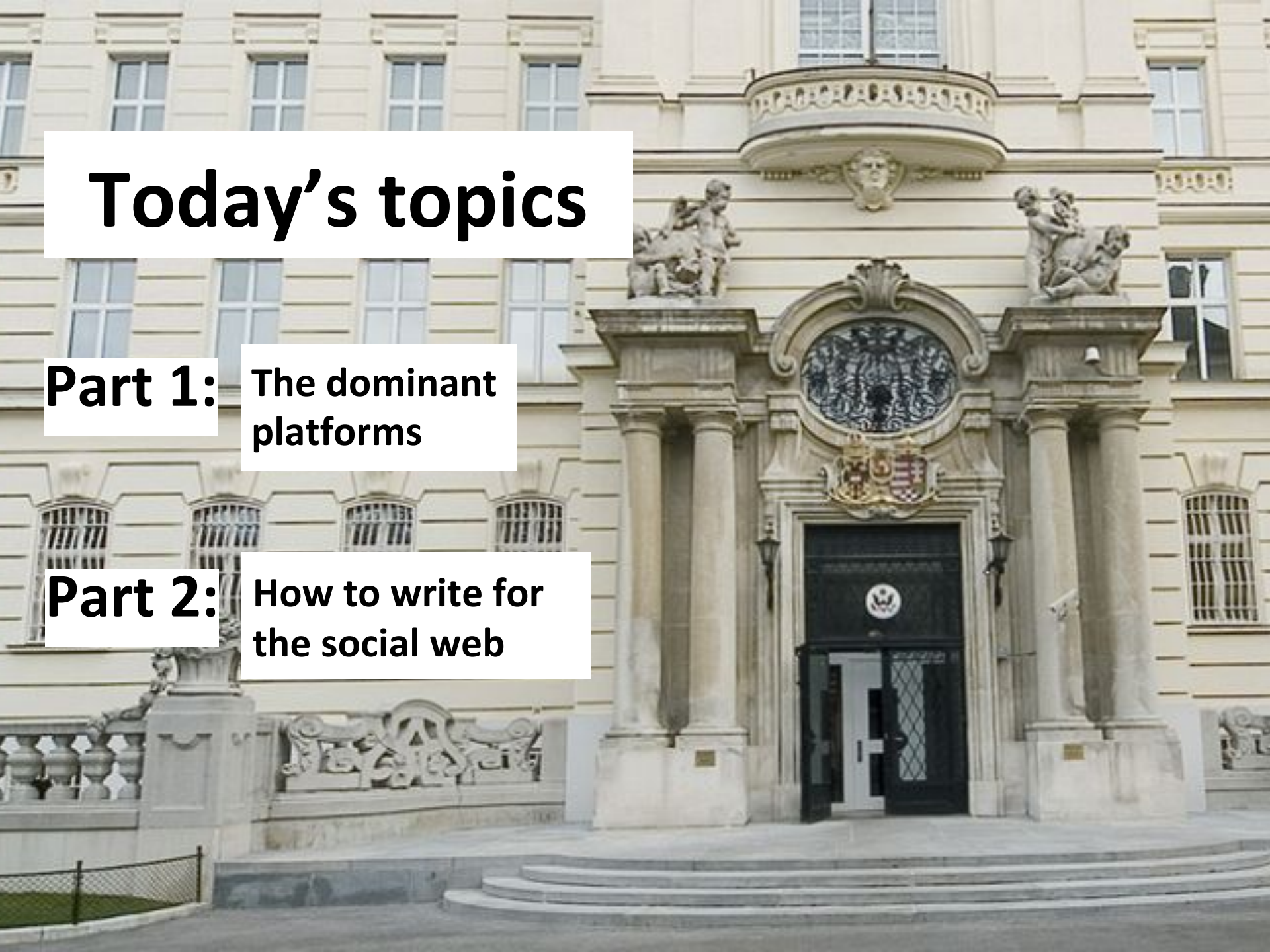
Social Media and Diplomacy

Mag. Judith Denkmayr
Mag. Richard Hemmer

15.09.2014


Today's topics
Part 1:
The dominant platforms
Part 2:
How to write for the social web

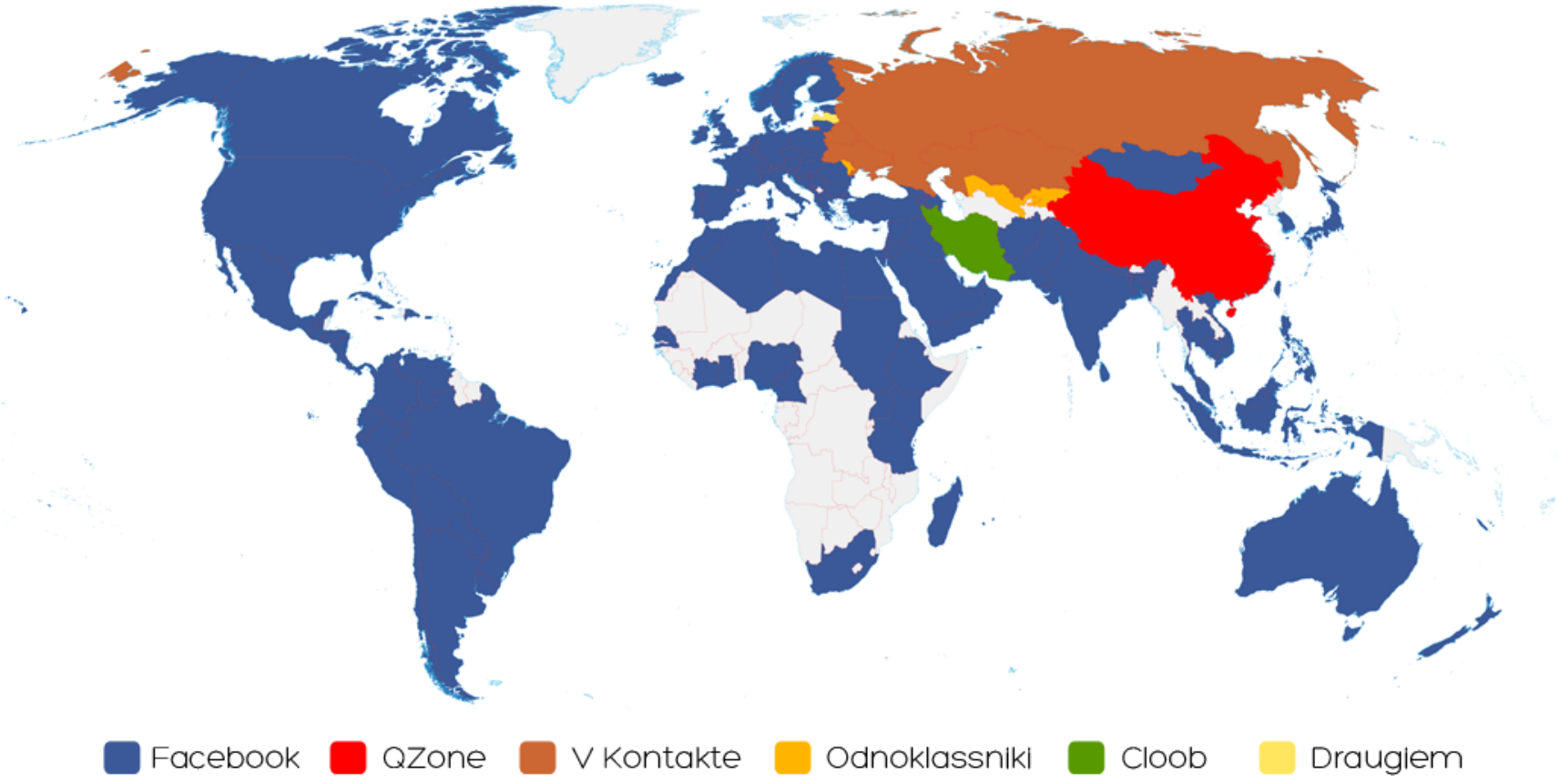
The dominant platforms

“Everything that can be social will be.”

Jeffrey Dachis

WORLD MAP OF SOCIAL NETWORKS

December 2013



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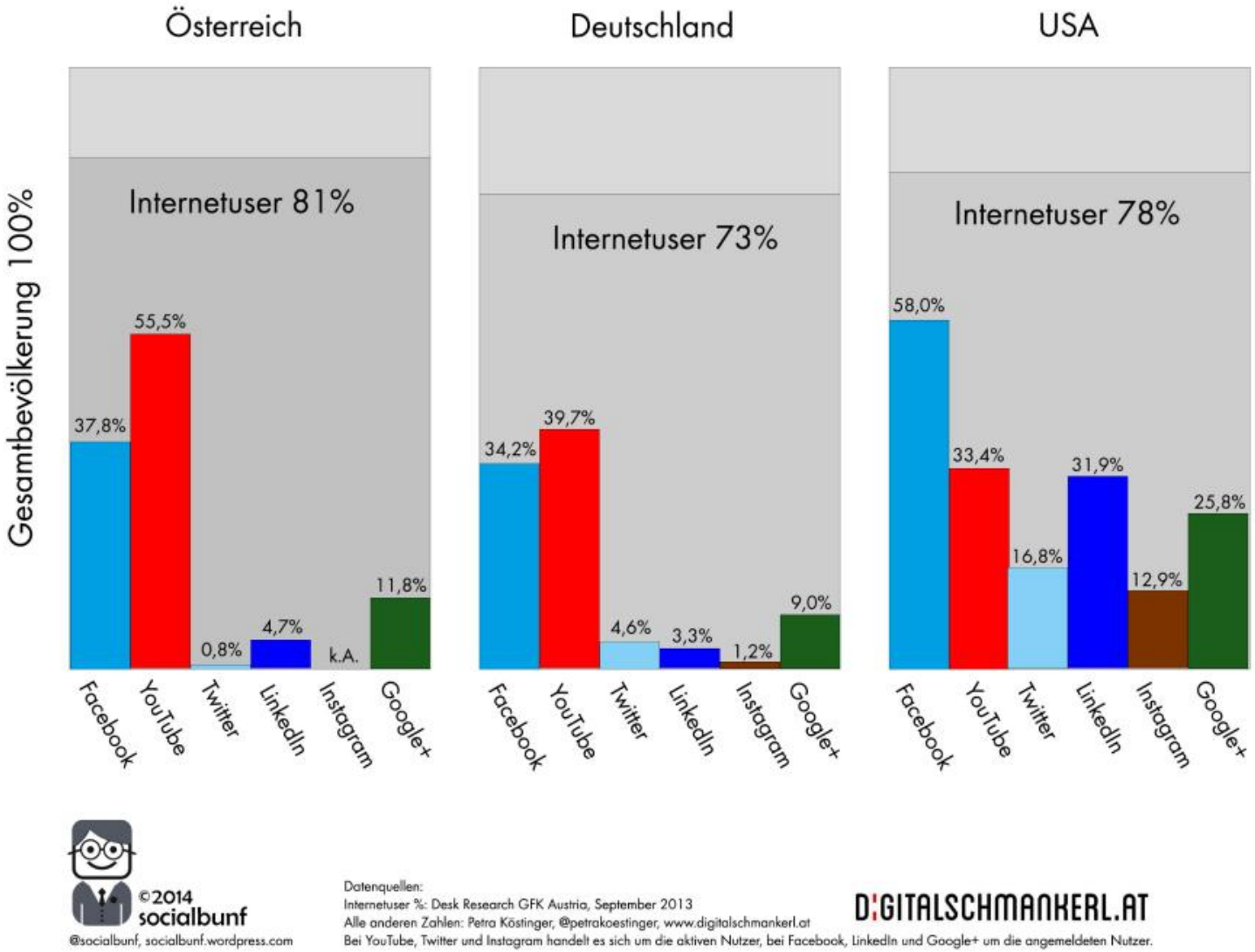
source: Alexa


Österreich
Deutschland
USA
Gesamtbevölkerung 100%
Internetuser 81%
Internetuser 73%
Internetuser 78%
37,8%
55,5%
0,8%
4,7%
k.A.
11,8%
34,2%
39,7%
4,6%
3,3%
1,2%
9,0%
58,0%
33,4%
16,8%
31,9%
12,9%
25,8%
Facebook
YouTube
Twitter
LinkedIn
Instagram
Google+
©2014 socialbunf
@socialbunf, socialbunf.wordpress.com
Datenquellen:
Internetuser %: Desk Research GFK Austria, September 2013
Alle anderen Zahlen: Petra Köstinger, @petrakoestinger, www.digitalschmankerl.at
Bei YouTube, Twitter und Instagram handelt es sich um die aktiven Nutzer, bei Facebook, LinkedIn und Google+ um die angemeldeten Nutzer.
D!GITALSCHMANKERL.AT

Twitter - I'm eating a donut

facebook - I like donuts

foursquare - This is where I eat donuts

instagram - here's a vintage photo of my donut

youtube - hear I am eating a donut

linkedin - my skills include donut eating

pinterest - here's a donut recipe

lastfm - now listening to "donuts"

Google+ - I'm a google employee who eats donuts

Klout - I am so influential when it comes to donuts

Facebook

The Social Network

- **1.317 billion** active users per month
- **81 %** use Facebook on a mobile device
- **829 million** everyday users (63 %)
- **292 million** users in Europe
- more than **3 million** users in Austria
- about ⅔ **mobile** users in Austria

One out of seven online minutes is spent on Facebook.

Many people use Facebook as their landing page, especially on mobile devices.

Facebook
as multiplier

40% of Internet users in the US access news websites via links. Facebook is the **2nd largest aggregator** after Google.

40% of all Fortune 100 companies receive **more hits on their Facebook page** than on their actual homepage

Facebook is the **second largest photo sharing** platform and third largest video sharing platform worldwide

Facebook

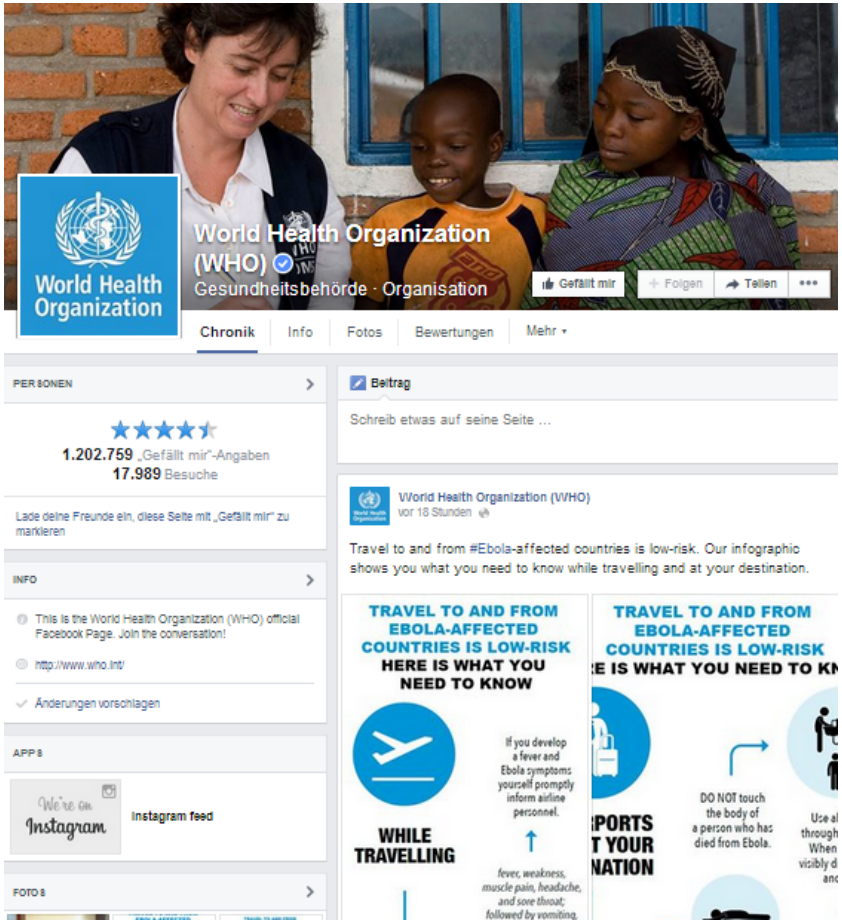
most popular activities

Sharing photos is the most popular activity on Facebook and Google+.

Facebook	(Millions)	(Millions)	(Millions)
Uploaded and shared photos	476.59	239.17	108.37
Posted comment about daily activities	349.60	184.71	87.86
Shared a link to an article	287.82	112.19	67.37
Shared videos created by other users	259.86	93.31	54.64

Facebook

Pages



Twitter

At the time the most successful post and tweet

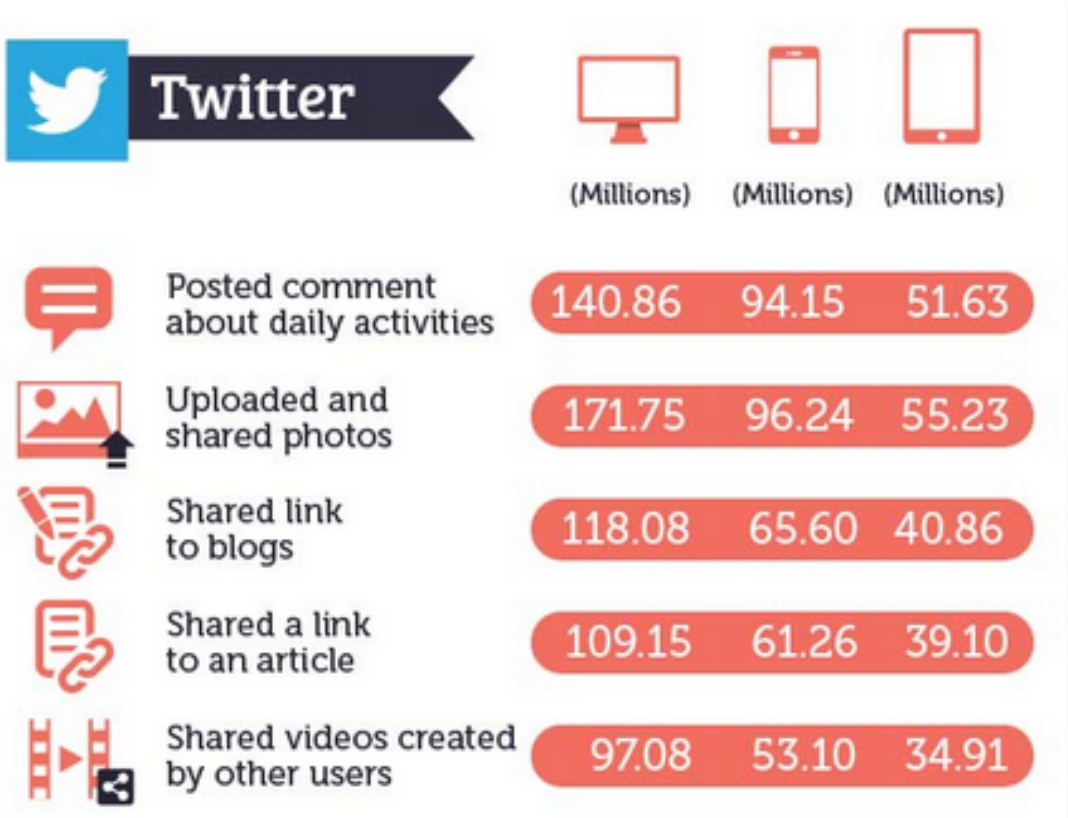
- **3 millions Likes and 400,000 Shares** on Facebook and **600,000 Retweets** on Twitter after **5 hours**
- ...with a photo that could have been taken anytime

Twitter

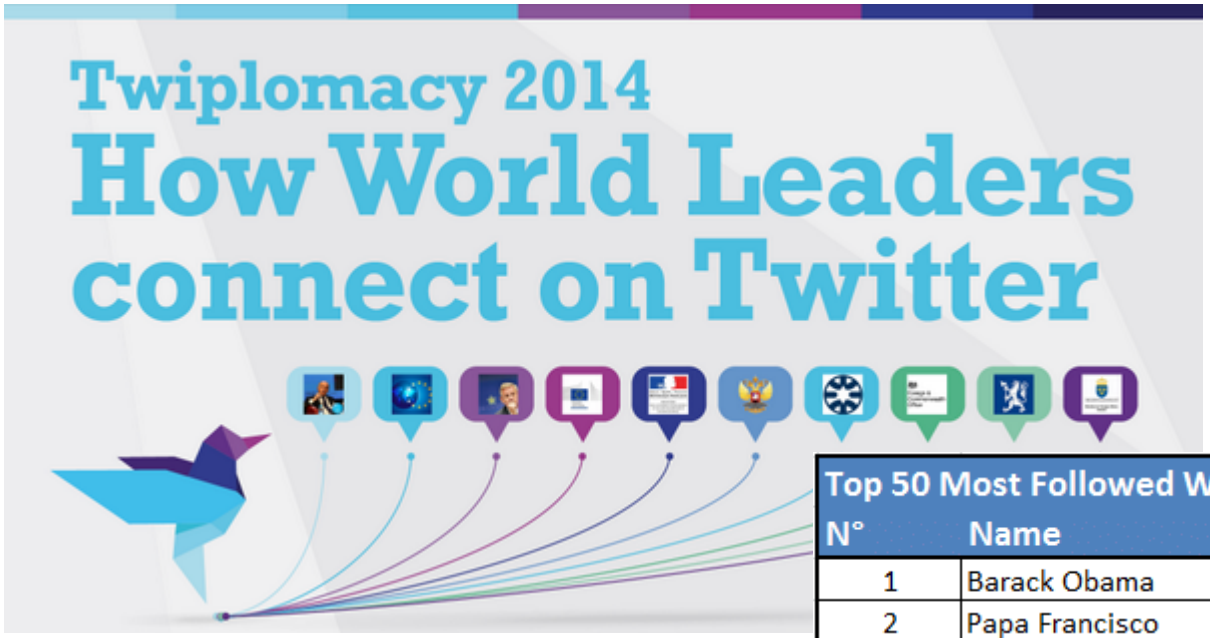
- social news service - **140 characters** per tweet
- real time medium
- In Austria: platform for **opinion leaders** (journalists)
- 271 million active users per month worldwide
- 500 million tweets per day
- 78 % of the most active Twitter users tweet on a **mobile device**
- ~ 121,000 users in Austria

Twitter

most popular activities



Twiplomacy



Top 50 Most Followed World Leaders			
N°	Name	Twitter account	Followers
1	Barack Obama	@BarackObama	43,711,388
2	Papa Francisco	@Pontifex	14,110,275
3	S. B. Yudhoyono	@SBYudhoyono	5,065,434
4	The White House	@WhiteHouse	4,976,734
5	Narendra Modi	@narendramodi	4,967,847
6	Abdullah Gül	@cbabdullahgul	4,627,814
7	Recep Tayyip Erdoğan	@RT_Erdogan	4,303,179
8	Rania Al Abdullah	@QueenRania	3,204,610
9	HH Sheikh Mohammed	@HHShkMohd	2,902,663
10	Cristina Kirchner	@CFKArgentina	2,887,955

Twiplomacy

- #DigitalDiplomacy: more than 3,100 ambassadors are tweeting
- Pope Francis is the most influential one with more than 10,000 retweets for every tweet he sends on his Spanish account
- Barack Obama was the first world leader to set up an account in 2007
- Spanish is the most tweeted language among world leaders
- #HashtagDiplomacy: #BringBackOurGirls, #ENDViolence against children

Top Accounts in Austria

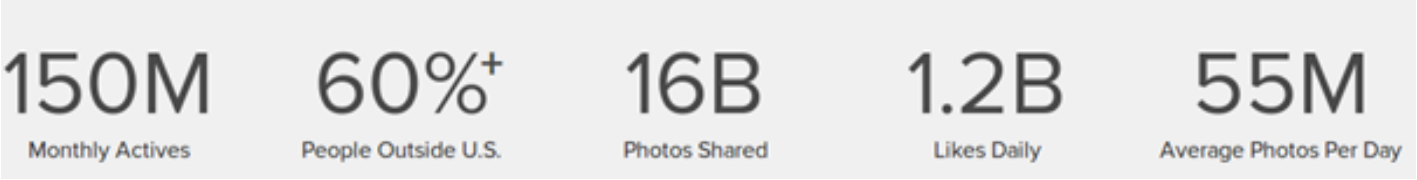
#		Screen Name	Name	Followers AT	Followers
1		ArminWolf	Armin Wolf	31.772	111.255
2		derStandardat	derStandard.at	14.508	50.533
3		IngridThurnher	Ingrid Thurnher	10.028	24.918
4		florianklenk	Florian Klenk	9.612	25.548
5		profilonline	profil online	8.509	22.841
6		HannoSettele	Hanno Settele	8.295	
7		Gawhary	Karim El-Gawhary	7.688	
8		webstandardat	derStandard.at/Web	7.507	
9		AnonAustria	AnonAustria	7.405	
10		David_Alaba	David Alaba	7.070	

11		corinnamilborn	Corinna Milborn	7.046	16.665
12		RomanRafreider	Roman Rafreider	6.361	14.413
13		lou_lorenz	Lou Lorenz	6.331	15.764
14		misik	Robert Misik	6.266	16.608
15		sebastiankurz	Sebastian Kurz	6.208	21.332
16		martinblumenau	martin blumenau	6.147	15.700
17		HubertSickinger	Hubert Sickinger	6.021	14.794
18		HBrandstaetter	Helmut Brandstätter	5.966	14.984
19		DieterBornemann	Dieter Bornemann	5.785	13.499
20		matstrolz	Matthias Strolz	5.183	11.581

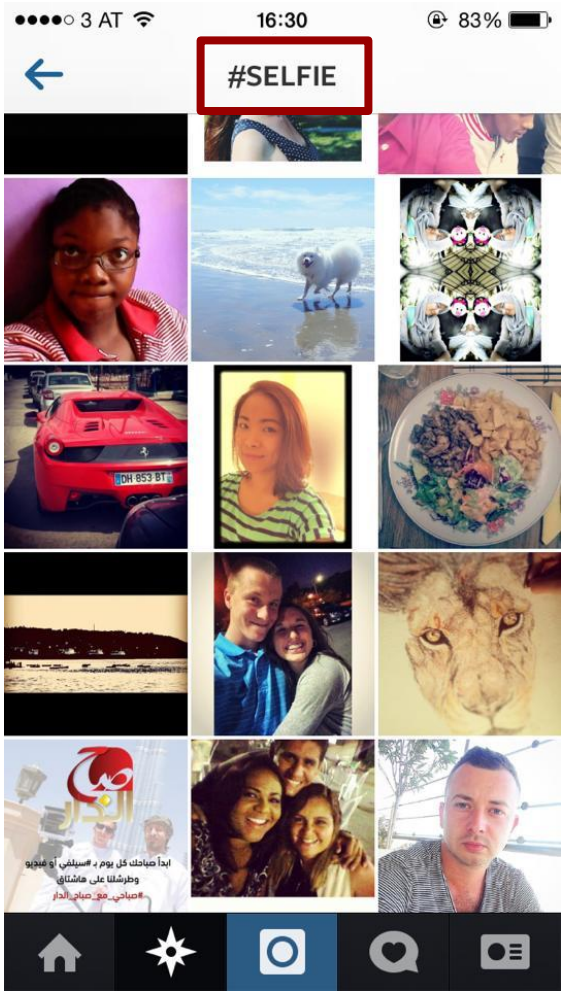
Source: Social Media Radar Austria

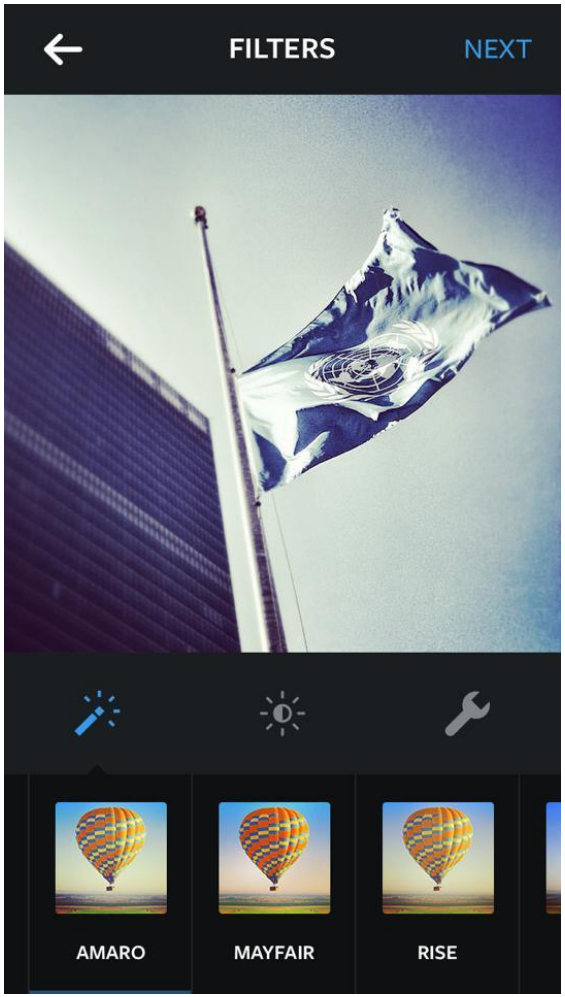
Instagram

- online only photo- and video-sharing service
- app for Android, iOS and Windows phones
- photos can be edited with filters
- conveys the feeling of consuming exclusive content
- content is very personal
- Hashtags, Mentions, Like and Share functions increase distribution



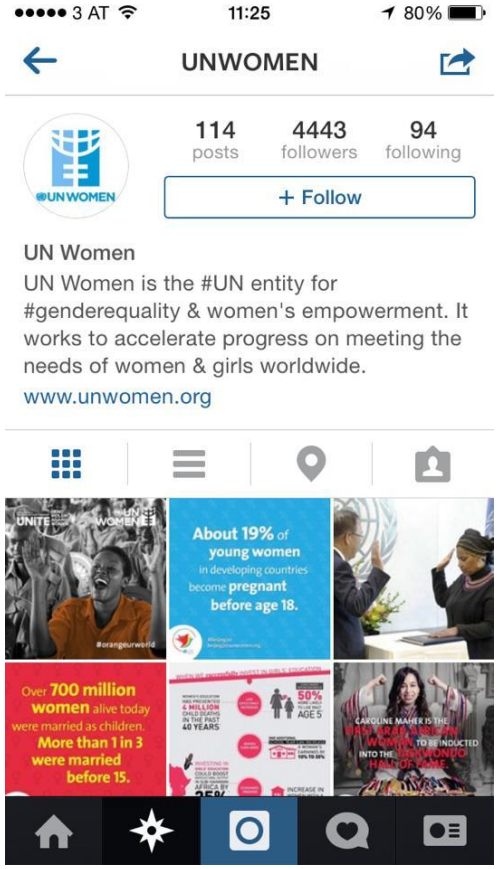
Hashtags and Filters

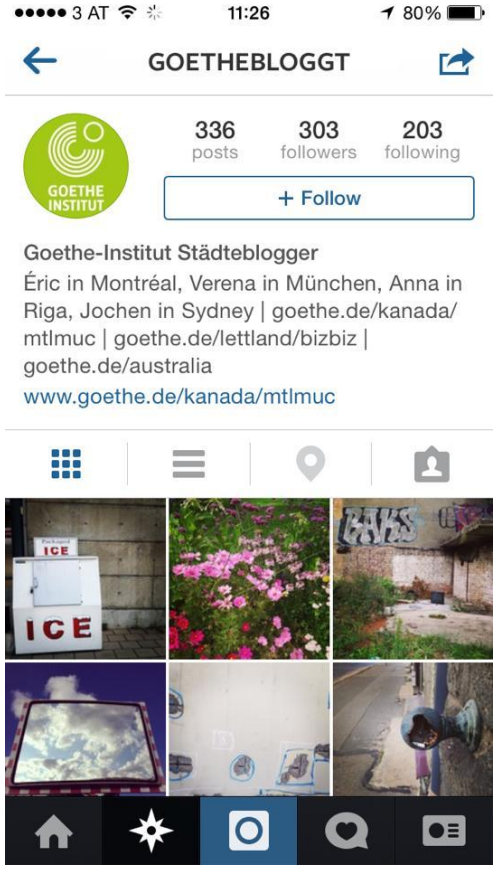




Instagram

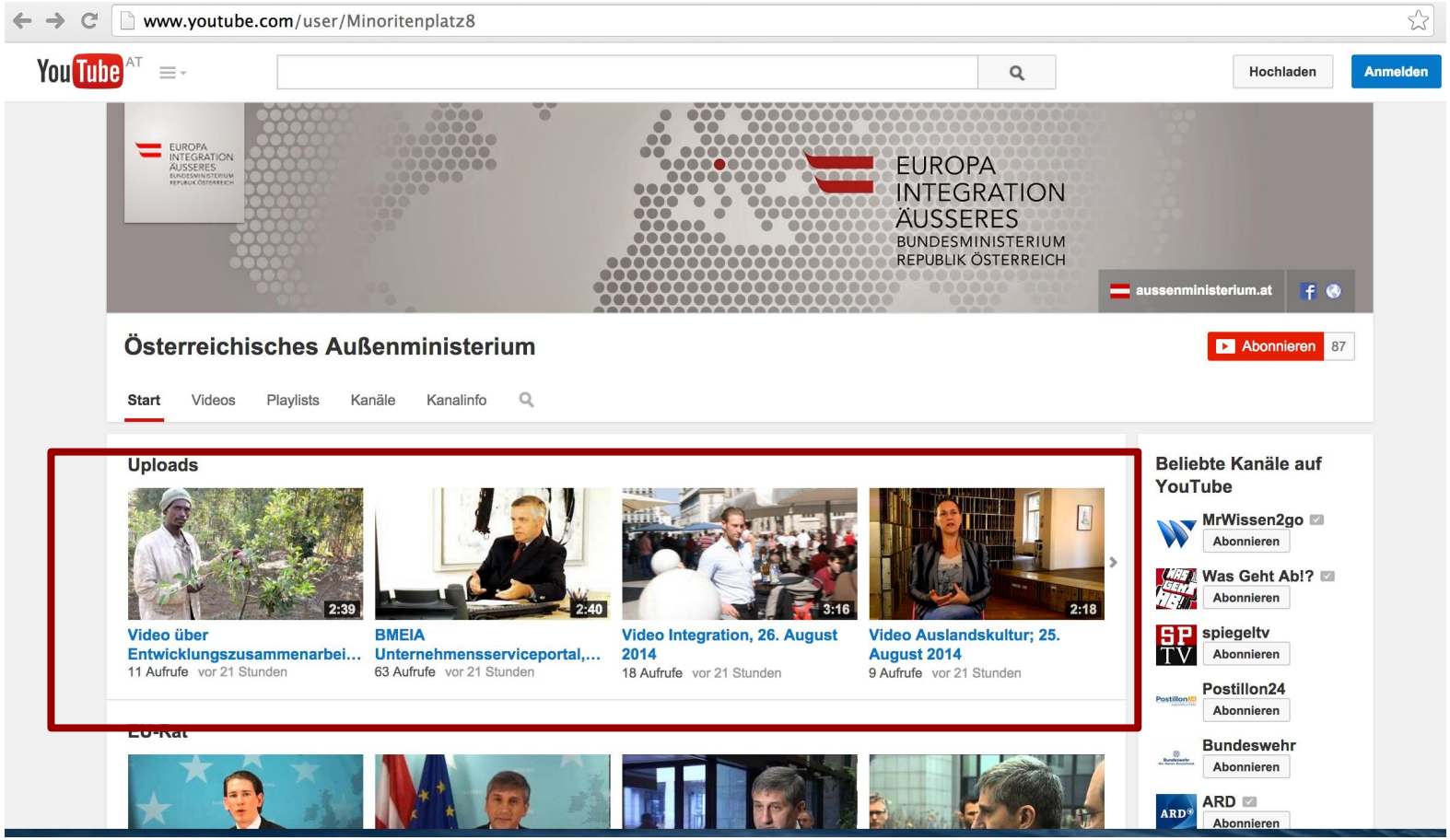
3 AT 11:24 81%
USEMBVIENNA
87 posts
132 followers
41 following
+ Follow
U.S. Embassy Vienna
Welcome to the U.S. Embassy Vienna Instagram page. We'll post live from our events. Follow us and tell your friends.
austria.usembassy.gov/


3 AT 11:25 80%
UNWOMEN
114 posts
4443 followers
94 following
+ Follow
UN Women
UN Women is the #UN entity for #genderequality & women's empowerment. It works to accelerate progress on meeting the needs of women & girls worldwide.
www.unwomen.org
About 19% of young women in developing countries become pregnant before age 18.
Over 700 million women alive today were married as children. More than 1 in 3 were married before 15.


3 AT 11:26 80%
GOETHEBLOGGT
336 posts
303 followers
203 following
+ Follow
Goethe-Institut Städteblogger
Éric in Montréal, Verena in München, Anna in Riga, Jochen in Sydney | goethe.de/kanada/mtlmuc | goethe.de/lettland/bizbiz | goethe.de/australia
www.goethe.de/kanada/mtlmuc
ICE

Best Practice

Youtube BmeiA

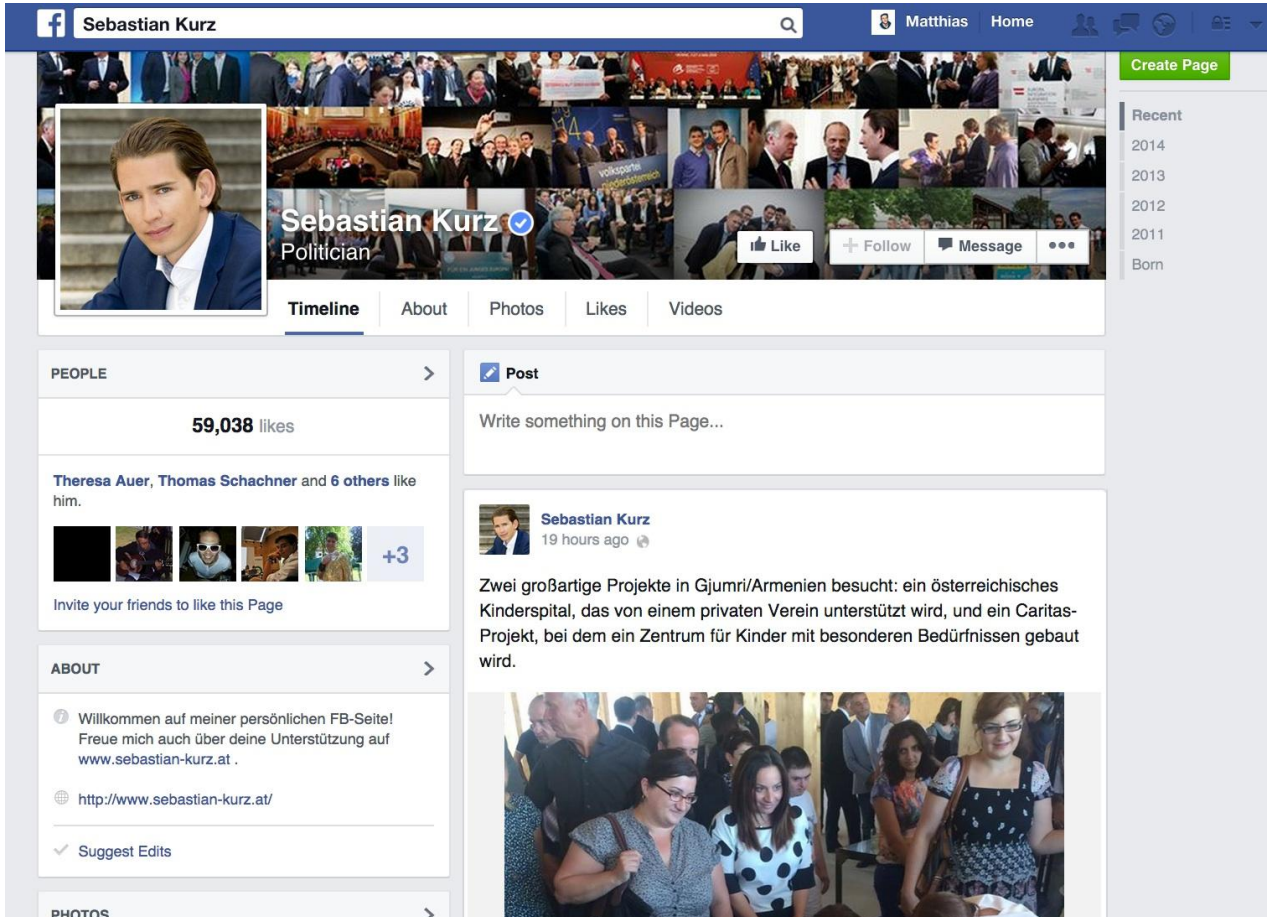


Best Practice

Facebook: Heinz Fischer

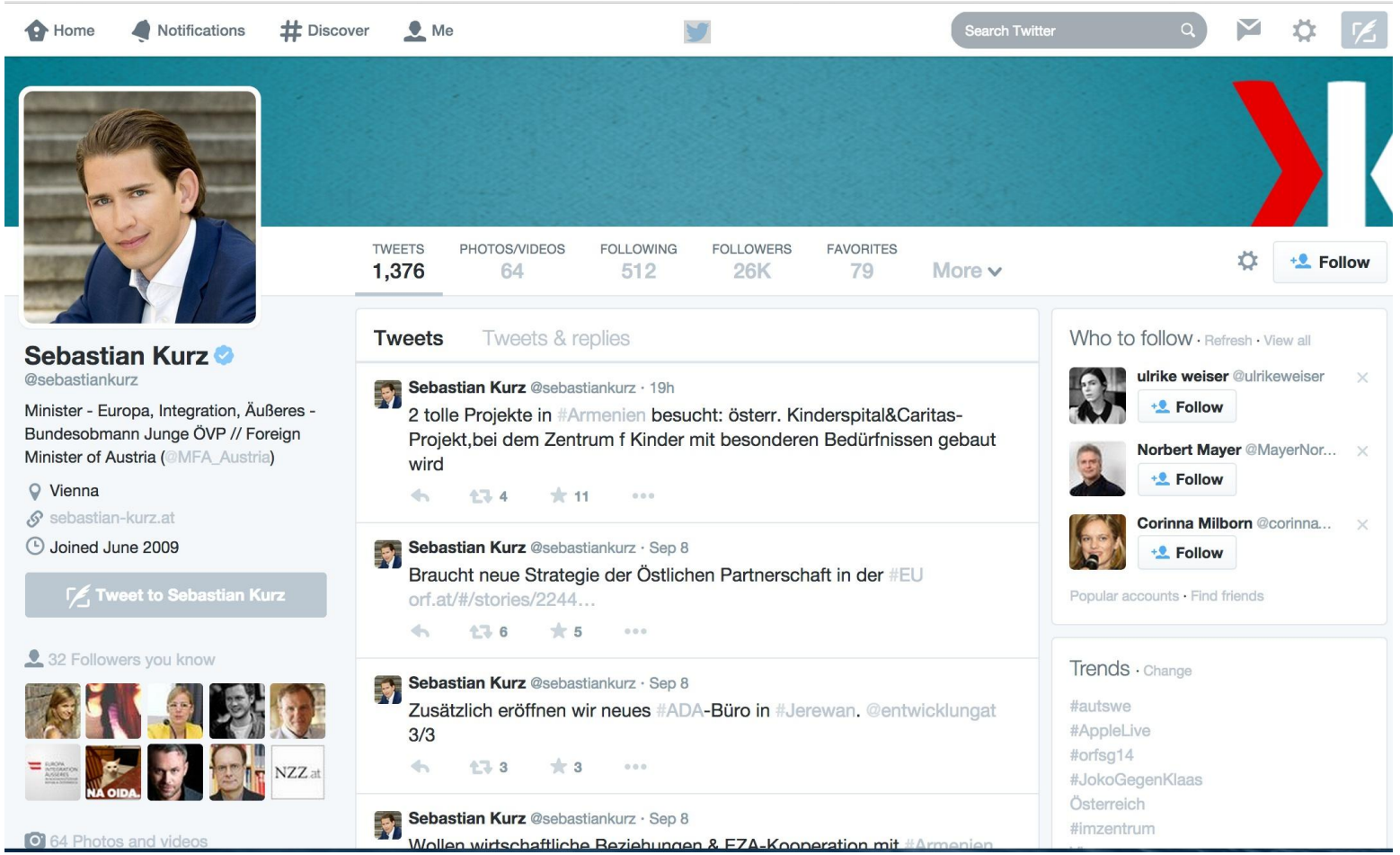
Best Practice

Facebook: Sebastian Kurz



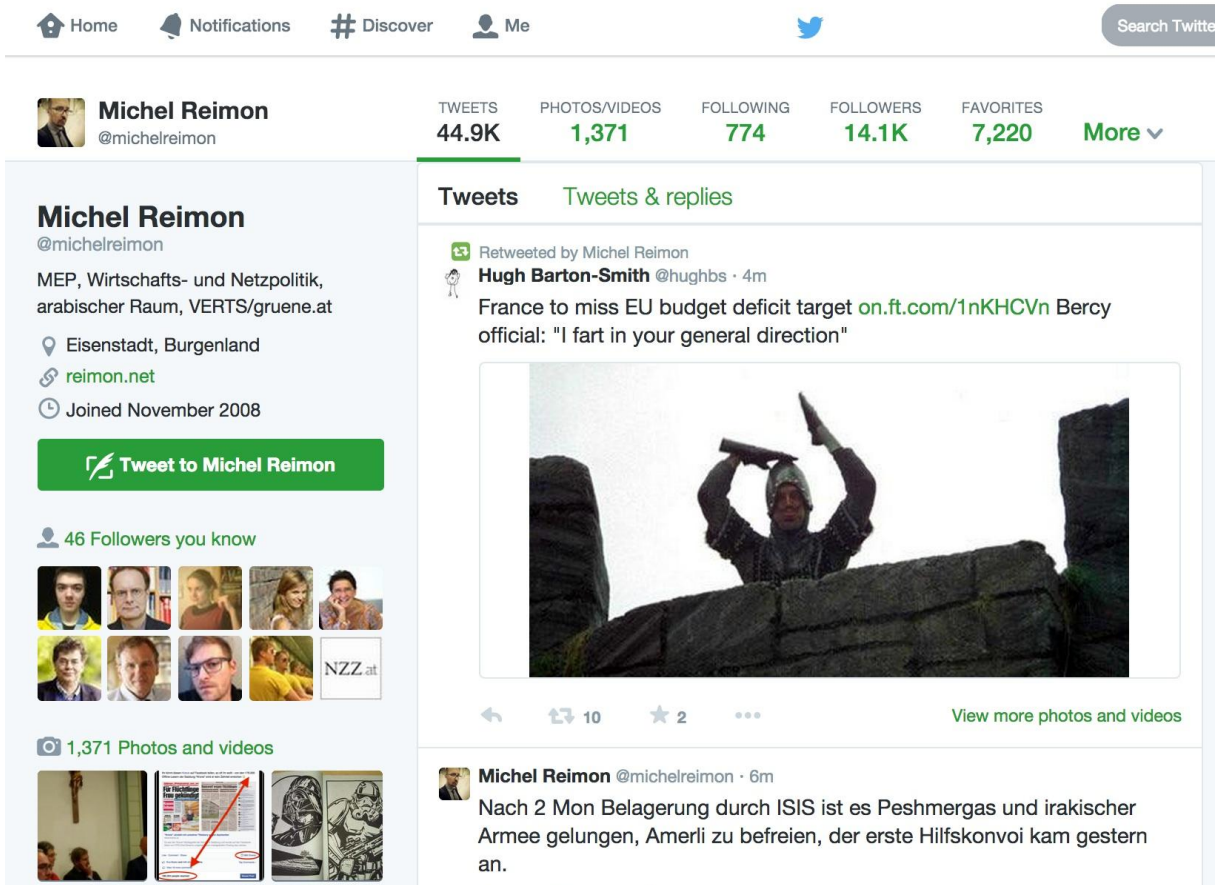
Best Practice

Twitter: Sebastian Kurz



Best Practice

Twitter: Michel Reimon



Best Practice

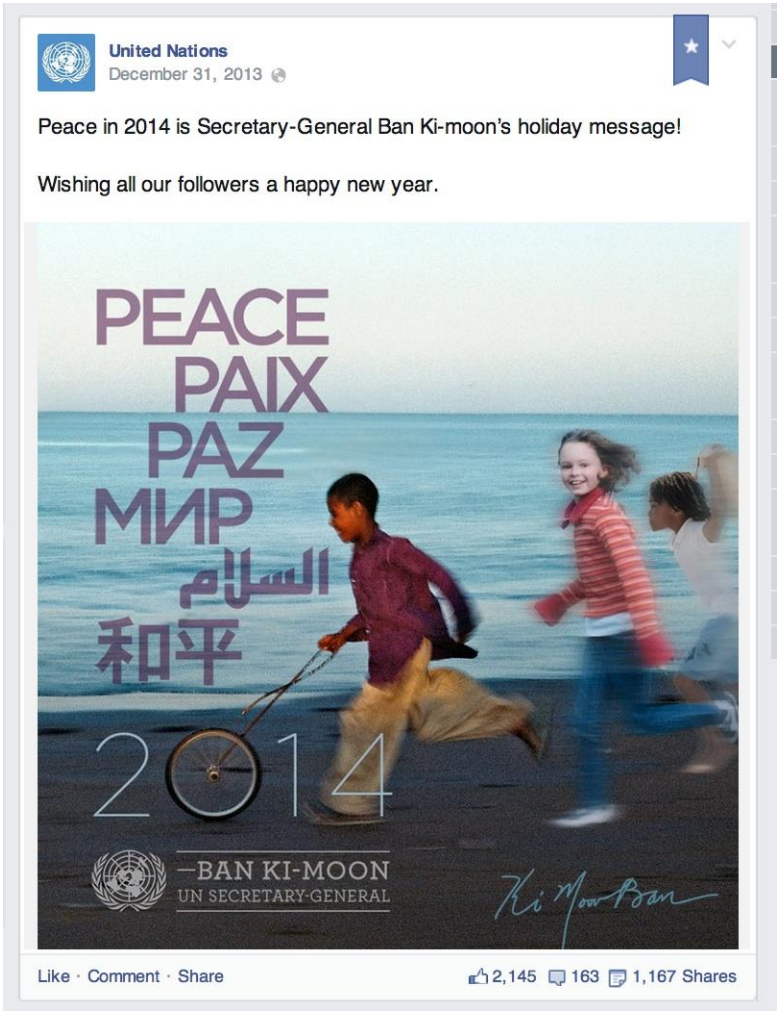
across all channels: UN

Best Practice: UN

makes full use of the **strength of every channel**, knows where to find which target audience

- **Facebook**: soft news, the UN's work is presented using **positive messages** and pictures, several posts per week
- **Twitter**: links to subchannels (WHO, UNHCR...), several tweets per day, informing opinion leaders about the **everyday work** of the UN
- **Instagram**: photos often seem more casual than professional, transport the UN's values, especially for a **younger crowd**

Best Practice: UN



How to write for the Social Web

“Good content always has an objective; it’s created with intent. It therefore carries triggers to action.”

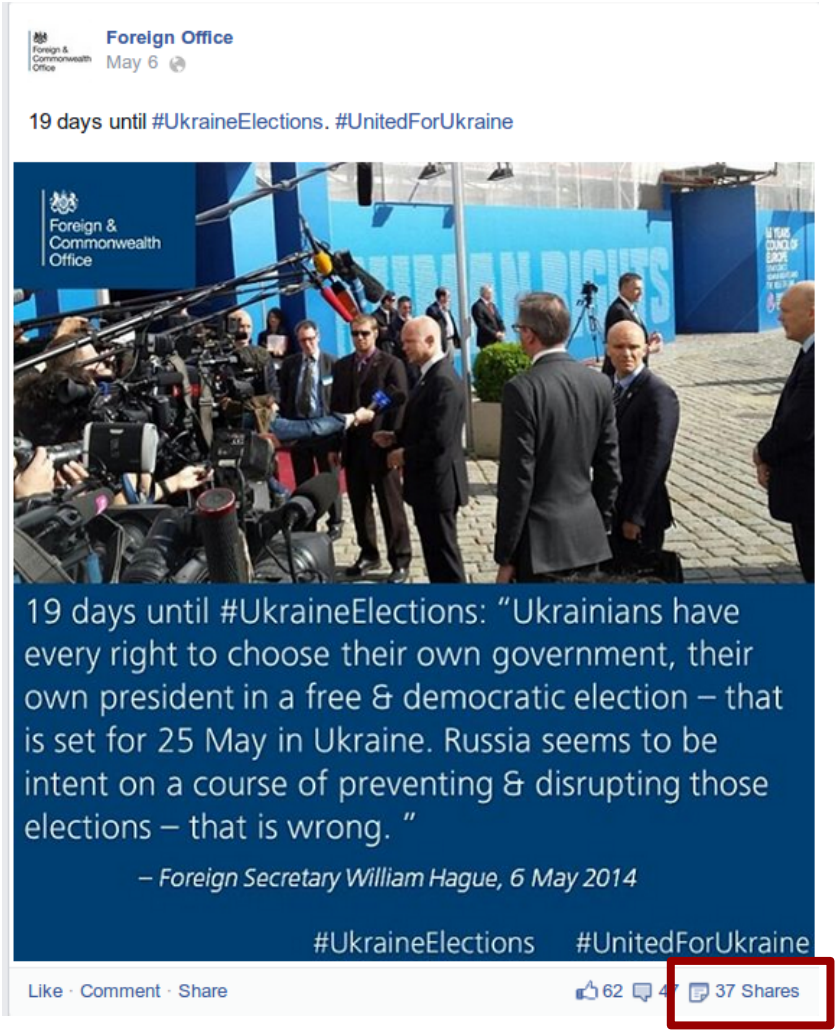
Ann Handley

6 ground-rules for good content

1. Non-promotional
2. Relevant to the reader
3. Closes a gap
4. Well-written
5. Relevant to your organisation/institution
6. Gives proof of your expertise

Shareables

U.S. Embassy Vienna
23 hours ago
Mahlzeit! Heute ist #WienerschnitzelDay in den USA. Werden Sie zu Mittag diese panierte Köstlichkeit servieren und so den Tag gebührend feiern? 😃
(Foto: Kobako)
Like · Comment · Share
21 Shares
86 people like this.
Top Comments


Foreign Office
May 6
19 days until #UkraineElections. #UnitedForUkraine
Foreign & Commonwealth Office
19 days until #UkraineElections: "Ukrainians have every right to choose their own government, their own president in a free & democratic election – that is set for 25 May in Ukraine. Russia seems to be intent on a course of preventing & disrupting those elections – that is wrong. "
– Foreign Secretary William Hague, 6 May 2014
#UkraineElections #UnitedForUkraine
Like · Comment · Share
62
37 Shares

Tonality

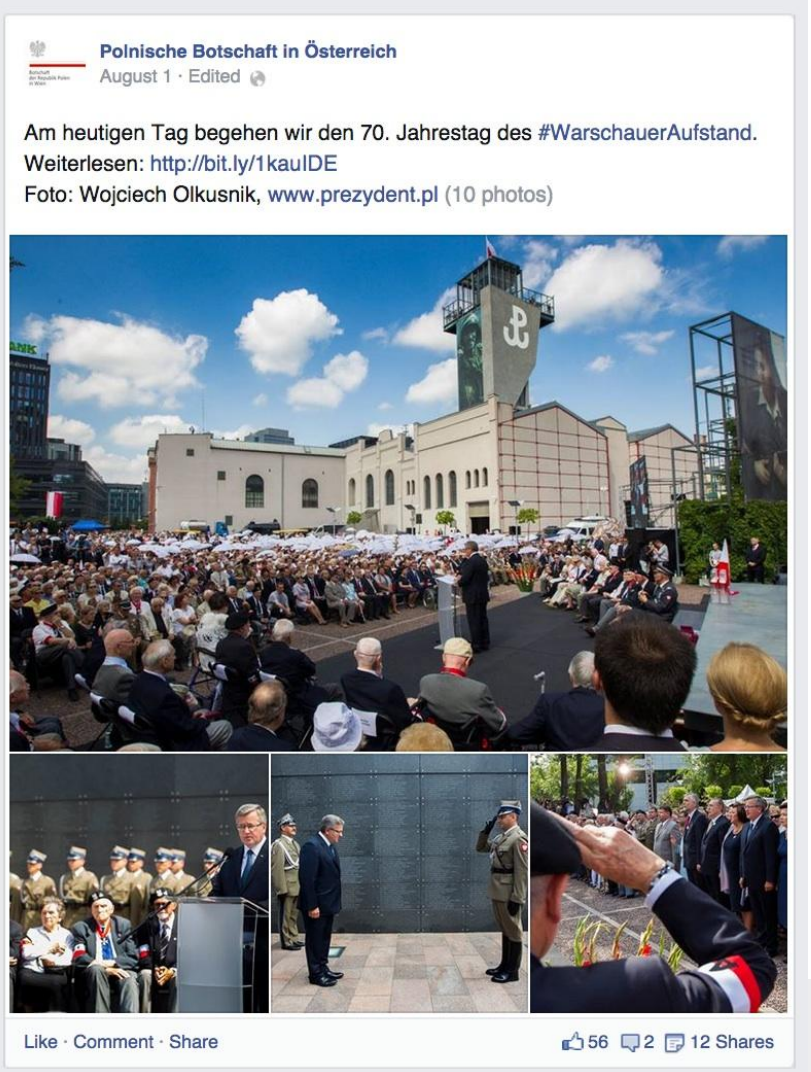
Foreign Office shared a link.
53 minutes ago · Edited
ICYMI: The NATO Summit in #Wales took place last week. Click through this interactive presentation to catch up. #NATOSummitUK
WALES SUMMIT
4-5.IX.2014
SOMMET DU PAYS DE GALLES
NATO
OTAN
NATO Summit Wales 2014
projeqt.com
The NATO Summit Wales 2014 took place on 4-5 September.

Visual Language

Recognition Value →

Powerful pictures that tell the story, text is a bonus but not a necessity

Information



Storytelling

U.S. Embassy Vienna
August 29 · Edited

Natasha's Corner:
This past weekend I experienced a great Austrian tradition - Kirtag! I had so much fun trying the food, the sweets and of course the Sturm! I loved seeing everyone in their dirndls and lederhosen, and I have officially decided that I want a dirndl! Austria - what should I do next?! #Kirtag #Austria #usembvie #InternsCorner

Like · Comment · Share 5 Shares

80 people like this. Top Comments

U.S. Embassy Vienna shared American Corner Innsbruck's photo.
August 5

Good morning, Austria!
Follow teaching assistant Maria's adventures in the U.S. via American Corner Innsbruck.

#mariascorner:
Hello ACI-Friends - I just finished my studies at the University of Innsbruck (Teacher Training Program) and in a few hours I will leave Austria as a Fulbright FLTA grantee to spend the next year teaching German at Hartwick College, Oneonta, NY. Thanks to the American Cornern Innsbruck I am allowed to share my adventures and experiences here on their facebook page. The next 2 weeks I will be travelling up and down the westcoast before heading to San Francisco to attend Fulbright's orientation week at Standford University. By August 23 I will be back in New York to prepare the upcoming semester. So stay tuned and check this page every now and then for Maria's Corner - I promise to pick the most interesting stories for you 🙂 warm wishes to all of you out there, Maria

Like · Comment · Share 32 1

U.S. Embassy Vienna
July 18

Lena & Natasha's Corner: Meet & Greet with #SecretaryofState #JohnKerry in #Vienna! A once-in-a-lifetime opportunity that we were both honored to experience! @statedept #AustroAmericanRelations #USA #ForeignAffairs #irantalksvienna #usembvie

Like · Comment · Share 65 2 4 Shares

Content Checklist

- Relevance?
- Up-to-date?
- Is the tonality suitable?
- Maybe place an ad?
- Am I encouraging discourse?
- Image / media copyright?

Checklist Facebook Posts

- **schedule posts** according to your community not your own working hours
- include **community**
- use pictures that can easily be displayed on **mobile devices**
- **shorten links** with bit.ly or goo.gl
- consistent **storytelling**

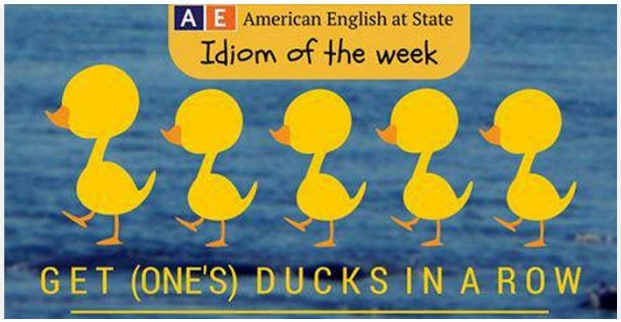
Social Media Dos

- **authentic** and **prompt** communication – face emotions not only with facts
- create **added value**
- **encourage interaction**, appreciate user input
- admit **mistakes**
- pursue a **plan** and **goal**, take the channel seriously
- create capacities and **flexible structures**
- social media guidelines

Interact with your Community

U.S. Embassy Vienna
August 31

Heute haben wir eine "sprachliche" Quizfrage für Sie: Was bedeutet diese Redewendung?



Like · Comment · Share

31 people like this. Top Comments

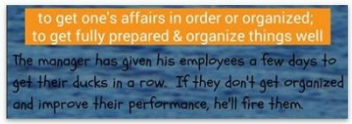
Write a comment...

Gina Fleming Wessells It means get your act (or affairs, or, even your "sh*t") together, before making final decisions or meeting your maker.
Like · Reply · 2 · August 31 at 11:39am

U.S. Embassy Vienna you got it!
Like · 1 · September 2 at 10:50am

Write a reply...

U.S. Embassy Vienna Ganz richtig - und hier ist die Auflösung..... Wir wünschen noch einen erholsamen Sonntag!



Like · Reply · 2 · August 31 at 1:38pm

View 3 more comments

FIAF / French Institute Alliance Française
August 11

Location Lundi: What is the name of this beautiful garden in Paris ? Hint: it is part of the French National Museum of Natural History which has fourteen sites throughout France.

Like · Comment · Share 1 Share

16 people like this. Top Comments

Write a comment...

FIAF / French Institute Alliance Française Congrats Kyla, the correct answer was Jardin des Plantes!
Like · Reply · 2 · August 12 at 12:38am

Kyla Gordon Jardin des Plantes?
See Translation
Like · Reply · 2 · August 11 at 5:59pm

View 1 more comment

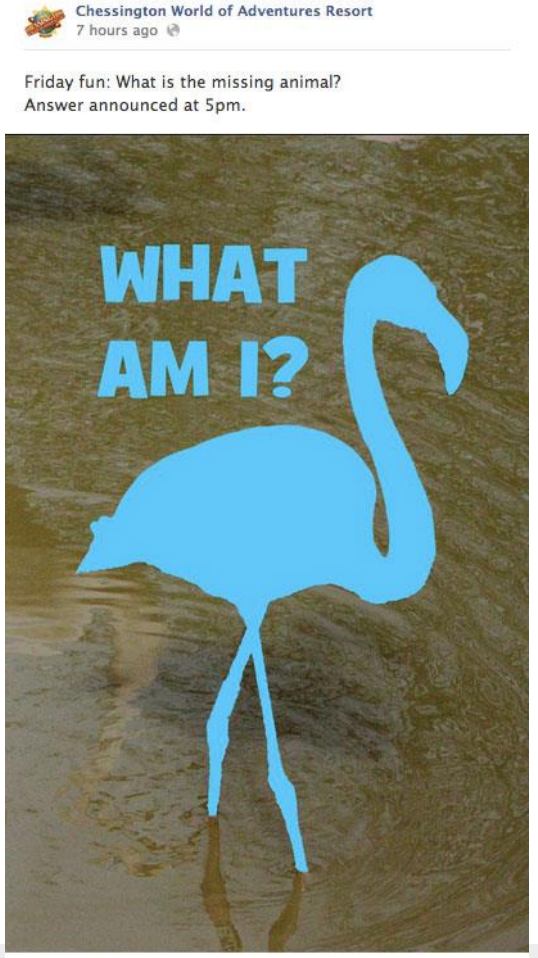
Social Media Don’ts

- “2nd website” - the organization’s whole administrative information is featured there
- running it as a “by the way”
- intransparency
- astroturfing
- standardized PR-language
- head-in-the-sand attitude

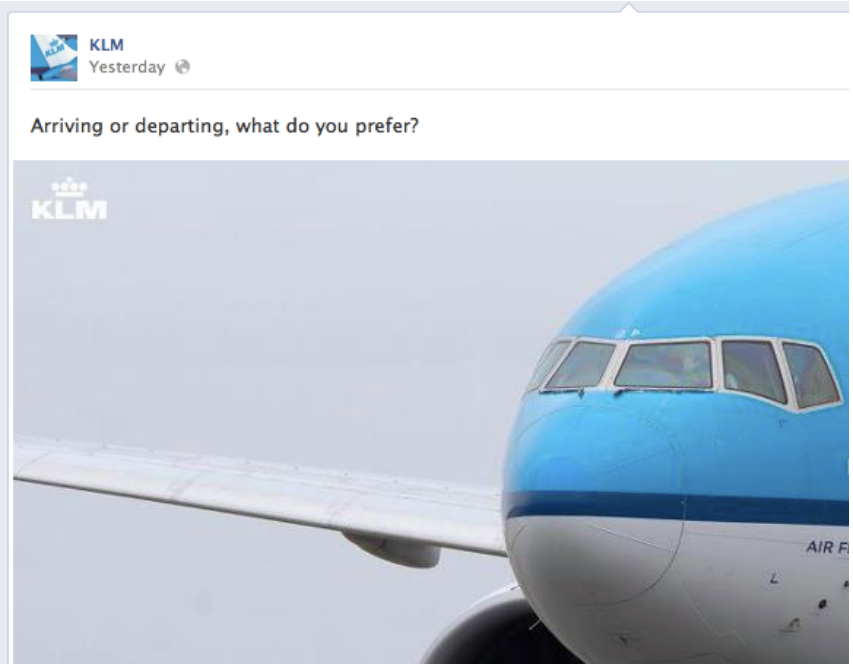
Out-dated Trends

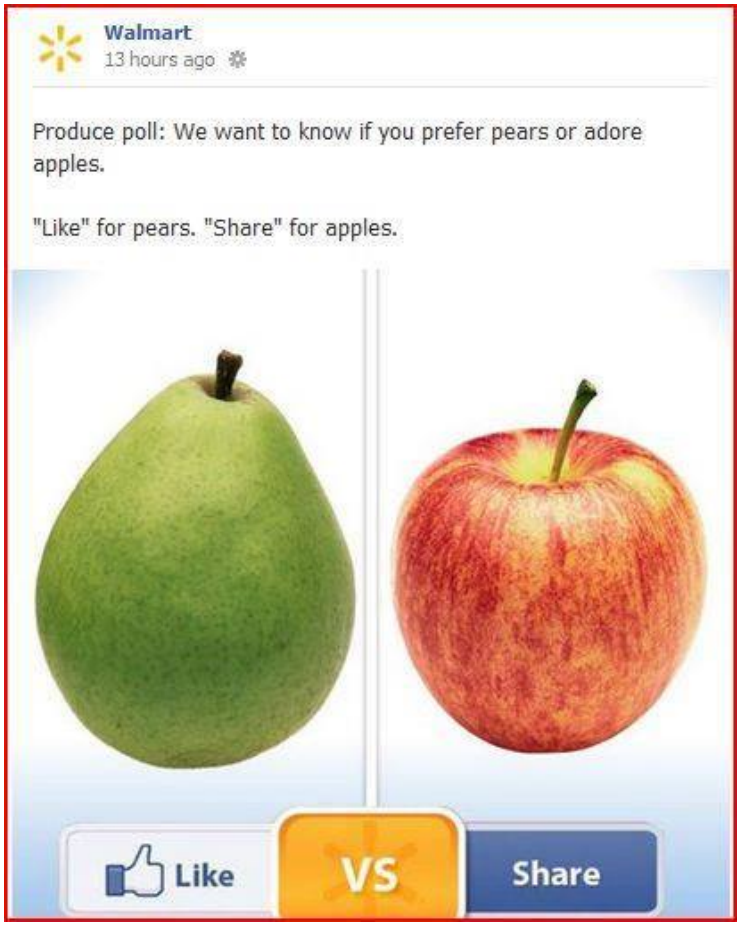
- iPad-competitions
- Apps at every opportunity
- Synchronization of feeds
- “Like” = Yes; “Comment” = No

Clumsy efforts for engagement...



… without value, infos & benefits.





The most important question

Who am I and who do I want to be for my community?

Kontakt

Mag. Judith Denkmayr

jd@digitalaffairs.at
0043 699 1254 6306

http://twitter.com/linzerschnitte
http://facebook.com/judithdenkmayr
http://at.linkedin.com/in/judithdenkmayr

Mag. Richard Hemmer

rh@digitalaffairs.at
0043 699 1269 64 20

http://twitter.com/stormgrass
http://facebook.com/richardhemmr
http://at.linkedin.com/in/richardhemmer