

Expanding the registry communication channels: the social media revolution



ccNSO meeting
Singapore, 10 February 2015



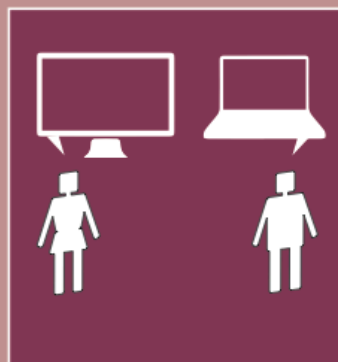
Agenda

- How we started, some statistics
- EURid and .eu on Social Media
- 2014, the turning point
- .eu on Facebook
- .eu on Twitter
- .eu on YouTube
- The future
- Conclusions

Some statistics

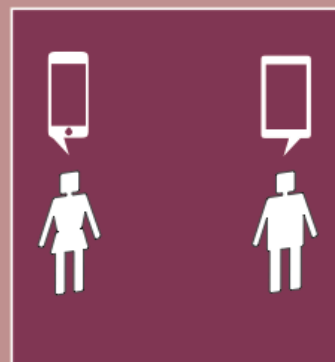
EUROPE SOCIAL MEDIA USAGE

ACTIVE SOCIAL MEDIA
USERS IN EUROPE ACCESSING
SOCIAL MEDIA ON
ANY DEVICE



293.155.800





ACTIVE SOCIAL MEDIA
USERS IN EUROPE ACCESSING
SOCIAL MEDIA ON
MOBILE DEVICE



193.798.000



Some statistics

	TOTAL POPULATION 	INTERNET USERS 	ACTIVE FACEBOOK USERS 	ACTIVE MOBILE SUBSCRIPTIONS 
UNITED KINGDOM	63.395.574	54.861.245	36.000.000	82.109.000
IRELAND	4.775.982	3.730.402	2.400.000	4.906.000
NETHERLAND	16.805.037	15.559.488	8.800.000	19.643.000
GERMANY	81.147.265	68.296.919	28.000.000	107.700.000
POLAND	38.383.809	24.969.935	12.000.000	50.840.000
CZECH REP.	10.162.921	7.632.975	4.200.000	12.973.080
ITALY	61.482.297	35.831.527	26.000.000	97.226.000
GREECE	10.772.967	6.029.983	4.400.000	13.354.000

EURid and .eu on Social Media



2014: the turning point



Twitter profile for EURid. Header: GET A .EU WEB ADDRESS. Bio: EURid manages the .eu registry upon appointment by the European Commission. Stats: 2,450 tweets, 370 followers, 2,298 following, 139 favorites, 9 lists. Recent tweet: EURid in search new airport campaign.

Facebook profile for ERegistry. Header: NOT ALL ADDRESSES ARE CREATED EQUAL. Bio: Take your business to the next level. Stats: 35 mins online. Recent post: #FAQ Hvordan finder jeg en akkrediteret .eu-registrar? http://www.eurid.eu/faq/...



Google+ profile for ERegistry. Header: Working to make .eu the online quality brand for Europeans. Stats: 56 followers, 25,492 views.

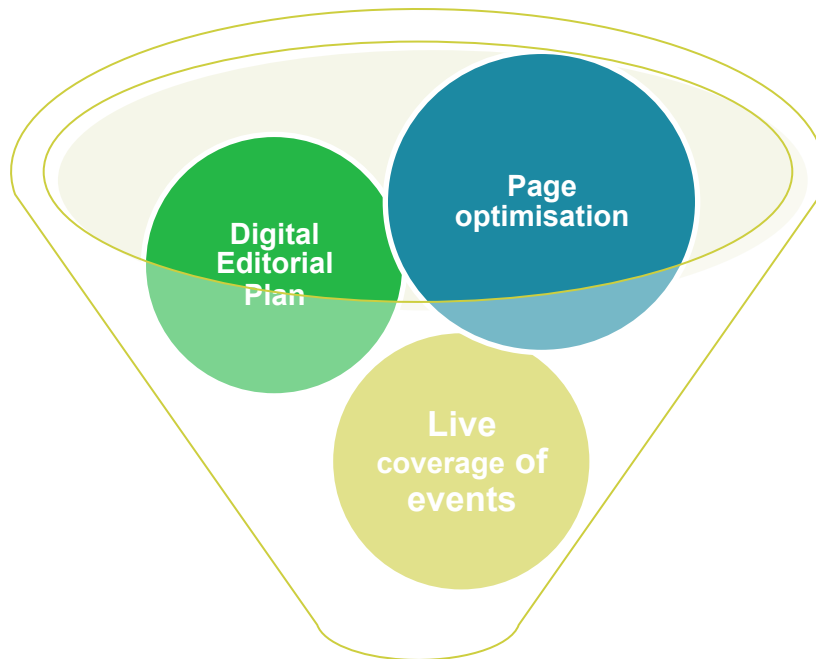
YouTube channel for ERegistry. Header: NOT ALL ADDRESSES ARE CREATED EQUAL. Bio: Take your business to the next level. Recent uploads: 'Yes in Ireland - Food safety across borders with...', 'Yes in Ireland - Strong policies, fast lanes, App No...', 'Yes in Ireland - Imaging Europe with...', 'Yes on the go - CleanPurche.eu', 'Season's Greetings from ERegistry'.



LinkedIn profile for EURid. Header: EURid. Bio: EURid, the European Registry of Internet Domain Names, manages the .eu top-level internet domain under contract to the European Commission. Recent post: Ambition in the palm of your hand. Stats: 818 followers.



.eu on Facebook



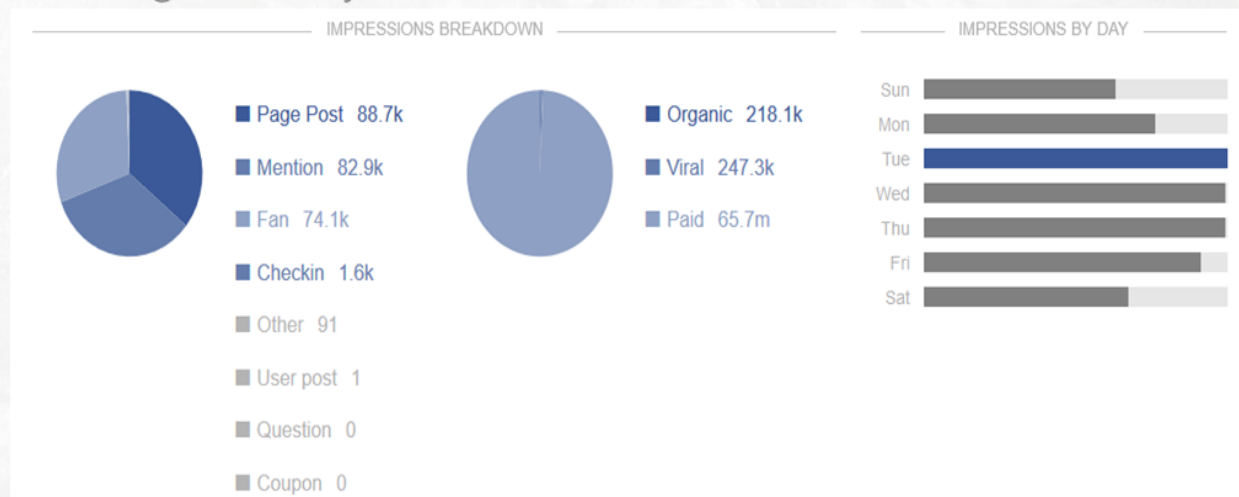
Number of FB fans
organically and
consistently grown

.eu on Facebook



66,200,000 Impressions

The total number of times any Facebook user (fan or non fan) could have potentially seen any content associated with our Page in their News Feed or Ticker or by visits to our Page directly.



Source: SproutSocial

.eu on Facebook

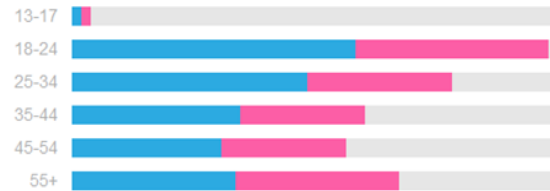



32,800 stories created


A story on Facebook is created when a user likes our Page, posts to our Page's Wall, answers a Question, RSVP's to one of our events, mentions our Page, phototags our Page, checks in at our Place or likes, comments on / shares one of our Page posts



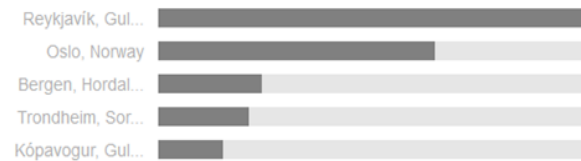
IMPRESSIONS BY AGE & GENDER



 **57%**
MALE

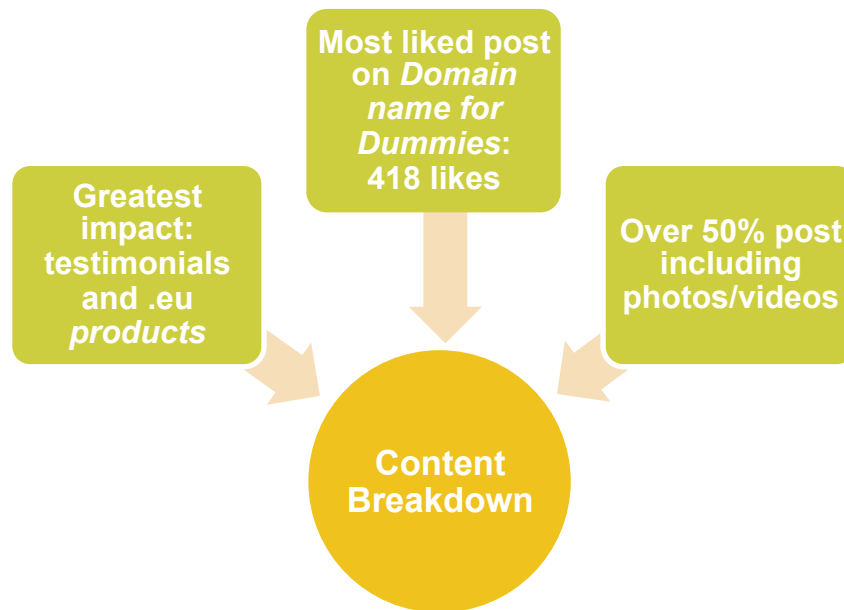
 **43%**
FEMALE

IMPRESSIONS BY LOCATION

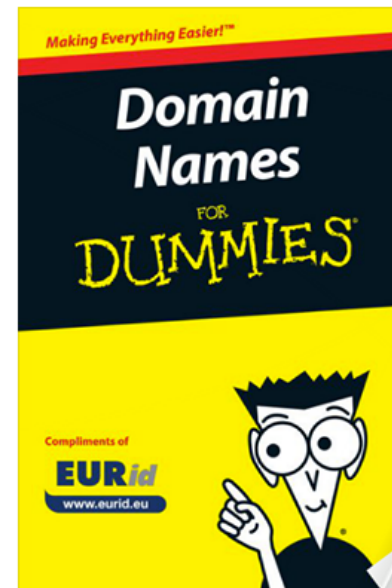


Source: SproutSocial

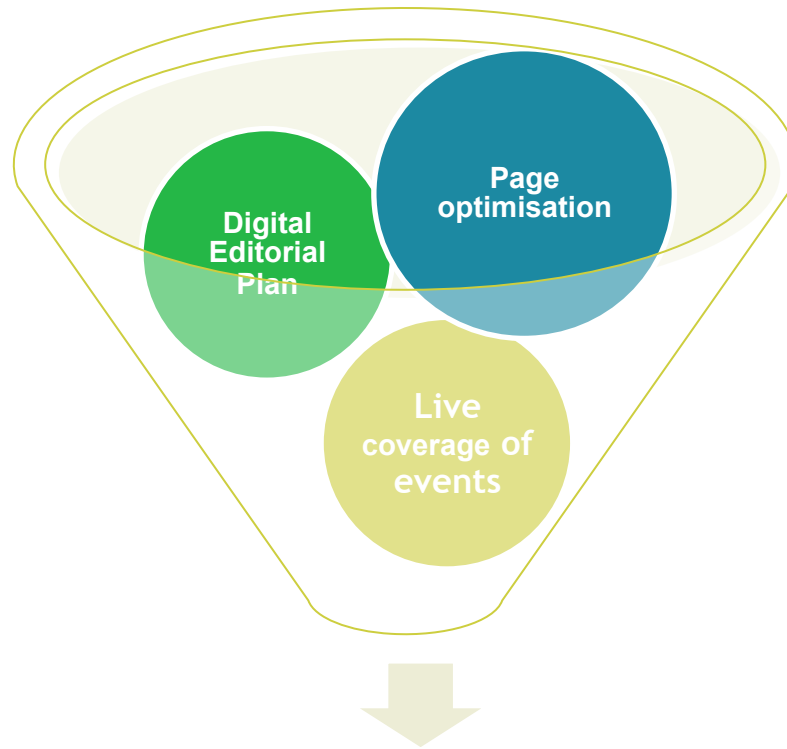
.eu on Facebook



Every business needs a domain name. Learn more about it in *Domain Name for Dummies*. Free download <http://bit.ly/1noYOjv>



.eu on Twitter

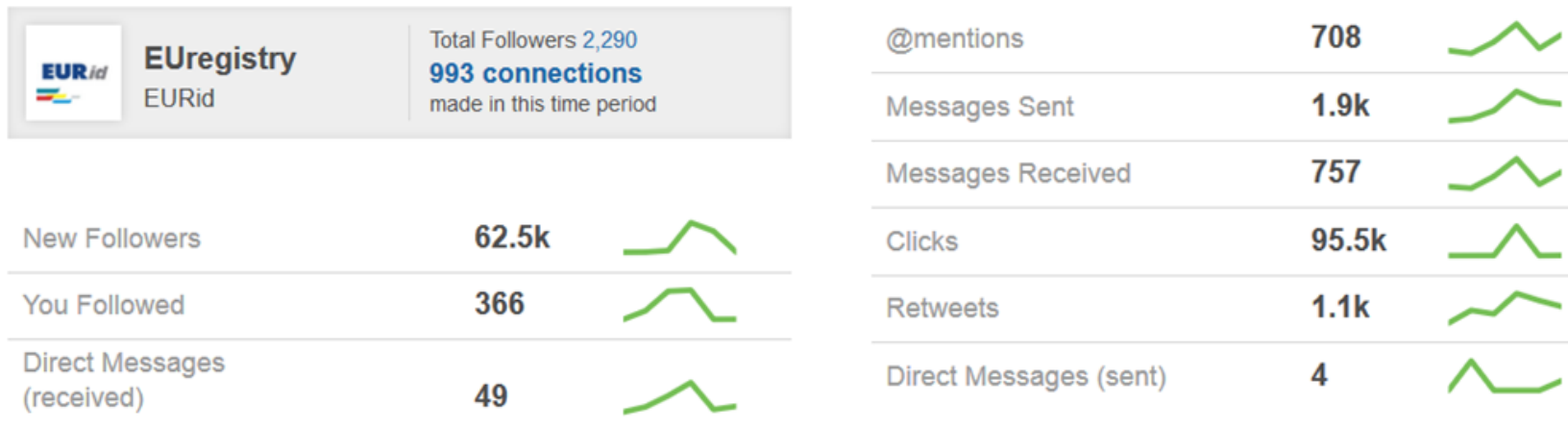


+++Followers +++Influence

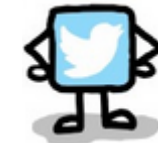
.eu on Twitter



Twitter = Most Effective Channel for EURid's Content Marketing

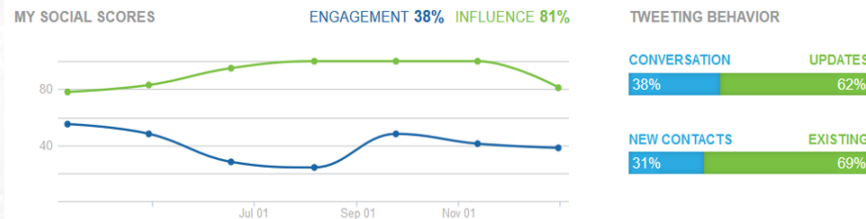


.eu on Twitter



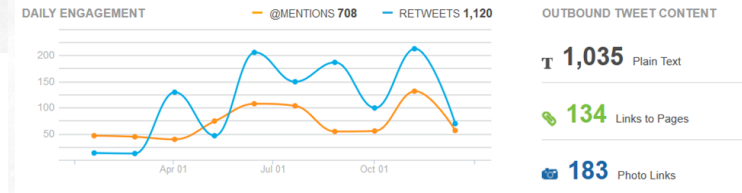
Key indicators

Measure how we're conversing with your audience

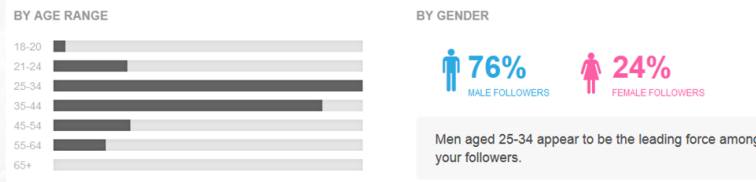


Publishing

Measure the performance of our outbound content



Follower demographics



.eu on Twitter



Our most retweeted and favourited tweets

EURid @EUregistry Following

It has been a great #USOpen2014 for @flavia_pennetta and @mhingis! Compliments for the great tennis you played!



RETWEETS 76 FAVOURITES 124

1:19 pm - 7 Sep 2014

EURid @EUregistry Following

Brava @flavia_pennetta ! Congratulations from all EURid!



RETWEETS 79 FAVOURITES 153

11:30 pm - 16 Mar 2014

.eu on YouTube

EUregistry 
EURid Created: Mar 11, 2010 • Videos: 182 • Lifetime views: 905,146
 CHANNEL

Lifetime (Mar 11, 2010 – Jan 5, 2015)

Performance

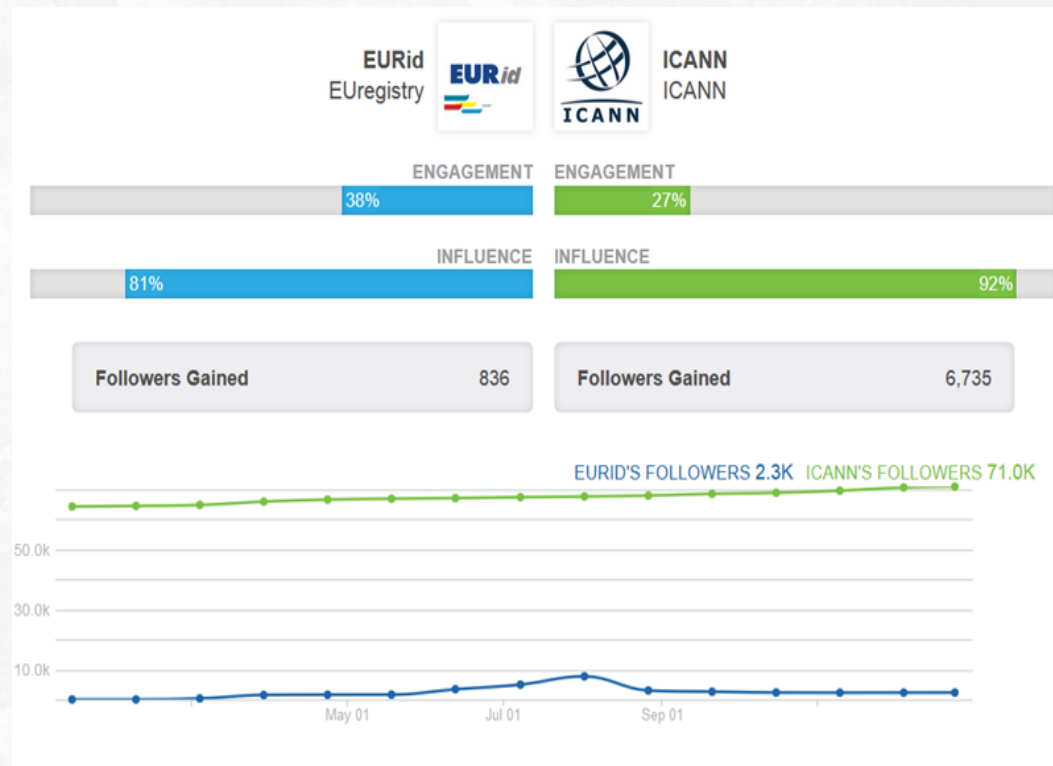


Engagement



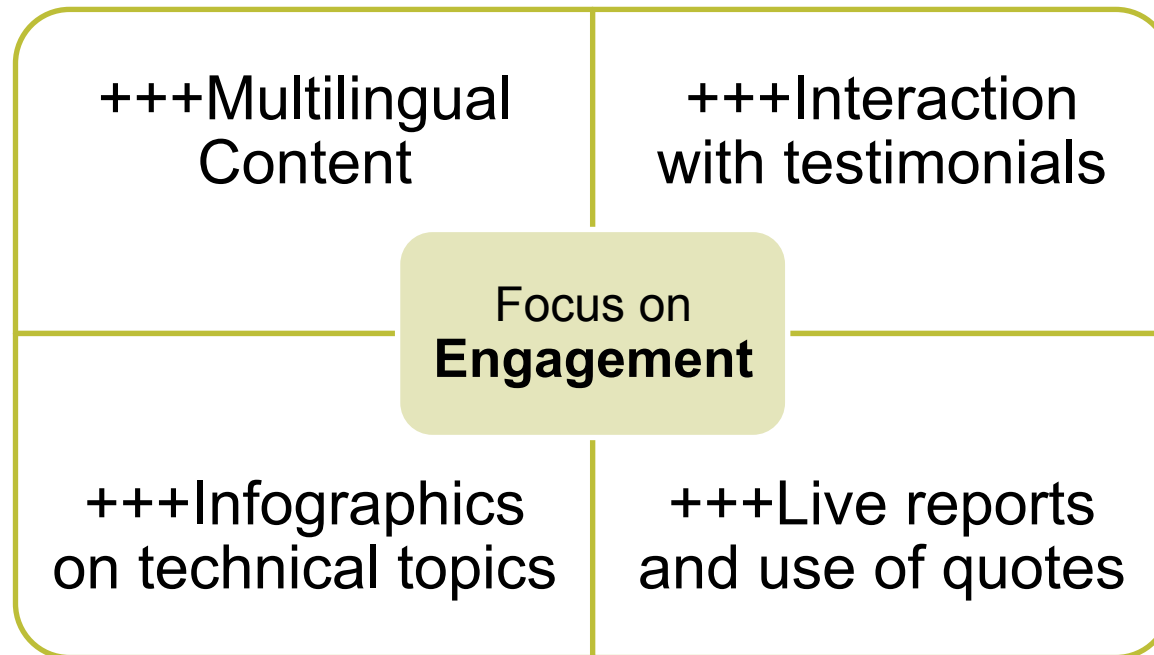
A look at our industry

Comparison: ICANN



Source: SproutSocial

The future



Conclusions: #doitproperly

- ***Connect via social media as relationships might be more powerful than marketing***
- Engage regularly with your stakeholders
- If you like to go social media, **do it properly!**
- Being present and active in the social media is a **true job**

Thank you!

Giovanni Seppia
giovannis@eurid.eu

