Expanding the registry communication channels: the social media revolution

ccNSO meeting
Singapore, 10 February 2015
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

<table>
<thead>
<tr>
<th>Country</th>
<th>Total Population</th>
<th>Internet Users</th>
<th>Active Facebook Users</th>
<th>Active Mobile Subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED KINGDOM</td>
<td>63,395,574</td>
<td>54,861,245</td>
<td>36,000,000</td>
<td>82,109,000</td>
</tr>
<tr>
<td>IRELAND</td>
<td>4,775,982</td>
<td>3,730,402</td>
<td>2,400,000</td>
<td>4,906,000</td>
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<td>NETHERLAND</td>
<td>16,805,037</td>
<td>15,559,488</td>
<td>8,800,000</td>
<td>19,643,000</td>
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<tr>
<td>GERMANY</td>
<td>81,147,265</td>
<td>68,296,919</td>
<td>28,000,000</td>
<td>107,700,000</td>
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<td>POLAND</td>
<td>38,383,809</td>
<td>24,969,935</td>
<td>12,000,000</td>
<td>50,840,000</td>
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<tr>
<td>CZECH REP.</td>
<td>10,162,921</td>
<td>7,632,975</td>
<td>4,200,000</td>
<td>12,973,080</td>
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<tr>
<td>ITALY</td>
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<td>35,831,527</td>
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<td>97,226,000</td>
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<tr>
<td>GREECE</td>
<td>10,772,967</td>
<td>6,029,983</td>
<td>4,400,000</td>
<td>13,354,000</td>
</tr>
</tbody>
</table>
EURid and .eu on Social Media
2014: the turning point
.eu on Facebook

- Digital Editorial Plan
- Page optimisation
- Live coverage of events

Number of FB fans organically and consistently grown
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
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

Source: SproutSocial
.eu on Facebook

Content Breakdown

Greatest impact: testimonials and .eu products

Most liked post on Domain name for Dummies: 418 likes

Over 50% post including photos/videos
.eu on Twitter

- Digital Editorial Plan
- Page optimisation
- Live coverage of events

+++Followers +++Influence
Twitter = Most Effective Channel for EURid’s Content Marketing

- @mentions: 708
- Messages Sent: 1.9k
- Messages Received: 757
- Clicks: 95.5k
- Retweets: 1.1k
- Direct Messages (sent): 4
Key indicators
Measure how we're conversing with your audience

Publishing
Measure the performance of our outbound content

Follower demographics

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Men aged 25-34 appear to be the leading force among your followers.
Our most retweeted and favourited tweets

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

Brava @flavia_pennetta! Congratulations from all EURid!

Retweets: 76, Favourites: 124

Retweets: 79, Favourites: 153
.eu on YouTube

EUregistry

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


Performance

- Views: 905,146 ▲
- Estimated Minutes Watched: 660,455
- Subscribers: 520

Engagement

- Likes: 534
- Dislikes: 118
- Comments: 238 ▲
- Shares: 244
- Favorites Added: 228 ▲
- Favorites Removed: 45 ▲
A look at our industry

Comparison: ICANN

Source: SproutSocial
The future

- +++Multilingual Content
- +++Interaction with testimonials
- +++Infographics on technical topics
- +++Live reports and use of quotes

Focus on Engagement
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