

#DIGITALASSOCIATIONS 2018

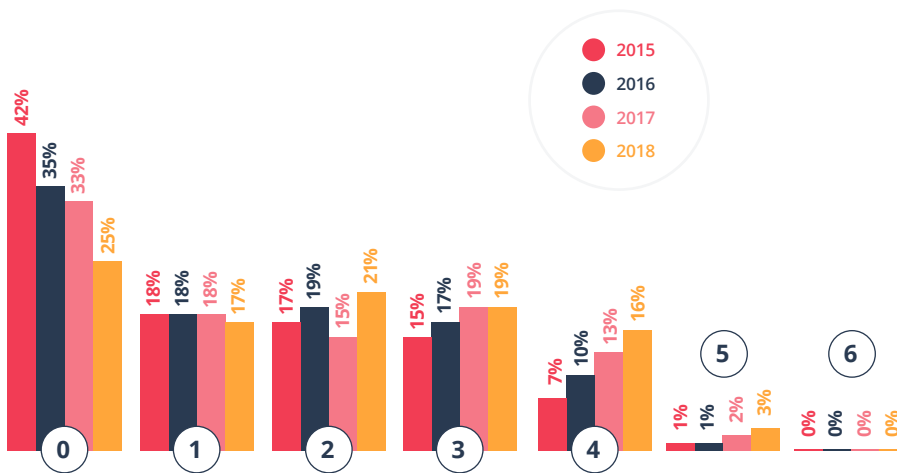
Four years after we started tracking around 600 EU industry associations' use of social media, there is still room to grow. Our latest results show that 75% of associations are now active on at least one social media channel, compared to the initial 58%. Are the newcomers late to the party or is the music still going strong?

Since year one, Twitter and LinkedIn have remained on top both showing a surprising 9% growth in the last year. While fewer associations have decided to open a YouTube channel, the ones who already had one stayed busy producing new videos in 2018. Has anything changed for Facebook? Is Instagram going to hit the virtual streets of Brussels anytime soon?

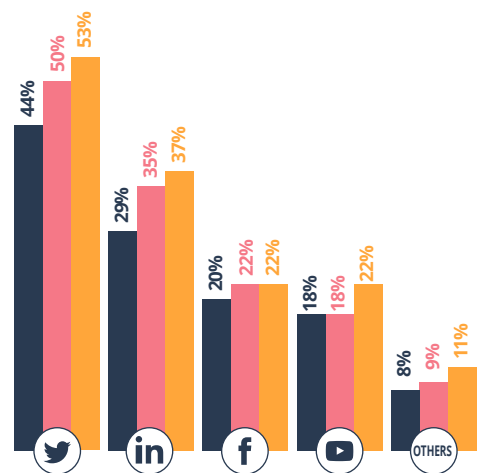
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► SOCIAL MEDIA ADOPTION

Number of channels per association



Social media links/buttons on website



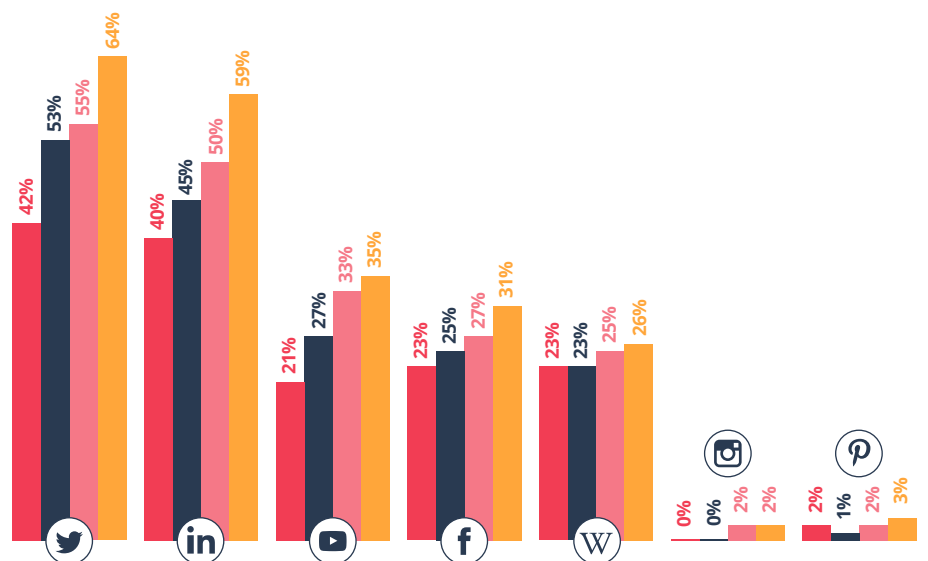
The percentage of associations with at least one active channel has gone from **67% to 76%** since 2017.

25% STILL DON'T USE ANY SOCIAL MEDIA.

Since 2015, 11% more associations have at least 4 channels.

The European Travel Commission and **The European Copper Institute** remain the only two associations with 6 channels.

► MOST USED PLATFORMS



After a slight slow-down in 2016-2017, the use of both **Twitter** and **LinkedIn** grew by 9% between 2017-2018.

YouTube is now the third most popular platform even if it grew only by 2% last year.

Facebook keeps growing steadily but slowly: 4% in the last year.

Use of **Instagram** remains marginal with a 2% growth. **Pinterest** grew by 1%.

A large majority of associations are still not featured on **Wikipedia**.

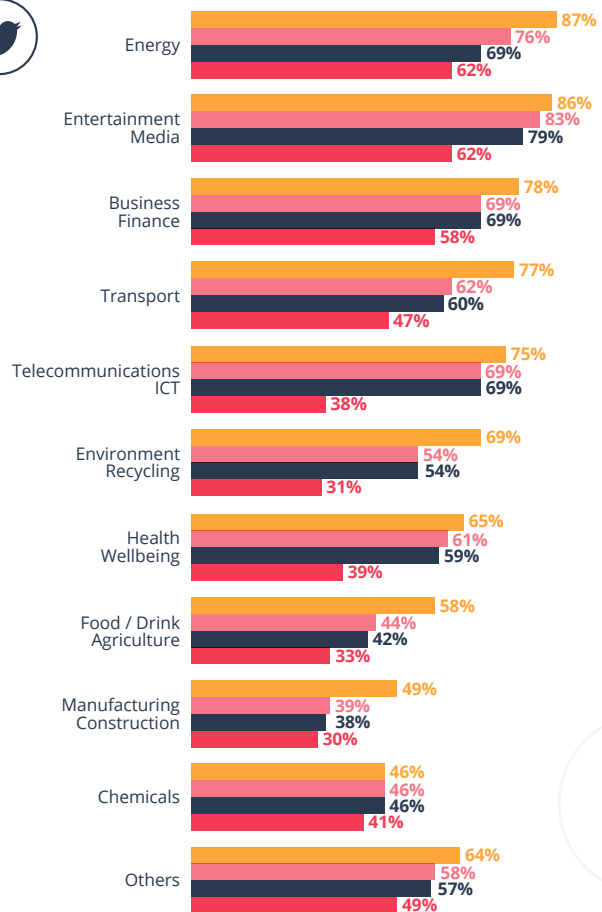
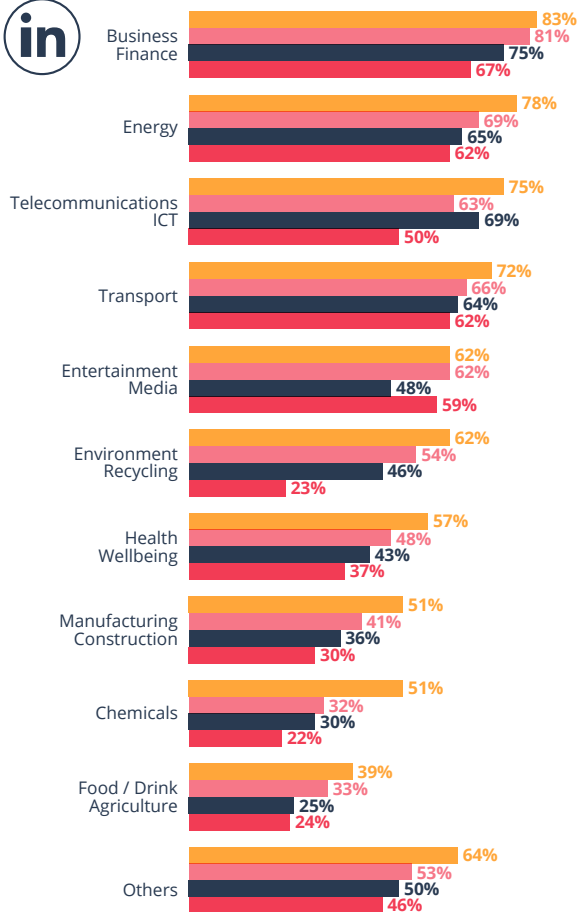
METHODOLOGY

Data was collected in September 2018.

The 598 associations were extracted from DODS' European Public Affairs Directory in the category 'European Trade and Professional Associations'.

For this research we excluded non-European and international trade associations, NGOs and other non-industry bodies.

▶ ADOPTION BY SECTOR



Telecoms became the 3rd sector most actively using **LinkedIn** despite a 12% increase, with Energy taking over in 2nd place. In the last year, Chemicals has grown 19% on **LinkedIn**, while Manufacturing grew by 10%. Energy went from 76% to 87% on **Twitter**, while Transport went from 62% to 77%.

▶ KEY FINDINGS

Despite all the signs indicating **Twitter** and **LinkedIn** adoption may have plateaued they have both grown by 9% in 2018. This was particularly noticeable in the Energy sector. Some of the lagging associations seem to just be waking up to the potential benefits of using social media. Are they investing and hiring professionals who understand this new environment?

While **Twitter** keeps its top spot, **LinkedIn** is not far behind. At the same time, it's worth noting most associations use several platforms. When they finally decide to make the jump, they embrace more than one channel. The power of crosspollination!

YouTube's 2% growth rate can seem small compared to other platforms, but this number can be deceiving: the number of videos uploaded by the channel's users has increased substantially. EU associations uploaded more than 2,000 videos last year, which increased the total number of views to 9 million – 2 million more than in 2017. Video is here to stay. Perhaps those who just started using Twitter and LinkedIn this year will join YouTube in 2019. Stay tuned!

Are associations spending more on paid advertising to grow their audiences across platforms? Our experience says yes - and that can be a good thing! Ads help target a wider audience and gain new followers.

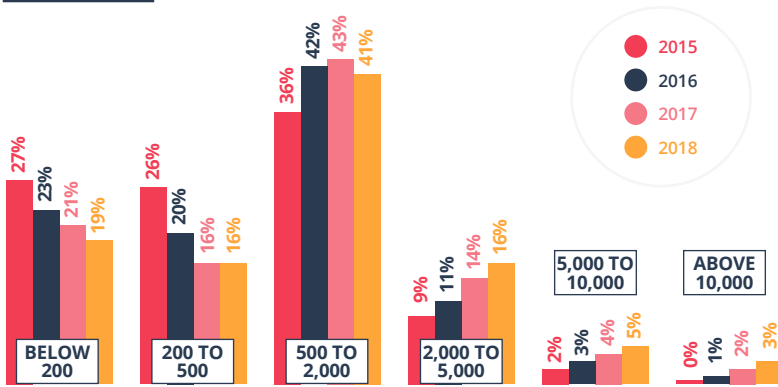
Is **Facebook** ever going to take off? Is it even the right platform for industry associations to be on? Like in previous years, it is still used mostly to promote campaigns rather than to engage with citizens and politicians.

Wikipedia has remained almost unchanged since 2015 with the same number of associations being represented on it. Is industry afraid of meddling with the almighty online encyclopedia?

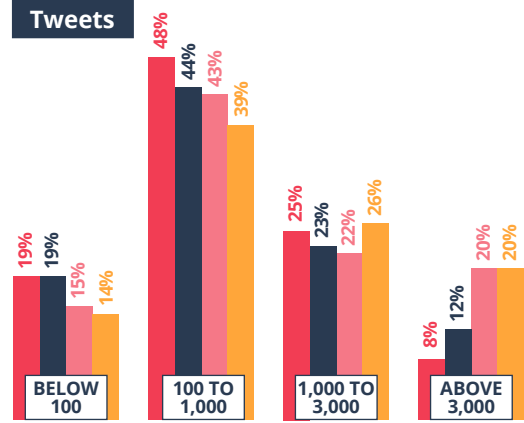
Can **Instagram** be the next social media champion or, as it is the case with Facebook, will it will never be suitable for the large majority of associations unless they have specific campaigns? How does this compare to the uptake by politicians? While this platform is booming for personal use and political campaigning, associations are yet to grasp its potential.

TWITTER

Followers



Tweets

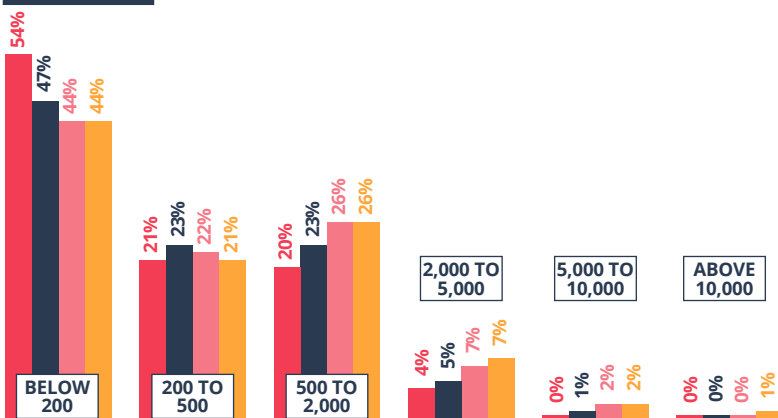


Most followed in 2018

- WindEurope**
 @WindEurope joined May 2009
35,992 followers (32,300 in 2017)
- InvestEurope**
 @InvestEuropeEU joined May 2012
35,166 followers (27,700 in 2017)
- European Society for Medical Oncology (ESMO)**
 @myESMO joined August 2009
28,883 followers (21,800 in 2017)

in LINKEDIN

Followers



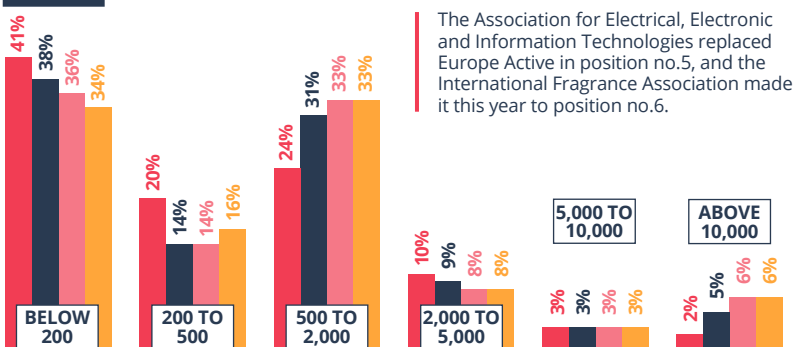
Most followed in 2018

- European Broadcasting Union (EBU)**
12,666 followers (9,775 in 2017)
- European Federation of Pharmaceutical Industries and Associations (EFPIA)**
12,361 followers (8,253 in 2016)
- European Society for Medical Oncology (ESMO)** **9,545 followers** (9,888 in 2016)

European Broadcasting Union took the 1st place, replacing The European Society for Medical Oncology.

f FACEBOOK

Likes



The Association for Electrical, Electronic and Information Technologies replaced Europe Active in position no.5, and the International Fragrance Association made it this year to position no.6.

Most followed in 2018

- EUROPE – Campaign from European Travel Commission (ETC)**
139,432 followers (136,425 in 2017)
- Friends of Glass – Campaign from European Container Glass Federation (FEVE)**
108,283 followers (100,547 in 2017)
- European Crop Protection Association (ECPA)**
91,753 followers (89,502 in 2017)

YOUTUBE

Views



Most viewed in 2018

- International Sweeteners Associations (ISA)**
1,258,089 views (1,254,423 in 2017)
- European Crop Protection Association (ECPA)**
1,120,943 views (1,040,486 views in 2017)
- European Broadcasting Union (EBU)**
911,171 views (560,615 in 2017)

European Broadcasting Union replaced European Travel Commission in no. 3, while the European Diisocyanate & Polyol Producers Association made it to no. 6.

Total videos in 2018: 8,739



2017: 6,766
2016: 5,027
2015: 3,218



Total views in 2018: 9,185,147

2017: 7,153,557
2016: 4,013,779
2015: 2,870,234

▶ TOP 10 DIGITAL CHAMPIONS

🐦 TWITTER

- WindEurope 35,992 followers**
(32,300 in 2017 — 24,500 in 2016 — 19,700 in 2015) joined May 2009
- InvestEurope 35,166 followers**
(27,700 in 2017 — 5,364 in 2016 — 2,627 in 2015) joined May 2012
- European Society for Medical Oncology (ESMO) 28,883 followers**
(21,800 in 2017 — 12,500 in 2016 — 8,491 in 2015) joined August 2009
- European Broadcasting Union (EBU) 19,160 followers**
(16,200 in 2017 — 13,100 in 2016 — 9,714 in 2015) joined April 2009
- European Federation of Pharmaceutical Industries and Associations (EFPIA) 18,642 followers**
(16,400 in 2017 — 12,800 in 2016 — 9,954 in 2015) joined June 2009
- EuropaBio 13,596 followers**
(12,700 in 2017 — 8,272 in 2016 — 6,551 in 2015) joined June 2009
- Digital Europe 12,053 followers**
(7,441 in 2017 — 5,241 in 2016 — 2,994 in 2015) joined October 2010
- MedTech Europe 11,355 followers**
(9,304 in 2017 — 6,415 in 2016) joined August 2010
- European Banking Federation (EBF) 10,999 followers**
(9,145 in 2017 — 6,061 in 2016 — 1,603 in 2015) joined October 2012
- Committee of Professional Agriculture Organisations in the European Union and General Confederation of Agricultural Co-operatives in the European Union (COPA-COGECA) 10,923 followers**
(8,954 in 2017 — 5,992 in 2016 — 3,679 in 2015) joined January 2012

f FACEBOOK

- EUROPE – Campaign from European Travel Commission (ETC) 139,432 followers**
(136,425 in 2017 — 127,055 in 2016 — 83,000 in 2015)
- Friends of Glass - Campaign from European Container Glass Federation (FEVE) 108,283 followers**
(100,547 in 2017 — 91,043 in 2016 — 56,000 in 2015)
- European Crop Protection Association (ECPA) 91,753 followers**
(89,502 in 2017 — 73,461 in 2016 — 52,000 in 2015)
- European Society for Medical Oncology (ESMO) 22,112 followers**
(17,798 in 2017 — 12,194 in 2016 — 8,657 in 2015)
- Association for Electrical, Electronic and Information Technologies (VDE) 16,700 followers**
(10,060 in 2017 — not active in previous years)
- International Fragrance Association (IFRA) 13,494 followers**
(10,326 in 2017 — 8,785 in 2016 — 7,061 in 2015)
- European Broadcasting Union (EBU) 13,128 followers**
(11,446 in 2017 — 6,966 in 2016 — 3,966 in 2015)
- Europe Active 12,483 followers**
(12,069 in 2017 — 8,024 in 2016 — not active in previous years)
- WindEurope 12,181 followers**
(11,604 in 2017 — 10,515 in 2016 — 9,071 in 2015)
- European Confederation of Junior Enterprises (JADE) 11,461 followers**
(10,802 in 2017 — 8,785 in 2016 — 7,061 in 2015)

in LINKEDIN

- European Broadcasting Union (EBU) 12,666 followers**
(9,775 in 2017 — 7,481 in 2016 — 5,710 in 2015)
- European Federation of Pharmaceutical Industries and Associations (EFPIA) 12,361 followers**
(8,253 in 2017 — 5,578 in 2016 — 3,535 in 2015)
- European Society for Medical Oncology (ESMO) 9,545 followers**
(9,888 in 2017 — 5,318 in 2016 — 4,376 in 2015)
- Invest Europe 9,249 followers**
(7,876 in 2017 — 5,578 in 2016 — 3,535 in 2015)
- European Network of Transmission System Operators for Electricity (ENTSO-E) 7,899 followers**
(5,988 in 2017 — 4,213 in 2016 — 2,076 in 2015)
- Solar Power Europe 7,455 followers**
(5,575 in 2017 — 3,208 in 2016 — 1,452 in 2015)
- WindEurope 7,036 followers**
(6,302 in 2017 — 5,747 in 2016 — 4,721 in 2015)
- Medicines For Europe 6,609 followers**
(5,447 in 2017 — 4,199 in 2016 — 2,587 in 2015)
- European Chemical Industry Council (CEFIC) 5,496 followers**
(4,237 in 2017 — 3,351 in 2016 — 2,584 in 2015)
- EuropaBio 5,309 followers**
(4,347 in 2017 — 3,125 in 2016 — 1,998 in 2015)

▶ YOUTUBE

- International Sweeteners Associations (ISA) 1,258,089 views**
(1,254,423 in 2017 — 1,244,226 in 2016 — 1,238,432 in 2015)
- European Crop Protection Association (ECPA) 1,120,943 views**
(1,040,486 in 2017 — 689,206 in 2016 — 649,704 in 2015)
- European Broadcasting Union (EBU) 911,171 views**
(560,615 in 2017 — 194,870 in 2016 — 97,455 in 2015)
- European Travel Commission (ETC) 669,049 views**
(607,892 in 2017 — 467,970 in 2016 — 126,286 in 2015)
- FuelsEurope 518,645 views**
(374,873 in 2017 — 207,271 in 2016 — 33,717 in 2015)
- European Diisocyanate & Polyol Producers Association (ISOPA) 339,996 views**
(275,982 in 2017 — 187,193 in 2016 — 126,250 in 2015)
- European Society for Medical Oncology (ESMO) 287,347 views**
(226,169 in 2017 — 134,116 in 2016 — 99,937 in 2015)
- Toy Industries of Europe (TIE) 199,674 views**
(159,300 in 2017 — 98,527 in 2016 — 51,447 in 2015)
- EuropaBio 181,926 views**
(170,550 in 2017 — 154,243 in 2016 — 138,154 in 2015)
- Silicones Europe (CES) 160,457 views**
(11,037 in 2017 — 10,254 in 2016 — not active before)