

#DIGITALASSOCIATIONS 2017

33% of associations in Brussels still don't use social media. Are you one of them?

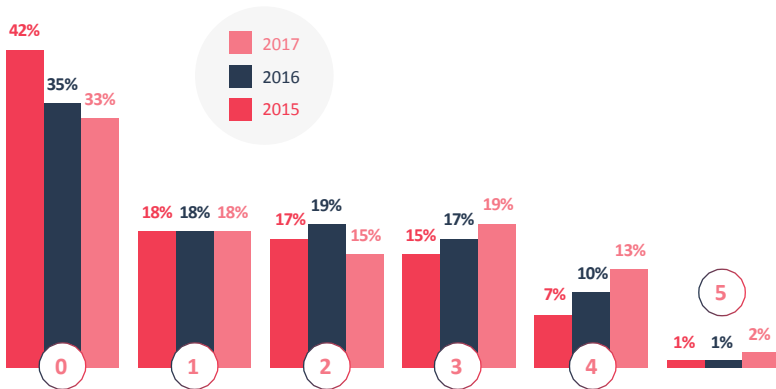
For the third year running we have looked at how European associations are using social media. Out of the **600 associations** we have been surveying since 2015, more than half are now on Twitter. What are the others waiting for?

Twitter, together with LinkedIn, is still the social media champ. YouTube is making its way up fast and gaining popularity. What about Facebook, Instagram or even Pinterest? Is it time for new social media channels to burst the Brussels Bubble?

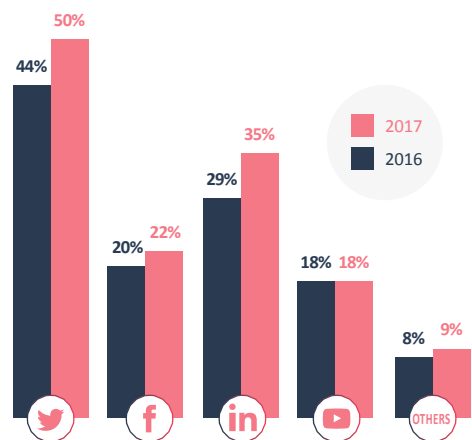
Ideas? Comments?
Join the conversation
#DigitalAssociations
@CambreAssoc

► SOCIAL MEDIA ADOPTION

Number of channels per association



Social media links/buttons



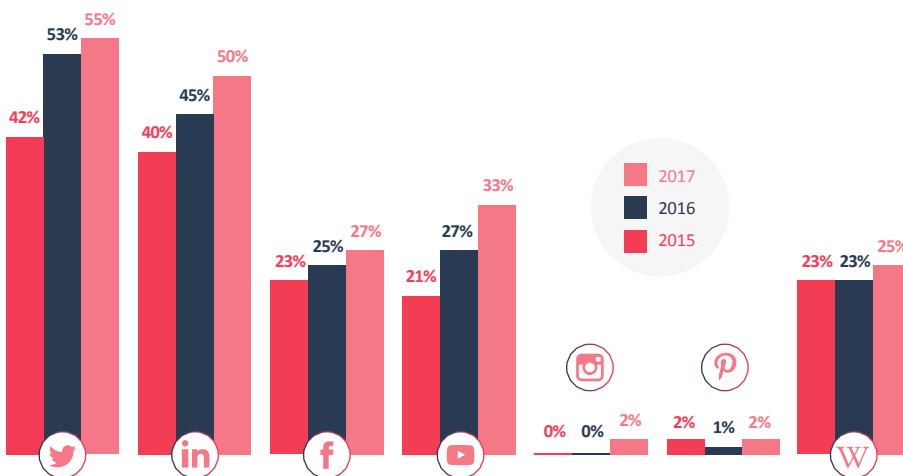
The percentage of associations with at least one active channel has gone from **65%** to **67%**.

33% STILL DON'T USE ANY SOCIAL MEDIA.

Since 2015, 4% more associations have at least 3 channels and 6% more have at least 4.

The European Travel Commission joined **The European Copper Institute** as the only two associations with 6 channels.

► MOST USED PLATFORMS



Twitter's growth has slowed slightly while **LinkedIn** continues to rise steadily.

Since 2015, **Twitter** has grown by 13%, but just by 2% in the last 12 months.

YouTube shows the largest growth in the last 12 months, with 6% more users compared to 2016.

Use of **Instagram** and **Pinterest** remains marginal, although Instagram grew by 2%.

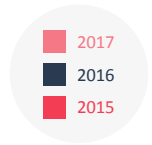
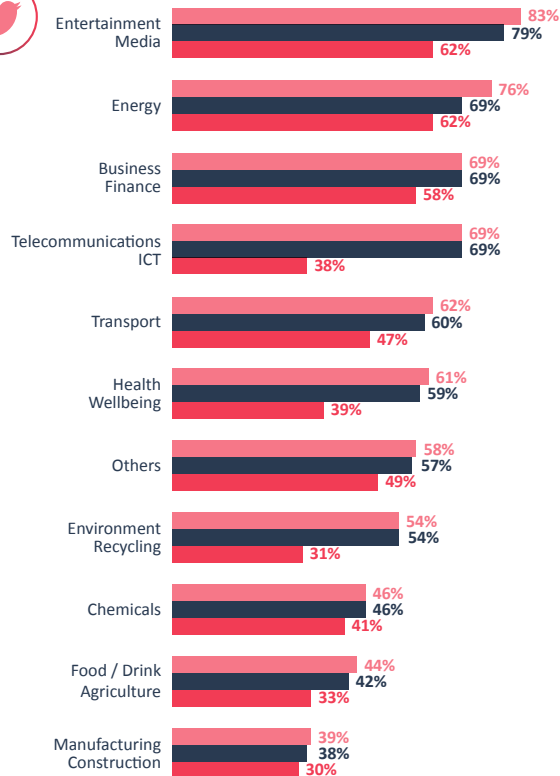
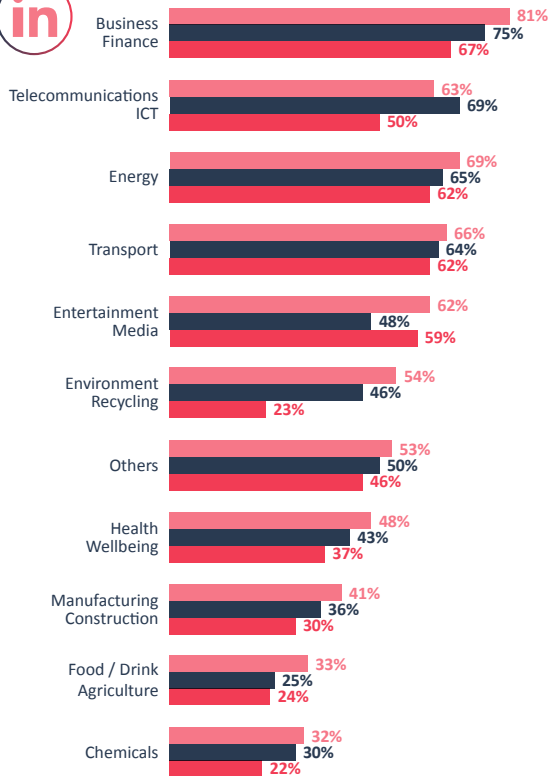
Presence on **Wikipedia** of European associations has remained almost unchanged for the last three years.

METHODOLOGY

Data was collected between August – December 2017. The 598 associations were extracted from DODS's 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



The top 5 sectors are the same for **LinkedIn** and **Twitter**, but it is interesting to see that Entertainment and Media scores last on LinkedIn and top on Twitter.

KEY FINDINGS

Twitter, **LinkedIn** and **YouTube** are still growing. Will adoption rates start to plateau in the near future as associations become busier feeding their channels? That could be the case for Twitter where growth is now stalling. Associations without a social media channel seem less likely to open one. Will this change if new platforms are launched?

YouTube is becoming more and more popular, growing at a steady 6% since 2015. Even more revealing about the power of YouTube is the fact that in 2017 more than 2,000 new videos were uploaded attracting more than 3 million new views compared to 2016.

Is any channel ever going to dethrone **Twitter**? It is still the number one social media channel in Brussels, but its popularity has grown by just 2%. Yet new features such as the ability to use 280 characters, reply without the @mention and save space on images could further boost Twitter's appeal to associations.

LinkedIn grew 5% in the last 12 months, while **Facebook** only 2%. Associations successfully using Facebook do so mostly to promote specific campaigns rather than engaging with policy-makers, stakeholders or conveying their policy priorities.

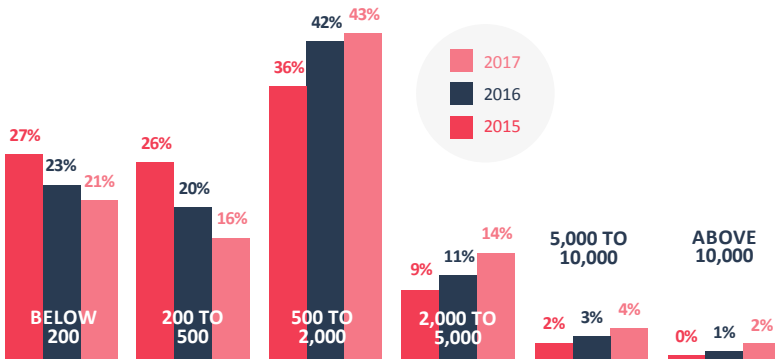
The Brussels "Digital Champions" podium remained almost the same – an inspiration for other associations? How is paid advertising affecting the popularity of these champions?

While **Pinterest** is hardly used, **Instagram** went from 0% in previous years to 2% in 2017: 11 associations have an Instagram account compared to 4 in 2016 and only 1 in 2015. Newer channels like Mastodon or Medium seem to be even more marginal in Brussels.

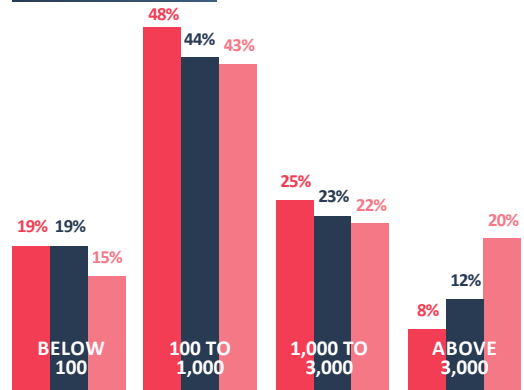
Are associations in Brussels exploring other ways to convey their messages? Although it is unlikely that new social media channels will replace the old ones, some may slowly take off: 97 associations now have a **Google+** account, 68 have **Flickr**, 30 have **Vimeo**, 13 have **Storify** -this channel will stop as of May 2018- and 3 have **Tumblr**.

TWITTER

Followers



Tweets



Most followed in 2017



1 WindEurope
@WindEurope joined May 2009
32,300 followers (24,500 in 2016)



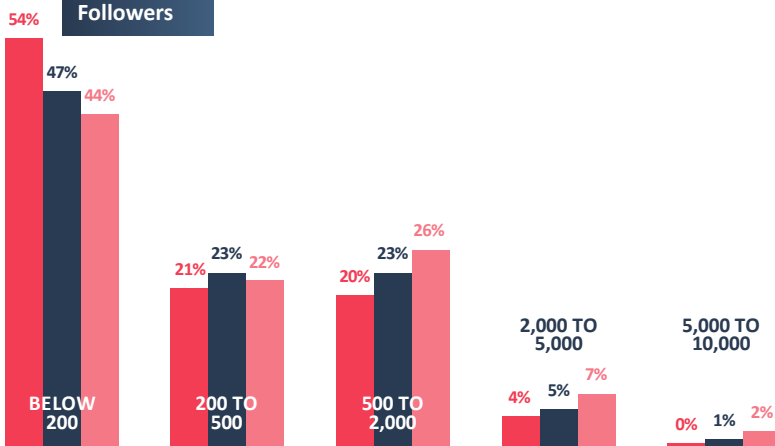
2 Invest Europe
@InvestEuropeEU joined May 2012
27,700 followers (5,364 in 2016)



3 European Society for Medical Oncology (ESMO)
@myESMO joined August 2009
21,800 followers (12,500 in 2016)

LINKEDIN

Followers



Most followed in 2017



1 European Society for Medical Oncology (ESMO)
9,888 followers
(5,318 in 2016)



2 European Broadcasting Union (EBU)
9,775 followers
(7,481 in 2016)

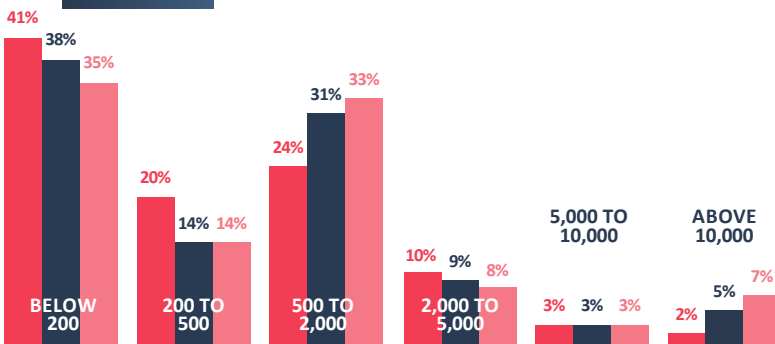


3 European Federation of Pharmaceutical Industries and Associations (EFPIA)
8,253 followers
(6,807 in 2016)

ESMO replaced EBU (7,481 followers in 2016) on the top-1

FACEBOOK

Likes



Most followed in 2017



1 EUROPE – Campaign from European Travel Commission (ETC)
136,425 followers
(127,055 in 2016)



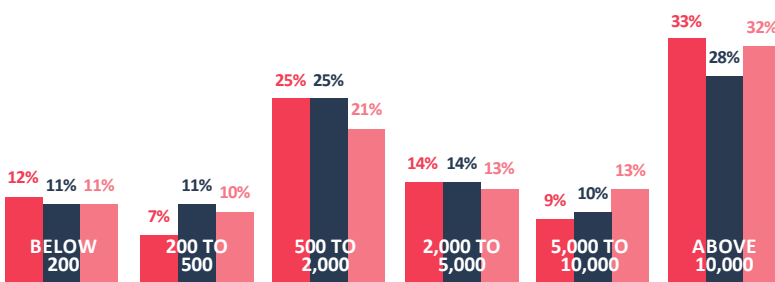
2 Friends of Glass – Campaign from European Container Glass Federation (FEVE)
100,547 followers
(91,043 in 2016)



3 European Crop Protection Association (ECPA)
89,502 followers
(73,461 in 2016)

YOUTUBE

Views



Most viewed in 2017



1 International Sweeteners Associations (ISA)
1,254,423 views - 117 videos - 286 subscribers
(1,244,226 views - 74 videos - 257 subscribers in 2016)



2 European Crop Protection Association (ECPA)
1,040,486 views - 234 videos - 520 subscribers
(689,206 views - 221 videos - 378 subscribers in 2016)



3 European Travel Commission (ETC)
607,892 views - 99 videos - 1,236 subscribers
(467,970 views - 234 videos - 836 subscribers in 2016)

Total videos in 2017: 6,766
(5,027 in 2016 - 3,218 in 2015)

Total views in 2017: 7,153.557
(4,013.779 in 2016 - 2,870.234 in 2015)

▶ TOP 10 DIGITAL CHAMPIONS

🐦 TWITTER

1. **WindEurope 32,300 followers**
(24,500 in 2016 - 19,700 in 2015) joined May 2009
2. **Invest Europe 27,700 followers**
(5,364 in 2016 - 2,627 in 2015) joined May 2012
3. **European Society for Medical Oncology (ESMO) 21,800 followers**
(12,500 in 2016 - 8,491 in 2015) joined August 2009
4. **European Broadcasting Union (EBU) 16,200 followers**
(13,100 in 2016 - 9,714 in 2015) joined April 2009
5. **European Federation of Pharmaceutical Industries and Associations (EFPIA) 16,400 followers**
(12,800 in 2016 - 9,954 in 2015) joined June 2009
6. **EuropaBio 12,700 followers**
(8,272 in 2016 - 6,551 in 2015) joined June 2009
7. **MedTech Europe 9,304 followers**
(6,415 in 2016) joined August 2010
8. **European Banking Federation (EBF) 9,145 followers**
(6,061 in 2016 - 1,603 in 2015) joined October 2012
9. **Committee of Professional Agriculture Organisations in the European Union and General Confederation of Agricultural Co-operatives in the European Union (COPA-COGECA) 8,954 followers**
(5,992 in 2016 - 3,679 in 2015) joined January 2012
10. **European Crop Protection Association (ECPA) 8,657 followers**
(6,201 in 2016 - 4,930 in 2015) joined February 2009

f FACEBOOK

1. **EUROPE – Campaign from European Travel Commission (ETC) 136,425 followers**
(127,055 in 2016 - 83,000 in 2015)
2. **Friends of Glass -Campaign from European Container Glass Federation (FEVE) 100,547 followers**
(91,043 in 2016 - 56,000 in 2015)
3. **European Crop Protection Association (ECPA) 89,502 followers**
(73,461 in 2016 - 52,000 in 2015)
4. **European Society for Medical Oncology (ESMO) 17,798 followers**
(12,194 in 2016 - 8,657 in 2015)
5. **Europe Active 12,069 followers**
(8,024 in 2016, 1 in 2015)
6. **WindEurope 11,604 followers**
(10,515 in 2016 - 9,071 in 2015)
7. **European Broadcasting Union (EBU) 11,446 followers**
(6,966 in 2016 - 3,966 in 2015)
8. **European Confederation of Junior Enterprises (JADE) 10,802 followers**
(8,785 in 2016 - 7,061 in 2015)
9. **Association for Electrical, Electronic and Information Technologies (VDE) 10,060 followers**
(Not active in previous years)
10. **European Society of Cataract and Refractive Surgeons (ESCRS) 9,309 followers**
(6,274 in 2016 - 4,804 in 2015)

in LINKEDIN

1. **European Society for Medical Oncology (ESMO) 9,888 followers**
(5,318 in 2016 - 4,376 in 2015)
2. **European Broadcasting Union (EBU) 9,775 followers**
(7,481 in 2016 - 5,710 in 2015)
3. **European Federation of Pharmaceutical Industries and Associations (EFPIA) 8,253 followers**
(6,807 in 2016, 2,516 in 2015)
4. **Invest Europe 7,876 followers**
(5,578 in 2016 - 3,535 in 2015)
5. **European Network of Transmission System Operators for Electricity (ENTSO-E) 5,988 followers**
(4,213 in 2016 - 2,076 in 2015)
6. **Solar Power Europe (formerly EPIA, European Photovoltaic Industry Association) 5,575 followers**
(3,208 in 2016 - 1,452 in 2015)
7. **Medicines For Europe 5,447 followers**
(4,199 in 2016 - 2,587 in 2015)
8. **European Crop Protection Association (ECPA) 4,087 followers**
(3,481 in 2016 - 2,528 in 2015)
9. **EuropaBio 4,347 followers**
(3,125 in 2016 - 1,998 in 2015)
10. **European Chemical Industry Council (CEFIC) 4,237 followers**
(3,351 in 2016 - 2,584 in 2015)

▶ YOUTUBE

1. **International Sweeteners Associations (ISA) 1,254,423 views**
(1,244,226 in 2016 - 1,238,432 in 2015)
2. **European Crop Protection Association (ECPA) 1,040,486 views**
(689,206 in 2016 - 649,704 in 2015)
3. **European Travel Commission (ETC) 607,892 views**
(467,970 in 2016 - 126,286 in 2015)
4. **European Broadcasting Union (EBU) 560,615 views**
(194,870 in 2016 - 97,455 in 2015)
5. **FuelsEurope 374,873 views**
(207,271 in 2016 - 33,717 in 2015)
6. **European Copper Institute 314,489 views**
(299,743 in 2016 - 227,078 in 2015)
7. **European Diisocyanate & Polyol Producers Association (ISOPA) 275,982 views**
(187,193 in 2016 - 126,250 in 2015)
8. **European Society for Medical Oncology (ESMO) 226,169 views**
(134,116 in 2016 - 99,937 in 2015)
9. **EuropaBio 170,550 views**
(154,243 in 2016 - 138,154 in 2015)
10. **Toy Industries of Europe (TIE) 159,300 views**
(98,527 in 2016 - 51,447 in 2015)