

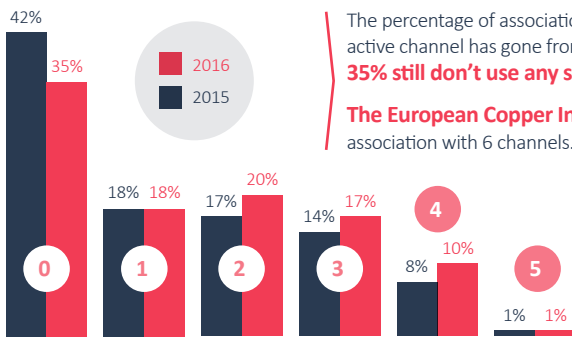
#DigitalAssociations 2016

For the first time in 2015 we tried to paint a comprehensive picture of how European industry groups are using social media. Since then, we have been keeping an eye on around **600** associations, most of them based in Brussels.

What social media channels have grown the most in the last year?
What associations are digital champions? Is anybody using Instagram?
Here are the results.

Thoughts? Ideas?
Join the conversation
#DigitalAssociations
@CambreAssoc

▶ NUMBER OF CHANNELS PER ASSOCIATION

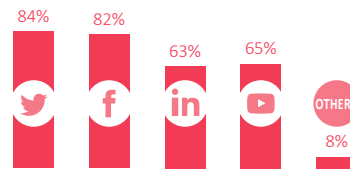


The percentage of associations with at least one active channel has gone from **58%** to **65%**. Yet, **35% still don't use any social media**.

The European Copper Institute is the only association with 6 channels.

Buttons on website

Associations should always connect their website to their main social media channels.



▶ KEY FINDINGS

Twitter, LinkedIn and **YouTube** continue to grow, but for how long? As already observed in 2015, adoption rates have started to plateau. Associations who are likely to use social media are already doing it.

Business, entertainment, transport, energy and telecoms continue to be the most social media friendly sectors. Recycling & environment associations show the largest increase.

Twitter is king. This is probably due to a host of reasons, from its ease of use to the possibility to reach the decision-makers associations want to connect to.

Associations have yet to embrace the publishing possibilities of **LinkedIn**. We may see a change after the release of new and simplified Company page functionalities.

The Brussels 'Digital Champions' stayed almost the same. Those who are doing well, continue to do so.

YouTube use grows moderately but the total number of videos and views grows significantly. Online videos rock!

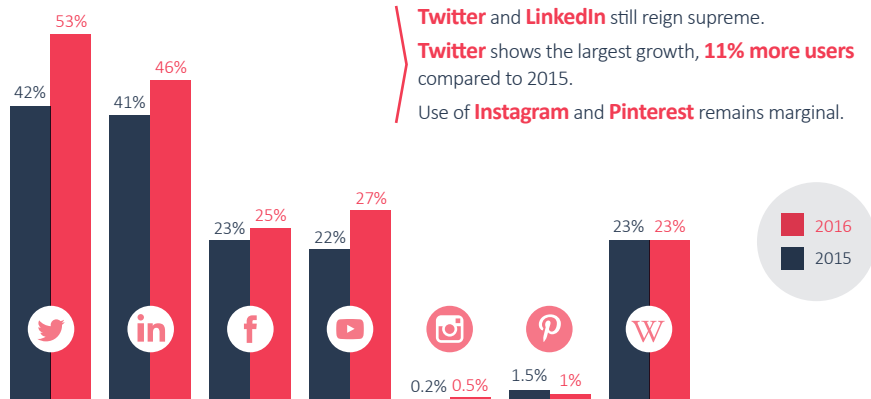
Facebook's limited growth could change due to functionalities such as Facebook Live. Popular pages tend to be linked to specific campaigns.

Are **Instagram** or **Pinterest** not suited for Brussels' audiences? We are yet to crack how to use them for advocacy purposes.

We have the feeling that more associations are investing in paid advertising.

Google+ and **Flickr** are being used to communicate with their members, share pictures of events, etc.

▶ MOST USED

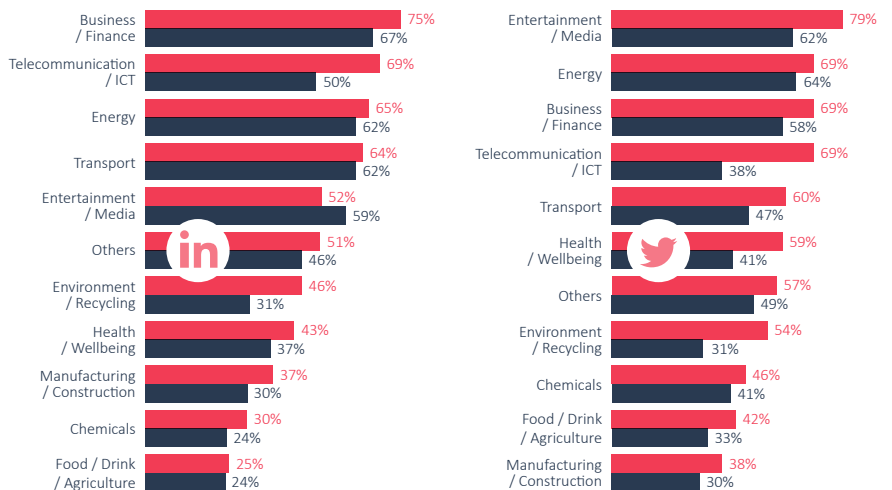


Twitter and **LinkedIn** still reign supreme.

Twitter shows the largest growth, **11% more users** compared to 2015.

Use of **Instagram** and **Pinterest** remains marginal.

▶ ADOPTION BY SECTOR

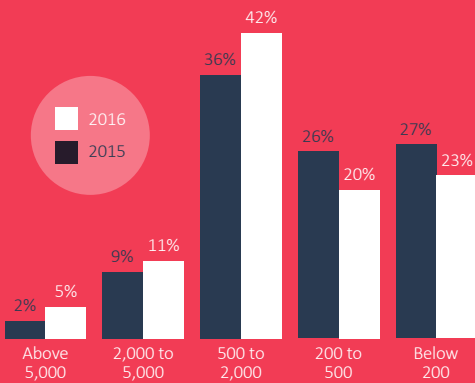


METHODOLOGY

- Data was collected between August – September 2016
- 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

TWITTER

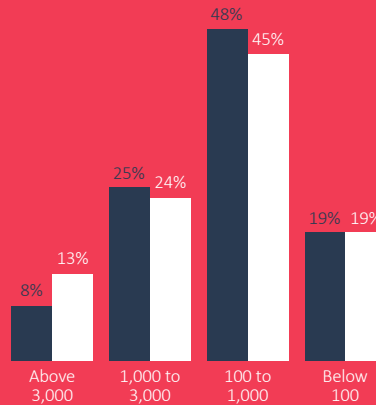
Followers



73% of channels have **more followers than follows**.

85% of the channels have **fewer than 2,000 followers**.

Tweets



83% have a header picture (74% in 2015).

98% display the website (98% in 2015).

Most followed in 2016



European Wind Energy Association (EWEA) **@WindEurope**
24,500 followers joined May 2009
21,038 in 2015



European Broadcasting Union (EBU)
@EBU_HQ
13,100 followers joined April 2009
4,216 in 2015

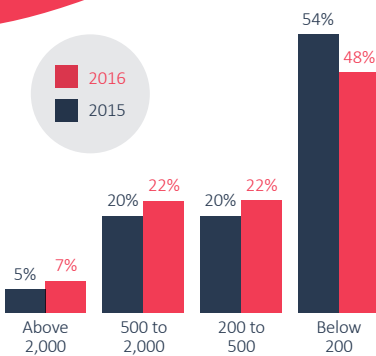


European Federation of Pharmaceutical Industries and Associations (EFPIA) **@EFPIA**
12,800 followers joined June 2009
9,954 in 2015

@EBU_HQ overtook @EFPIA in the 2nd place

LINKEDIN

Followers



Most followed in 2016



European Broadcasting Union (EBU)
7,481 followers
5,710 in 2015



European Wind Energy Association (EWEA)
5,747 followers
4,721 in 2015

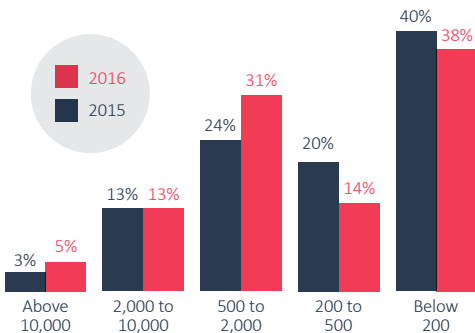


European Private Equity and Venture Capital Association (EVCA)
5,578 followers
3,535 in 2015

EVCA replaced ESMO (5,318 followers in 2016) in the top 3

FACEBOOK

Likes



Most followed in 2016



EUROPE – Campaign from European Travel Commission (ETC)
127,055 followers
117,540 in 2015



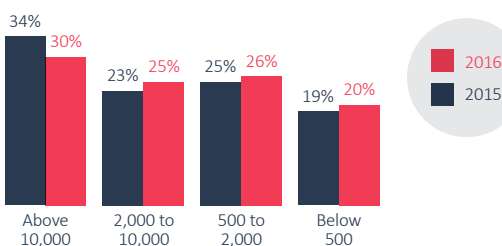
Friends of Glass – Campaign from European Container Glass Federation (FEVE)
91,043 followers
57,654 in 2015



European Crop Protection Association (ECPA)
73,461 followers
58,633 in 2015

YOUTUBE

Views



Most watched in 2016



International Sweeteners Associations (ISA)
1,244,226 views - 74 videos - 257 subscribers
1,239,981 views in 2015



European Crop Protection Association (ECPA)
689,206 views - 221 videos - 378 subscribers
653,777 views in 2015



European Travel Commission (ETC)
467,970 views - 234 videos - 836 subscribers
126,286 in 2015

Total videos in 2016: 5,027
3,198 in 2015

57% more videos

Total views in 2016: 4.013,779
2,840,818 in 2015

41% more views

ETC replaced European Copper Institute (299,743 in 2016) in the top 3

