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# Digital media: Social media SAIs' online presence

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# Social networks – Why bother?

- Busiest media platforms
- Help amplifying awareness of our role and work
- Help build reputation and stakeholder trust
- Bring traffic to the SAI website
- Cheap and fast
- Provides instant feedback from the users
- Help find new interested audiences, listen to them

# Social media – at its best

- **direct communication**
- **oriented to the citizens**
- **build relations**
- **earn trust**
- **create community, authoritative voice**
- **add value**
- **align online participation to offline communication**
- **openness**
- **a glimpse behind the scenes**

# Social networks – Challenges

- Choose your social platforms carefully
- Be consistently active and reactive
- Post interesting stories
- Timing/formats matter
- Customise content and optimise searchability
- 24/7 monitoring and evaluation
- Measure performance:
  - trends
  - traffic to referrers
  - awareness, perception
  - key influencers
- Principles and management guidelines, staff guidelines

# Social media – to do's

- **be present**
- **find an interesting angle to your information**
- **share & spread your messages, knowledge**
- **find, hear and respond to your audience(s)**
- **connect/subscribe/follow?**
- **tease?**
- **be concise**
- **use easy, informal style and language**
- **be credible, consistent and respectful**
- **encourage response and debate**
- **give a human face**

# Social networks – Risks

- No public interest or only defamatory interest
- Proactive approach
- Moving fast; hard to «own» or manage
- 24/7 monitoring and evaluation
- No clear distinction between professional and private
- Hard to regulate with predefined rules

# Social media – platforms



- influence if many influential followers (Klout)
- short life span, timing important
- use lists, follow and retweet principles
- use metatags: create #EUaudit
- tweet with a visual



- video viewing on the rise
- optimisation make them searchable
- power of the visual at its best: One message per video
- use when breaking news or short teasers drive traffic to the website
- seek for emotional impact: social sharing



- professional network
- easy to gain contacts via job communities
- create an expert group, gain in authority
- promote discussion
- build relationships: recruitment, experts, reputation, influence

# Social media – platforms



- the most popular social media platform in Europe at the moment
- can be used for more educational information material
- demands frequent updating and responding



- use is growing fast
- awareness and exposure on this network very high as it is linked to google search



- Others?



# Digital media – social networks

Communication channel of the future?

Pros and cons?

Gains and losses?

Management challenges and risks?

# SAls online presence

- Obligation of transparency
- Need to communicate with external audiences
- Social media drives traffic to the website
- Trend is towards paperless distribution
- Corporate content : website, newsletter, audit reports and publications
- Principles: External users and digital first  
Online content and tools must reflect needs and be flexible to adapt to changing challenges rapidly
- Webwriting: shorter, punchier, adding value  
Publishing information, not documents
- Developing e-publishing features
  - Interactive, audio/visual content, mobile formats, search optimised

# Digital media – SAls online presence

Digital communication - [www.experience](http://www.experience)

Going paperless?

Enhancing electronic publishing?

Open data?

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