



Council of the European Union
General Secretariat

Brussels, 26 February 2019

WK 2840/2019 INIT

LIMITE

**API
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WORKING PAPER

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MEETING DOCUMENT

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by the General Secretariat of the Council - recent trends in web and social media and how the GSC responds

Delegations will find attached copy of the presentation by the General Secretariat of the Council concerning point 4 of the agenda of the WPI meeting of 26 February 2019.



Council of the European Union
General Secretariat

Directorate-General Communication and Information - COMM
Directorate Media and Communication

Maciej Bury and Alexandra Ekkelenkamp

Web and social media

Recent trends & how we respond



Trends in web and social media

- battle for attention
- web optimisation
- mobile first (mobile only?)
- visuals reign supreme
- our content is made to be shared



Social media: battle for attention

Growing: messenger / “for everything” apps (Whatsapp, FB messenger, WeChat, Skype, Viber)



2.2 bln MAU

Emotions, friendships. Videos & images, live engagement

Everybody



330 mln MAU

News, 2nd screen (TV), live events

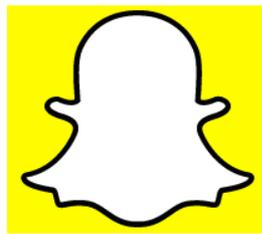
Influencers



1 bln MAU

Mobile first, image driven

Younger demographic (300 mln DAU IG stories)



187 mln DAU

Mobile only, ephemeral, vertical video

Very young demographic



250 mln MAU

Professional network

Experts, influencers



1.5 bln MAU

Viral videos, live streams, vlogs, documentaries

Everybody



Battle for attention: Google as homepage

council of the european union

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<https://www.consilium.europa.eu/council-eu/>

The Council of the EU is the institution representing the member states' governments. Also known informally as the EU Council, it is where national ministers from each EU country meet to adopt laws and coordinate policies.

[Presidency of the Council](#) · [Council configurations](#) · [Voting system](#)

consilium.europa.eu

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The European Council and the Council of the EU are served by a single administration, the General Secretariat of ... Visa policy update: Council confirms deal.

Council of the European Union | European Union - Europa EU

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In the Council, government ministers from each EU country meet to discuss, amend and adopt laws, and coordinate policies. The ministers have the authority to ...

Council of the European Union - Wikipedia

https://en.wikipedia.org/wiki/Council_of_the_European_Union

The Council of the European Union, referred to in the treaties and other official documents simply as the Council is the third of the seven Institutions of the ...

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The European Council defines the EU's overall political direction and priorities. It is not one of the EU's legislating institutions, so does not negotiate or adopt EU ...

Council of the European Union

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European Council, 21-22/03 ...

The Spring European Council will focus on jobs, growth and ...

The European Council meeting

EU-League of Arab States summit in Sharm El-Sheikh, Egypt. The ...

Donald Tusk, President of the ...

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<https://twitter.com/EUCouncil>

#EULASummit is happening today in Egypt: leaders from the EU and @arableague_gs meet over two days to address common challenges. See the full agenda: europa.eu/ljv38gM pic.twitter.com/xT8Qpgl...

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Happy Independence Day, Estonian eues Head vabariigi aastapäeva, Eestil! Did you know that the info about the Council of the EU is also available in Estonian? europa.eu/ljv38gM pic.twitter.com/uJ0dQzB...

1 day ago · Twitter

Starting on Sunday leaders from the EU and @arableague_gs will meet for two days in #Egypt to strengthen their ties They will focus on common challenges such as #climatechange #security #migration #development. Full details: europa.eu/ljv38gM pic.twitter.com/jg6g5Bc...

3 days ago · Twitter

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European Council | European Union - Europa EU

https://europa.eu/european-union/about-eu/institutions-bodies/european-council_en

The European Council brings together EU leaders to set the EU's political agenda. It represents the highest level of political cooperation between EU countries.

European Council



[consilium.europa.eu/en/european-council](https://www.consilium.europa.eu/en/european-council)

The European Council is a collective body that defines the European Union's overall political direction and priorities. It comprises the heads of state or government of the EU member states, along with the President of the European Council and the President of the European Commission. Wikipedia

President: Donald Tusk

Location: Europa building, Brussels

Founded: 2009

Type of business: Institution of the European Union

Formation: 1961 (informally); 2009 (formally)

Did you know: The High Representative of the Union for Foreign Affairs and Security Policy takes part in its work. europa.eu

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Donald Tusk

Donald Tusk has been the President of the European Council since 1 December 2014.



[Donald Tusk, President of the European Council - Consilium](https://www.consilium.europa.eu/en/european-council/president/)

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Who is the current president of Europe?

Who is the president of the European Union 2018?

How is the president of the European Council chosen?

Feedback

President of the European Council - Wikipedia

https://en.wikipedia.org/wiki/President_of_the_European_Council

The President of the European Council is the person presiding over and ... The second and current president is former Polish Prime Minister Donald Tusk.

First holder: **Herman Van Rompuy** Member of: **European Council** (non-voting)

Appointer: **European Council**; by **qualified maj...** Term length: 2.5 years, renewable once

First full-time president · [President's cabinet](#) · [List of Presidents of the ...](#)

The President's role - consilium.europa.eu

<https://www.consilium.europa.eu/en/european-council/president/role/>

He replaced Herman Van Rompuy on 1 December 2014. Donald Tusk, President of the European Council. The role of the President is set out in article 15 of the ...

President of the European Council

The President of the European Council is the person presiding over and driving forward the work of the European Council, as well as a principal representative of the European Union on the world stage. [Wikipedia](#)

Term length: 3 years

Status: Presiding and chief administrative officer

Style: **Mr. President**

Residence: [Europa building](#)

Constituting instrument: [Treaties of the European Union](#)

Seat: [Brussels, Belgium](#)

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The presidency of the Council of the European Union is responsible for the functioning of the Council of ...



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European Council / President

Donald Tusk



The current President of the European Council is **Donald Tusk**. He replaced Herman Van Rompuy on 1 December 2014.

[The President's role - consilium.europa.eu](https://www.consilium.europa.eu > role)

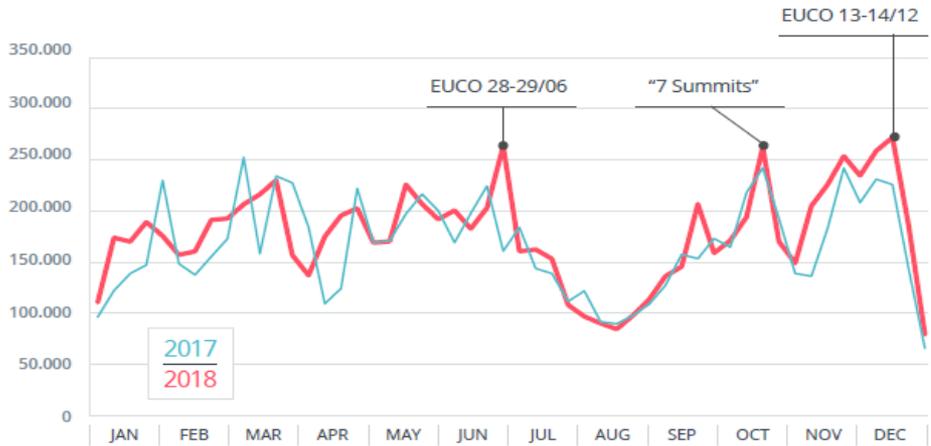
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- Q4 (2017): 36,791
- Q4 (2018): 43,694

4%

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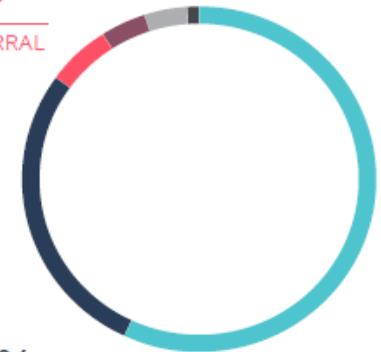
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27 263 445

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3

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00:07:49

VISITORS

5 640 177

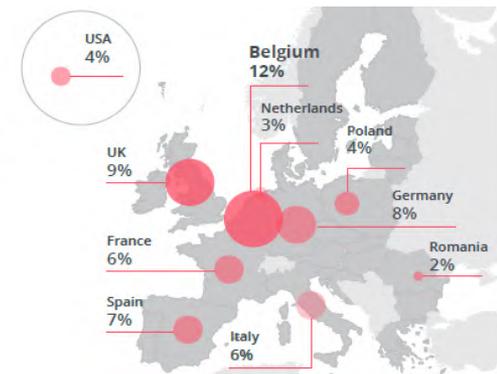
▲ +9%

RETURNING VISITORS

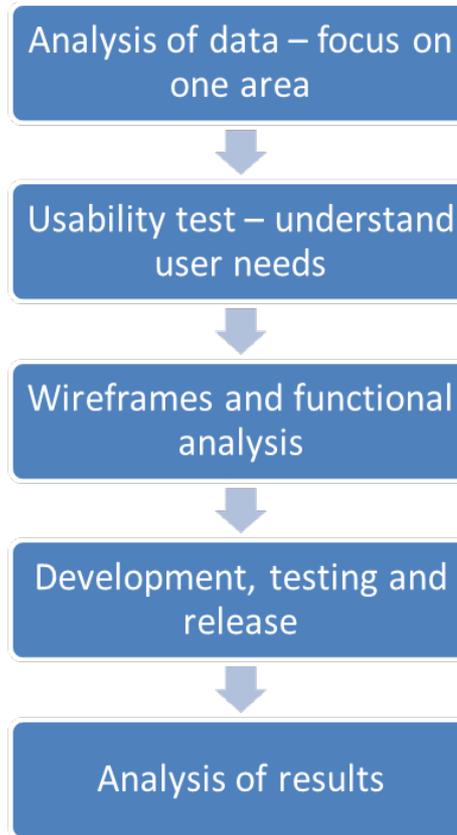
41%

COUNTRY

The list of top countries did not vary significantly against 2017, with the top 7 countries (Belgium, UK, Germany, Spain, Italy, France, Poland) accounting for over 50% of the visits.



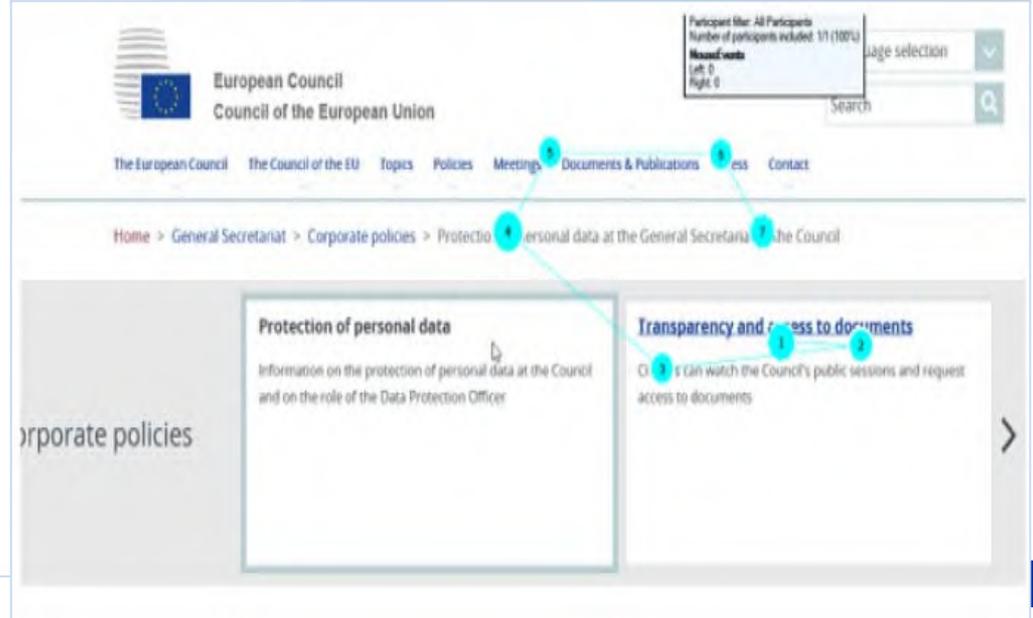
Use of data to improve the website



Use of data to improve the website



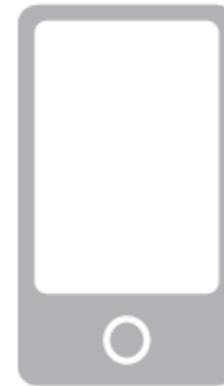
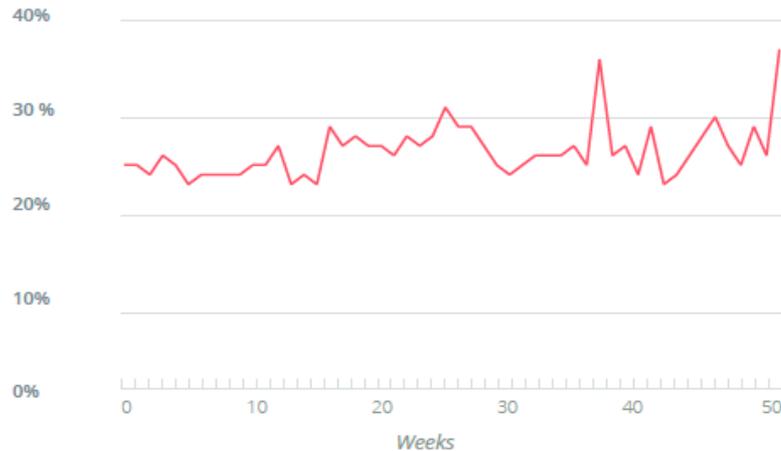
Tasks	User 1	User 2	User 3	User 4	User 5	User 6
1	Fail	Drama	Fail	Drama	Hard	Approx
2	Easy	Easy	Medium	Easy	Easy	Easy
3	Fail	Drama	Easy	Medium	Fail	Fail
4	Easy	Easy	Approx	Medium	Easy	Easy
5	Medium	Easy	Easy	Easy	Easy	Medium
6	Medium	Easy	Medium	Easy	Easy	Easy
7	Approx	Approx	Approx	Approx	Fail	Fail
8	Easy	Medium	Easy	Medium	Easy	Easy
9	Medium	Medium	Easy	Easy	Easy	Medium
10	Medium	Approx	Hard	Easy	Fail	Hard



Mobile

+ 34%

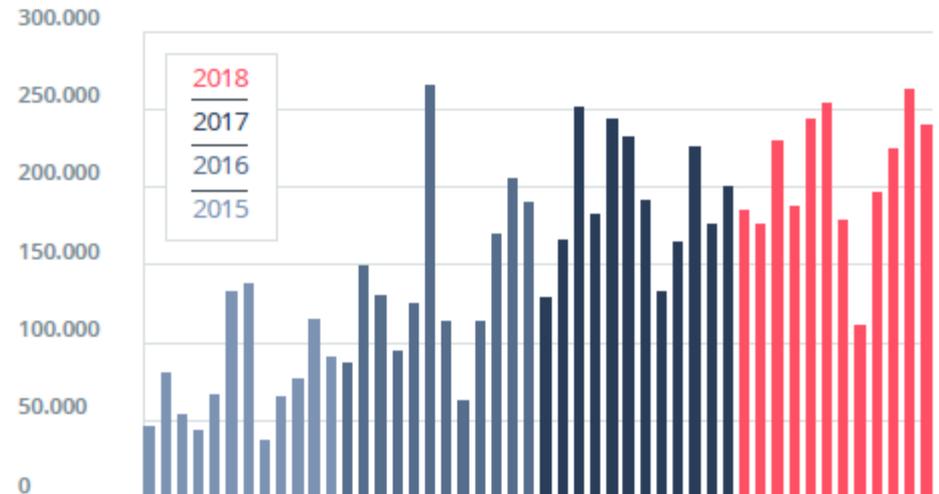
PERCENTAGE OF MOBILE TRAFFIC



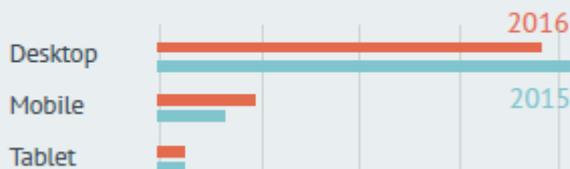
The share of mobile users of the Council's website is around 26%, with peaks over 30% during the busiest weeks of the year.

In comparison, 52% of all website traffic worldwide was generated through mobile phones in 2018.

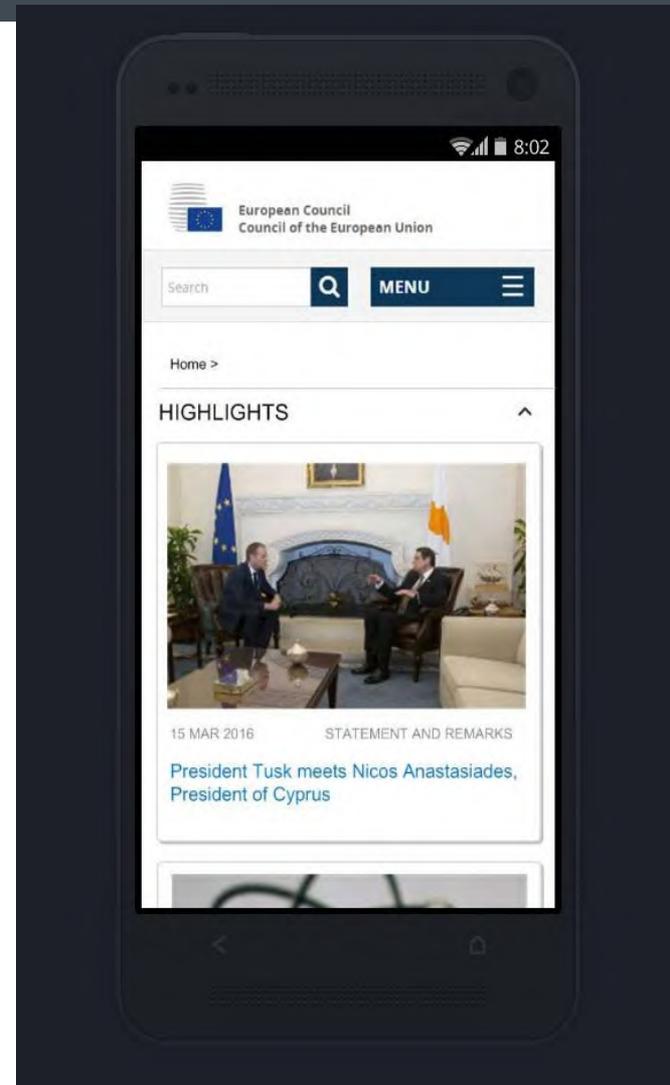
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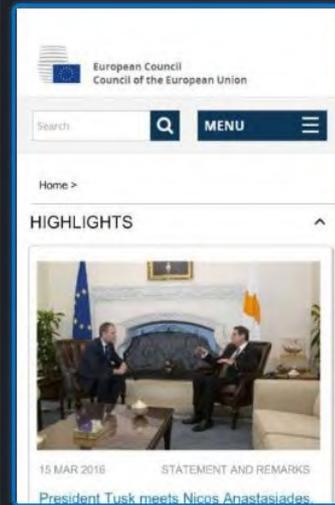
Devices type



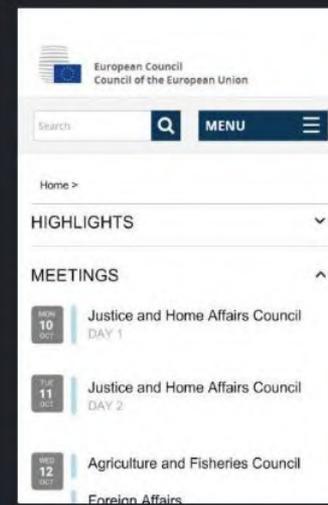
Mobile



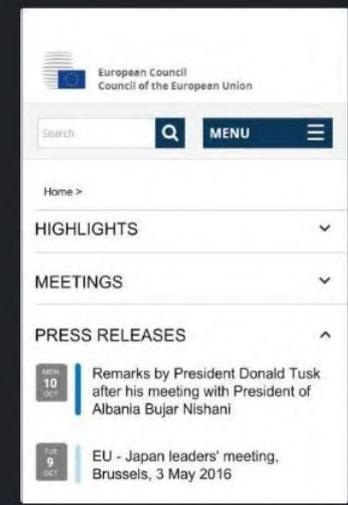
Mobile



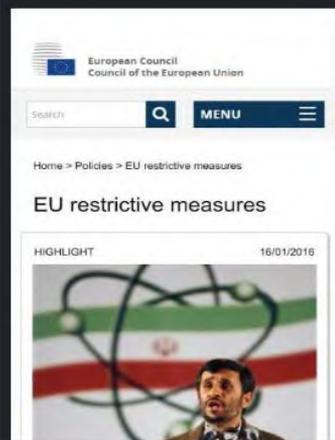
Home



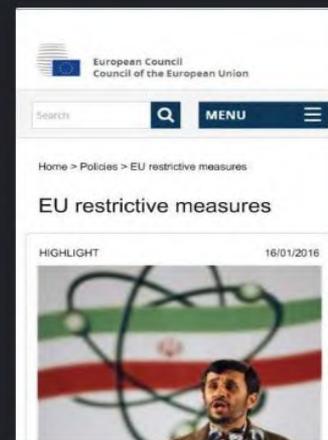
Home2



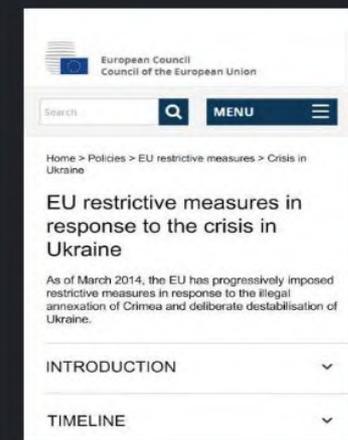
Home3



Sanctions



Sanctions2



Ukraine



Visuals reign supreme



European Council
Council of the European Union

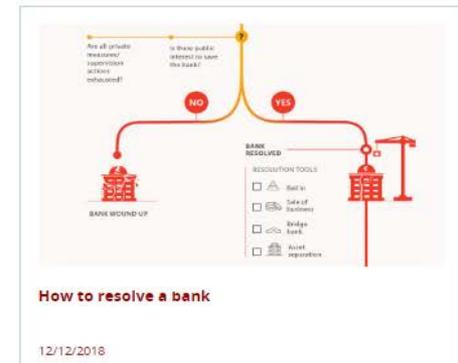
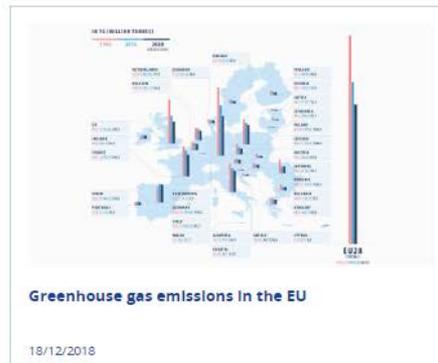
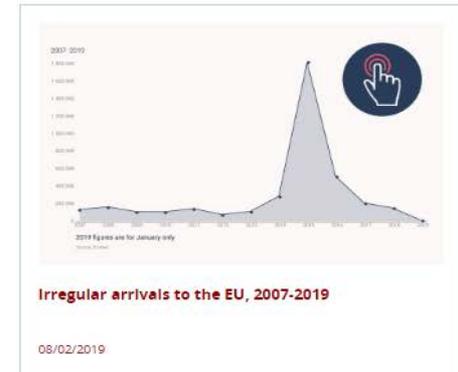
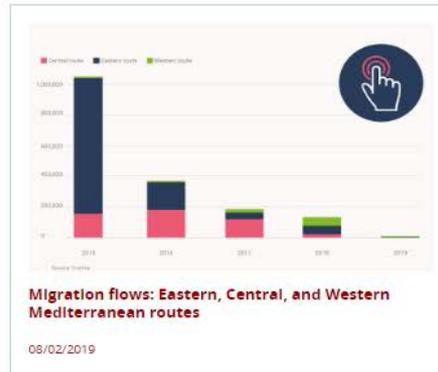
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Brüsselio susitikimas, 2018 m. spalio 18–19 d.



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Brüsselis huippukokous 18.–19. lokakuuta 2018



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Brüsseli tippkohtumine, 18.–19. oktoober 2018



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Topmøde 18.-19. oktober 2018 i Bruxelles



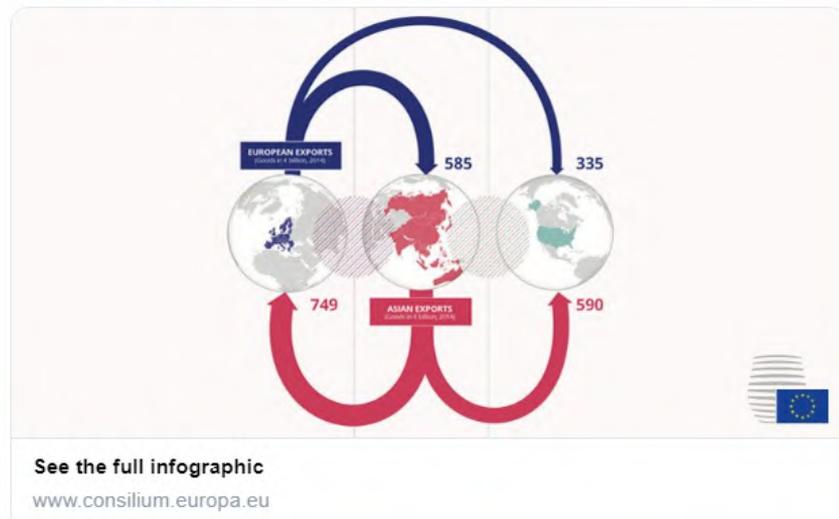
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EU Council

@EUCouncil

Did you know that Europe is Asia's top export destination, and vice versa? In fact **#Eurasian** trade beats down **#transpacific** trade. More facts & figures on Europe-Asia trade 👉
#ASEM12



Council of the European Union

October 18 at 5:00 PM · 🌐

Encuentro entre Asia y Europa los días 18 y 19 de octubre en Bruselas. Más de 50 mandatarios de ambos continentes se reunirán para estrechar la cooperación Europa-Asia. Se centrarán en desafíos comunes como el cambio climático y la seguridad.

🔍 Más información en: <https://europa.eu/IRD83xW>

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Cumbre ASEM, 18 y 19.10.2018

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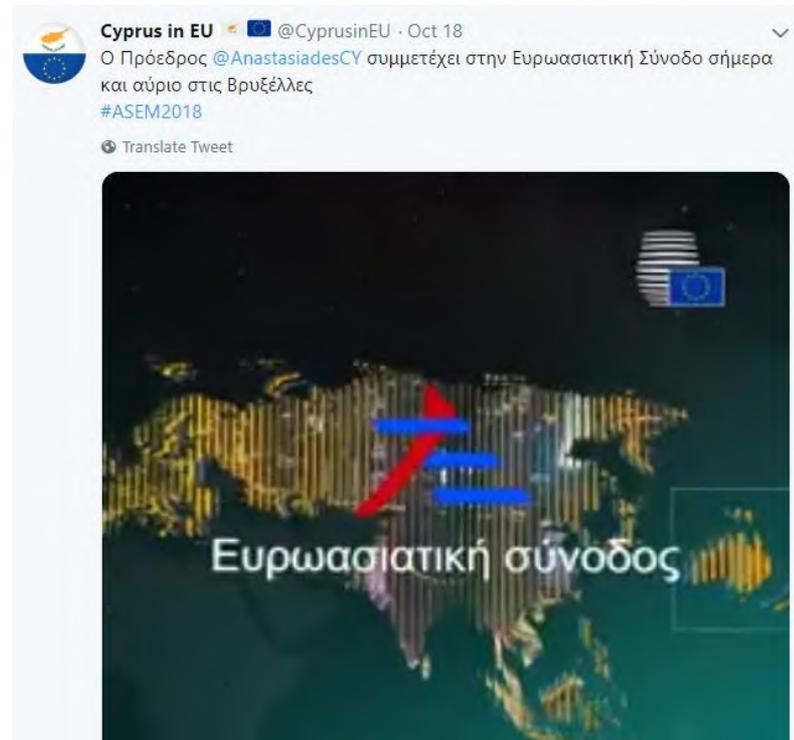
Are they shared?

15 shared from EUCouncil profiles but
mainly in EN

1 used the video on their own

5 produced their own content

4 did not use it



Live video



Live from the Council of EU with Romanian Ambassador Luminița Odobescu

 Council of the European Union was live. about a month ago

We're LIVE with Ambassador Luminița Odobescu from Romanian EU Council Presidency / Președinția Consiliului UE talking about the Council presidency and Romania! 🇷🇴

14,426 People reached 1,987 Engagements [Boost Post](#)

148 reactions 47 shares 4.4K views

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 -  Andreea Szilagyi · 2:15 Good luck, Romania! 🇷🇴 [Like](#) [Reply](#) [Storify](#) · 3w [2](#)
 -  Angela Paredes · 2:29 Hello good luck 🍀🇷🇴 [Like](#) [Reply](#) [Storify](#) · 3w

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Our materials – your communication

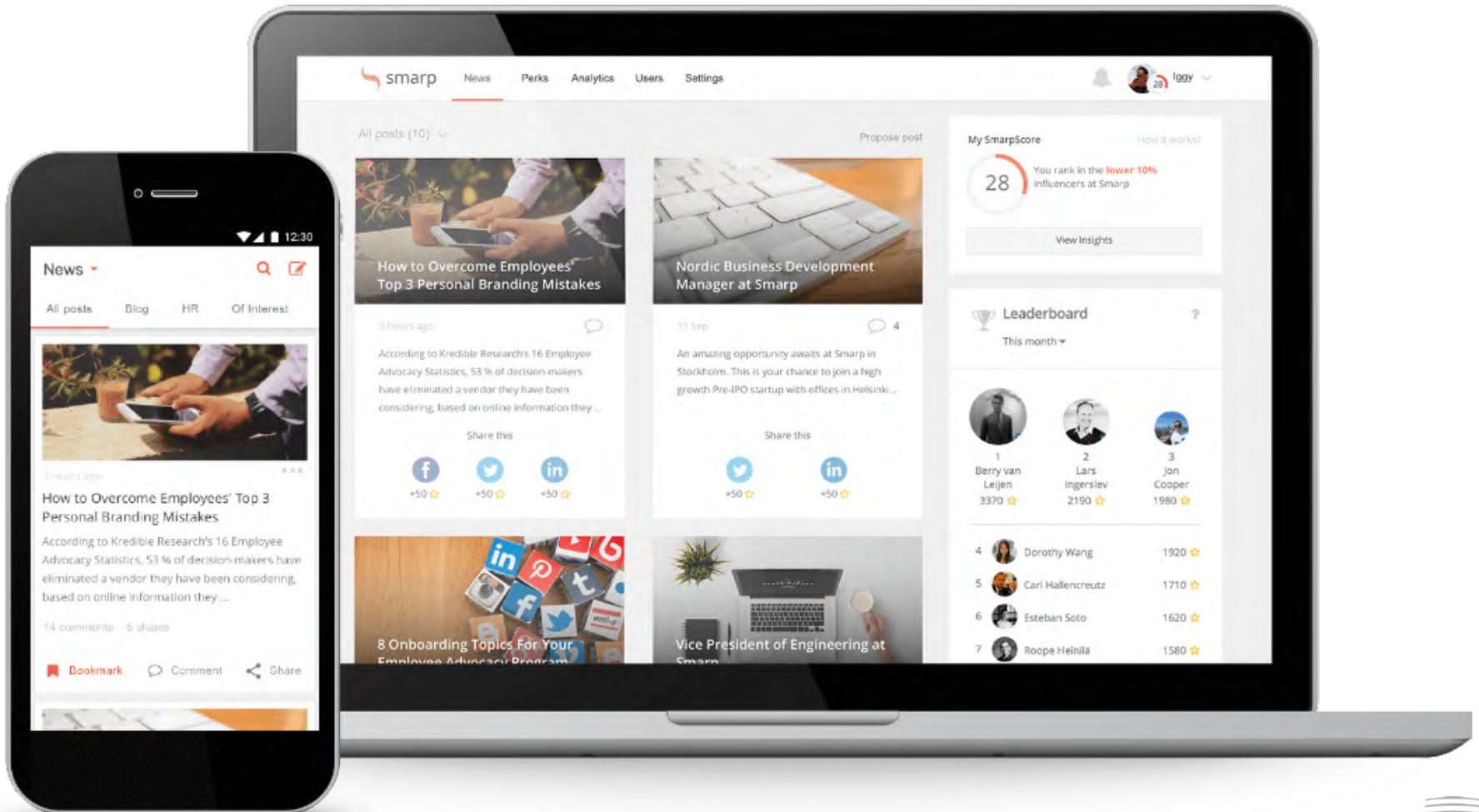


Pääministeri Juha Sipilän kommentit EU-huippukokouksista 17.-18.2018 OSA 2.

<https://youtu.be/26Nmmtl0aEA>



Future: staff ambassadors' programme



Stay in touch



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Advisor to Director Media & Communications

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