

Promotion of the 'Ask an expert' Facebook live Q&A video sessions

Situation

The EEA Facebook account has a very high number of followers, also in comparison to similar institutions. There is **a great potential of reach**.

The engagement rate on the other hand, is quite low – including the live QA sessions. This is typically due to a lack of the so called “quality followers”. Having a large number of followers is usually a good thing, but if they remain inactive it means, that the Facebook profile targets too broadly and needs to focus on one or two precisely specified target groups.

Idealab Solution

Creating two strong personas



Persona 1
Elena

22 year-old student from Barcelona

Vegetarian, traveller – sharing her travels on Facebook and Instagram, interested in politics, supporting fair trade products, living in a shared flat, coffee lover who always buys one into her own eco bamboo reusable cup.

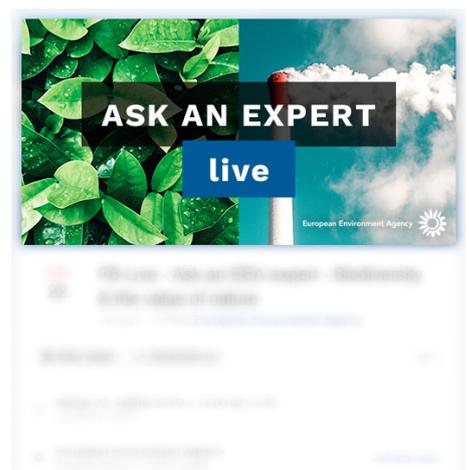
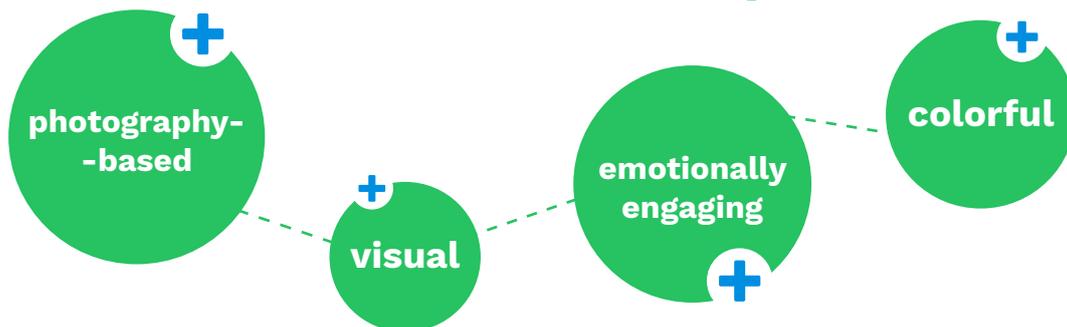


Persona 2
Luuk

43 year-old architect from Amsterdam; married, two children (7, 10)

Children made Luuk more aware of the future and the need of a responsible approach to the natural resources. He has a good standard of living, reads online political and life-style magazines, votes for the Green party and dreams about building his own home made camper van.

New visual concept



Promotion of the 'Ask an expert' Facebook live Q&A video sessions

Content

Strengthening the relationship with the followers by regularly communicating with them, reacting to their comments

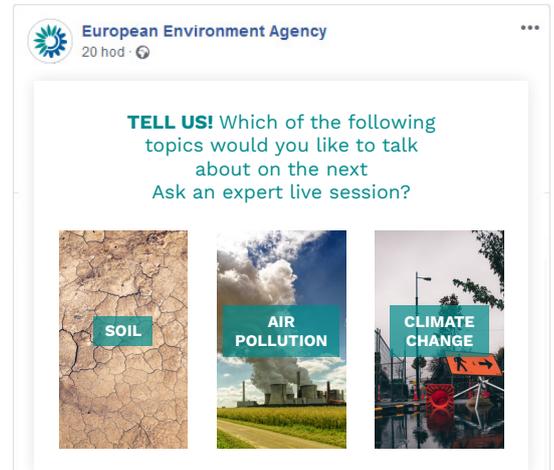
Calls-to-Action:

- Starting the posts with questions (eg. What do you think of ...)
- Using captivating headline, starting with a question or with “attention-grabbing” words (eg. new, introducing, now, guess, how to, top secret, etc.)

- Opening contests with prizes meaningful to the target group (travelling, education etc.)
- Doing surveys of interest (eg. What topic would be interesting for you regarding land use.)

Optimal Posting Times

Using emojis



Communication channels

Instagram

Creating an Instagram account to support and develop the environmental discussion amongst the followers.

Strategic use of hashtags; inviting people to share their own content using the hashtags (#welovebiodiversity).

Instastories to promote the QA sessions.
Instastories to stream the QA sessions LIVE.

Bloggers and Influencers

Cooperation with popular bloggers and influencers (travellers); they become the ambassadors for each of the topics to be raised in the QA discussions. This way the content will reach the target audience more easily and it will make the topic more accessible, relatable and relevant.

rawmeyn
194 k followers

ROMAN KÖNIGSHOFER
based in Innsbruck, Austria
areas: travelling, mountains, ocean, hiking, surfing

Website

+

Creating a microsite on the EEA website,
specifically targeted the two above mentioned groups of audience.

+

Interactive
(eg. blogs, comments)

+

Up-to-date
(eg. calendar with interesting events)

+

Community building
(eg. chosen projects donation)