Role of Social Media for CropLife Europe

Overall mission of CropLife Europe:
- **Protect and extend members’ freedom to operate** – i.e. to provide farmers with the products and tools to deliver More With Less

Role of Social Media in delivering this:
- Promote, bring alive and reinforce the new CropLife Europe narrative
- Amplify CropLife Europe’s policy positions
- Demonstrate the industry’s innovation and new technologies

Plus
- Grow target audience followership, reach and engagement through organic and paid media. Maintain and increase positive share of conversation online.

Through our engagement strategy:
- Engage and build relationships with agriculture and farming key opinion formers and influencers
- Grow reputation among governmental and institutional stakeholder organisations
- Ensure that baseline content carries policy weight and relevance

#MoreWithLess
<table>
<thead>
<tr>
<th>File</th>
<th>Objective</th>
<th>Timeline</th>
<th>Role of 2021 Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EU FARM TO FORK FILES</strong></td>
<td></td>
<td></td>
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<tr>
<td>EU Sustainable Food System (2023 F2F)</td>
<td>Present and leverage Impact Assessment</td>
<td>2021-2022</td>
<td>Amplify WUR IA to build ‘surround sound’ and pressure</td>
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<tr>
<td></td>
<td>Ensure that green diplomacy is multilateral and not imposed at the bilateral or regional level.</td>
<td>2021-2022</td>
<td>Push IPM hard through compelling graphics and content promoted to reach policy audience</td>
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<tr>
<td></td>
<td>Ensure balance and recognition of IPM &amp; ensure recognition of innovation needs.</td>
<td>2021-2022</td>
<td></td>
</tr>
<tr>
<td>Farm to Fork Communication</td>
<td>Ensure improvements and workable measures in the recommendations on the SUD.</td>
<td>2021-2022</td>
<td>Interventions through Live Moments throughout the policy cycle.</td>
</tr>
<tr>
<td></td>
<td>No uniform, mandatory pesticides reduction targets at the MS level.</td>
<td>2021-2022</td>
<td>Amplifying CLE positions proactively plus reacting to policy debate</td>
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<tr>
<td></td>
<td>Guarantee workable pesticides reduction targets in each MS.</td>
<td>2021-2022</td>
<td></td>
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<tr>
<td>SUD Incl. IPM, Reduction Targets</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Statistics on Agricultural Input-Output</td>
<td>TBC</td>
<td>2021-2022</td>
<td>Background monitoring, RTs/QTs to build awareness</td>
</tr>
<tr>
<td>Biodiversity</td>
<td>Develop a plan to engage on biodiversity</td>
<td>2021-2022</td>
<td>Monitoring &amp; engage where relevant</td>
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<tr>
<td>CAP</td>
<td></td>
<td>2021-2022</td>
<td>Monitoring &amp; where relevant</td>
</tr>
<tr>
<td>Green Diplomacy - Sustainability</td>
<td></td>
<td>2021-2022</td>
<td>Monitoring &amp; where relevant</td>
</tr>
<tr>
<td>EU Sustainable Food System (2023 F2F)</td>
<td></td>
<td>2021-2022</td>
<td>Monitoring &amp; where relevant</td>
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</table>

**OTHER KEY FILES**

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<tr>
<td>Chemical Strategy CSS – HHP</td>
<td>Develop an action plan and benefit stories on the EU Chemical Strategy – and engage with other Associations (CEFIC). Complete internal assessment and advocate accordingly</td>
<td>2021-2022</td>
<td>Compellingly tell benefit stories through high-value content</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Mutually amplify and engage with CEFIC &amp; other to build alliances</td>
</tr>
<tr>
<td>MRL/IT</td>
<td>No change – gain time</td>
<td>2021-2022</td>
<td>Use live moments to amplify and mobilize diverse stakeholders</td>
</tr>
<tr>
<td>Re-opening of 396/2005</td>
<td>Monitor</td>
<td>2021-2022</td>
<td></td>
</tr>
<tr>
<td>GM Authorization</td>
<td>GMO Authorization Process – Change of Rules due to F2F. Ensure that GMOs import authorizations are granted. Ensure balance does not tip to GMV against</td>
<td>2021-2022</td>
<td>Engage cautiously if at all</td>
</tr>
<tr>
<td>New Breeding Techniques</td>
<td>Push for new legal regime for NBTs. Educate &amp; engage on need for NBTs in EU</td>
<td>2021-2022</td>
<td>Educational content positioning NBTs in a positive and sustainable light</td>
</tr>
<tr>
<td>Microplastics</td>
<td>Implementation of AEG Action Plan</td>
<td>2021-2022</td>
<td>Engage around live moments or within specific advocacy windows</td>
</tr>
<tr>
<td>GFL – Transparency</td>
<td>Communication Plan (also around risk communication)</td>
<td>2021-2022</td>
<td>Dedicated mini-campaign to showcase industry commitment</td>
</tr>
<tr>
<td>SDHI</td>
<td>Close alignment between FR and BRU. Be ready to engage when needed. Contain the topic and impact.</td>
<td>2021-2022</td>
<td>Be ready with reactionary statement but primarily don’t engage</td>
</tr>
<tr>
<td>Antifungal Resistance</td>
<td>TBC</td>
<td>2021-2022</td>
<td></td>
</tr>
<tr>
<td>Comitology Reform</td>
<td>Ensure reform does not go through in current form</td>
<td>2021-2022</td>
<td>Engage around any relevant live moments</td>
</tr>
<tr>
<td>EU Patent</td>
<td>Ensure one EU system adopted</td>
<td>2021-2022</td>
<td>Engage around any relevant live moments</td>
</tr>
<tr>
<td>Aarhus Convention</td>
<td>Ensure transposition in line with priorities</td>
<td>2021-2022</td>
<td>Engage around any relevant live moments</td>
</tr>
<tr>
<td>Glyphosate Renewal</td>
<td>Monitor &amp; Update</td>
<td>Kick off 2022</td>
<td>Monitoring &amp; engage cautiously where relevant</td>
</tr>
<tr>
<td>Deforestation Action Plan (Q1 2021)</td>
<td>Monitor &amp; Update – develop an advocacy plan</td>
<td>2021-2022</td>
<td>Monitoring &amp; engage with our innovation/sustainability stories where relevant</td>
</tr>
<tr>
<td>EU Soil Strategy - Zero Pollution (Q2 2021)</td>
<td>Monitor &amp; Update</td>
<td>2021-2022</td>
<td>Monitoring &amp; engage where relevant</td>
</tr>
<tr>
<td>UN Sustainable Food System Summit</td>
<td>Monitor-Update and engage</td>
<td>2021</td>
<td>Monitoring &amp; engage where relevant esp. around live moments</td>
</tr>
<tr>
<td>EU Cancer Plan (ongoing)</td>
<td>Monitor &amp; Update</td>
<td>Ongoing</td>
<td>Monitoring &amp; engage where relevant</td>
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</table>
2021 Social Media Approach

❖ Pursue a social media strategy that is much more focused on engaging the most active decision makers & influencers from our mapping with messages/actions that are tied to our policy objectives for each file
❖ Laser focus on these most active, influential, and influenceable users to deliver the greatest impact towards our overall strategic goals
  ❖ Twitter is still the main channel where they are active, but increasingly we see contingents who are active on LinkedIn and Instagram as well or instead
  ❖ Whereas our 2020 numbers show that our organic FB audiences are much less relevant – being largely based in India and surrounding nations
❖ While maintaining our baseline of engaging #MoreWithLess campaign content that caters for our organic audiences
❖ Our aim is therefore to utilize: CLE staff on personal channels, the DG’s LI presence, and engagement with members alongside this strategy to deliver:
  ❖ A more precise and accurate allocation of resources to the objectives
  ❖ Greater engagement with a narrower, more impactful target audience
Social Media: Segmenting our Audience

**EU Institutional Stakeholders**

- Policy makers, policy influencers within the institutions, EP intergroups, etc.
  - Subsets:
    - Agri/food
    - Environment
    - Technology/Digital Innovation

**Media/Journalists**

- Brussels-based media
- Mainstream media (pan-EU)
- Trade media
  - Subsets:
    - General EU
    - Agri/food
    - Environment
    - Technology/Digital Innovation

**Third-party Stakeholders**

- To include:
  - Farmers (CEJA, FSN, Rise Foundation, ELO)
  - Coalitions, networks, associations and think tanks (WHO, UN, UNDP, UNEP, UN WFP, Farm Europe, FoodDrinkEurope...)
  - NGOs (Greenpeace, IUCN...)
  - Science / research community (Digital Europe...)
  - Corporates (Vodafone, John Deere, Nestlé...)
  - Academics (Wageningen, Institute for European Environmental Policy...)
  - Individual influencers (Stavros Papagianneas...)

- Subsets:
  - Agri/food
  - Environment
  - Technology/Digital Innovation

**Internal / CLE Stakeholders**

- Members & prospective members
- CLI and sister organisations
- CLE team, Secretariat

#MoreWithLess
Role of social media in overall CLE communications

Social media will help CLE reach a wide variety of audience segments

- The overall goal: use social media as a means of communicating that farmers need access to the right tools, at the right time, to deliver more with less.
- Reach a wide variety of audience segments; reach specific subgroups within targeted audience segments
- Provide a platform for audience engagement and advocacy
- Create, build and retain relationships with key stakeholders
- Increase visibility and recognition of the industry and its contribution to agri innovation and playing a role in mitigating climate change
- Enable a space for thought leadership from CLE and member executives
Different audiences; similar motivations & questions

**EU Institutional Stakeholders**
- Forming opinions
- Confirming opinions
- Looking for scientific information
- Discovering and sharing content
- Passing time or seeking entertainment
- Engaging in dialogue with friends, family, foes
- Looking for hope about breakthroughs in agri-science
- Seeking knowledge about farming, challenges, food supply issues, ag technology
- Seeking a job

**Third-party stakeholders**

**Media/Journalists**

**Internal / CLE Stakeholders**

**KEY QUESTIONS for CLE**
- How is farming affecting climate change?
- Is our food supply safe and secure?
- What are the latest developments in plant protection, breeding, biopesticides?
- How is the industry keeping our food safe? What about pesticide residues?
- How are pesticides affecting pollinators?
- How is the industry/how are farmers impacting the future of food?
Telling the story

Through the audience lens

Our content planning will be undertaken by looking through the eyes of the audience(s), considering:

### MILESTONES
- ‘Days of’
- Industry events
- Conferences

### CURRENT AFFAIRS
- Seasonal events
- Hot topics
- Social trends

### STORIES
- Farmers
- Researchers & Innovators
- Partners
- Employees
- 3rd party advocates

### SNACKABLES
- Polls, quizzes
- Video, Explainers, GIFs
- Infographics

![Content types diagram]

[Diagram showing Audience Motivation & Relevance, Societal Context, and Content Sweet Spot with interlinked circles for MILESTONES, CURRENT AFFAIRS, STORIES, and SNACKABLES]
The role of pesticides & biopesticides

Digital and precision agriculture

Plant biotech & breeding

**WE NEED TO FOCUS ON FARM PERFORMANCE NOT FARMING SYSTEMS.**

**TBC**

Sustainable farming can only be achieved through integrated solutions and by providing the farmer with an extensive toolkit.
Social Media: Content Framework

### Drumbeat Content / Ongoing
- More With Less
- World Observation Days

### Topical Peaks and Activities
- Guerilla Action, either in person or virtual, linked to a PA/Policy point (timing TBC)
- Impact Assessment Report (Wageningen)
- Major Action/Event Sponsorship, linked to a PA/Policy point (timing TBC)
- EC’s SUD Evaluation

### Mini Campaigns
- IPM
- BREAM
- Anti-Counterfeit
- Sustainable Use

### Targeted Social on Special Issues
- EU Farm to Fork Files: SUD, Biodiversity; Sustainable Food Systems; CAP.....
- Paid / Promoted Social Content

**Designed to reach specific groups, pre-determined individuals; links to PA goals**

**UNDERPINNED BY CORE THEMES**
- Pesticides; biodegradable; natural origins; precision and digital agriculture; plant biotech
## Audience Priorities & Channel Allocation

<table>
<thead>
<tr>
<th>Channel</th>
<th>Audience</th>
<th>Purpose</th>
<th>Role of paid</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Twitter" /></td>
<td>Institutional stakeholders&lt;br&gt;Institutional influencers&lt;br&gt;Members / industry&lt;br&gt;Farmers&lt;br&gt;National-level stakeholders&lt;br&gt;Media</td>
<td>Engage key decision makers &amp; influencers on our lists&lt;br&gt;Land message&lt;br&gt;Create conversation</td>
<td>Boost visibility of our messages among niche target audiences</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Facebook" /></td>
<td>Largely irrelevant organically</td>
<td>Use for paid Brussels geotargeting power</td>
<td>Use for paid Brussels geotargeting power</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Instagram" /></td>
<td>Increasingly used by MEPs and officials&lt;br&gt;Farmers</td>
<td>Proactively reach and engage key decision makers &amp; influencers on our lists&lt;br&gt;Land message</td>
<td>Use during set-piece moments to amplify hero visual content to geotargeted Brussels audiences</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="YouTube" /></td>
<td>All audiences</td>
<td>Host content&lt;br&gt;Appears in search for stakeholders.&lt;br&gt;Repository of CLE information.</td>
<td>No paid (audience too general)</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="LinkedIn" /></td>
<td>Institutional stakeholders&lt;br&gt;Institutional influencers&lt;br&gt;Members / industry&lt;br&gt;Researchers &amp; academia&lt;br&gt;Increasingly some farmers are also present</td>
<td>Engagement with longer form content&lt;br&gt;Platform to position CLE/DG as thought leaders</td>
<td>Specifically target Brussels institutions to get our messages in front of them</td>
</tr>
</tbody>
</table>
As part of our strategy to engage key targets from our mapping, we cover two ‘live moments’ each week on average – these can be policy moments, e.g. a vote or publication on a key file, or events relevant to the individuals we’re trying to reach/issues we’re trying to advocate on.

- To date, we have only been engaging with these moments on Twitter,
- However, our influencer mapping has now shown significant numbers of individuals who are also active on LinkedIn and Instagram,
- Therefore, we recommend experimenting with expanding our coverage to LinkedIn and Instagram, to test the impact.

For example, on 3-4 Nov 2020, the Commission held it’s annual Circular Economy conference. This was a high impact event for us, because:

- Circular economy was one of the policy/topic areas we were focusing on in line with our 2030 Commitments
- Influencers from our circular economy list were joining and participating in the event – e.g. @Vsinkevicius, @EU_ENV, @circularconomy

This allowed us to focus our resources on high-quality interactions around this moment, rather than on a higher quantity of lower quality interactions through our regular posting.
2021 Social Media – ‘Live Moment’ Example

- Engaging with institutional stakeholders e.g. @EU_ENV, & influencers in the relevant policy space e.g. Ellen MacArthur Foundation
- Across corporate channels and staff personal accounts for engagement at different levels
- Achieved impact and engagement among targets – liked by @CEStakeholderEU, followed by @EU_ENV
Campaign social media ecosystem

CLE CORPORATE

• Twitter, Facebook, LinkedIn, Instagram
• Official campaign channel
• Publish and engage

CLE PERSONAL

• Twitter, LinkedIn
• Adds authenticity, builds trust
• Engage

INFLUENCERS

• All channels
• Members, CLI, NAs, industry personal accounts, farmers
• Increase reach
• Amplify

COMMUNITY

• Twitter, YouTube
• Farmer influencers
• Builds credibility and reach
• Amplify and engage

#MoreWithLess
Tone of voice

**Polite:** never rude or dismissive, no matter what the provocation. Never aggressive.

**Approachable:** conversational, not too formal. Try to appeal to as wide an audience as possible.

**Responsive:** quick to respond, keen to be helpful and find answers to questions.

**Humorous:** introduce humour (though be careful of too much sarcasm...)

**Personal:** it’s important people know there’s a real person behind a twitter account – when appropriate, talk in 1st person (using ‘we’ as the voice of the industry).

**Clear:** simple and plain language. Even if your reply is directed to an expert, social media reaction/interaction can be seen by all. Always minimise technical language.