

# SOCIAL STRATEGY 2021

# 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



File	Objective	Timeline	Role of 2021 Social Media
<b>EU FARM TO FORK FILES</b>			
<b>Farm to Fork Communication</b>	Present and leverage Impact Assessment Ensure that green diplomacy is multilateral and not imposed at the bilateral or regional level Ensure balance and recognition of IPM & ensure recognition of innovation needs	<b>2021-2022</b>	Amplify WUR IA to build 'surround sound' and pressure Push IPM hard through compelling graphics and content promoted to reach policy audience
<b>SUD</b> Incl. IPM, Reduction Targets	Ensure improvements and workable measures in the recommendations on the SUD No uniform, mandatory pesticides reduction targets at the MS level Guarantee workable pesticides reduction targets in each MS	<b>2021-2022</b>	Interventions through Live Moments throughout the policy cycle Amplifying CLE positions proactively plus reacting to policy debate
<b>Statistics on Agricultural Input-Output</b>	TBC	<b>2021-2022</b>	TBC
<b>Biodiversity</b>	Develop a plan to engage on biodiversity	<b>2021-2022</b>	Background monitoring, RTs/QTs to build awareness
<b>CAP</b>	Monitor the CAP reform (SUD, IPM link) Engage for effective and workable Strategic National Plans	<b>2021-2022</b>	Monitoring & engage where relevant
<b>Green Diplomacy - Sustainability</b>	Monitor & work for best outcome	<b>2021-2022</b>	Monitoring & engage where relevant
<b>EU Sustainable Food System (2023 F2F)</b>	Monitor & Update – develop an advocacy plan	<b>2021-2022</b>	Monitoring & engage where relevant
<b>OTHER KEY FILES</b>			
<b>Chemical Strategy CSS – HHP</b>	Develop an action plan and benefit stories on the EU Chemical Strategy – and engage with other Associations (CEFIC) Complete internal assessment and advocate accordingly	<b>2021-2022</b>	Compellingly tell benefit stories through high-value content Mutually amplify and engage with CEFIC & other to build alliances
<b>MRL/IT</b>	No change – gain time Ensure stakeholder mobilization – especially third countries	<b>2021-2022</b>	Use live moments to amplify and mobilize diverse stakeholders
<b>Re-opening of 396/2005</b>	Monitor	<b>2021-2022</b>	Monitor for chatter
<b>GM Authorization</b>	GMO Authorization Process – Change of Rules due to F2F Ensure that GMOs import authorizations are granted Ensure balance does not tip to QMV against	<b>2021-2022</b>	Engage cautiously if at all
<b>New Breeding Techniques</b>	Push for new legal regime for NBTs Educate & engage on need for NBTs in EU	<b>2021-2022</b>	Educational content positioning NBTs in a positive and sustainable light
<b>Microplastics</b>	Implementation of AEG Action Plan Secure a workable transition period for industry to adapt Minimise risk to product authorisation linked to changes in legislation	<b>2021-2022</b>	Engage around live moments or within specific advocacy windows
<b>GFL – Transparency</b>	Communication Plan (also around risk communication)	<b>2021-2022</b>	Dedicated mini-campaign to showcase industry commitment
<b>SDHI</b>	Close alignment between FR and BRU Be ready to engage when needed Contain the topic and impact	<b>2021-2022</b>	Be ready with reactionary statement but primarily don't engage
<b>Antifungal Resistance</b>	TBC	<b>2021-2022</b>	TBC
<b>Comitology Reform</b>	Ensure reform does not go through in current form	<b>2021-2022</b>	Engage around any relevant live moments
<b>EU Patent</b>	Ensure one EU system adopted	<b>2021-2022</b>	Engage around any relevant live moments
<b>Aarhus Convention</b>	Ensure transposition in line with priorities	<b>2021-2022</b>	Engage around any relevant live moments
<b>Glyphosate Renewal</b>	Monitor & Update	<b>Kick off 2022</b>	Monitoring & engage cautiously where relevant
<b>Deforestation Action Plan (Q1 2021)</b>	Monitor & Update – develop an advocacy plan	<b>2021-2022</b>	Monitoring & engage with our innovation/sustainability stories where relevant
<b>EU Soil Strategy - Zero Pollution (Q2 2021)</b>	Monitor & Update	<b>2021-2022</b>	Monitoring & engage where relevant
<b>UN Sustainable Food System Summit</b>	Monitor-Update and engage	<b>2021</b>	Monitoring & engage where relevant esp. around live moments
<b>EU Cancer Plan (ongoing)</b>	Monitor & Update	<b>Ongoing</b>	Monitoring & engage where relevant

# 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 Papagiannas...)

*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

## EU Institutional Stakeholders

## Third-party stakeholders

## Media/Journalists

## *Internal / CLE Stakeholders*

### 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**

**Third-party stakeholders**

**Media/Journalists**

*Internal / CLE Stakeholders*

## MOTIVATIONS

- 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

## 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:

## CONTENT TYPES

### MILESTONES

- 'Days of'
- Industry events
- Conferences

### CURRENT AFFAIRS

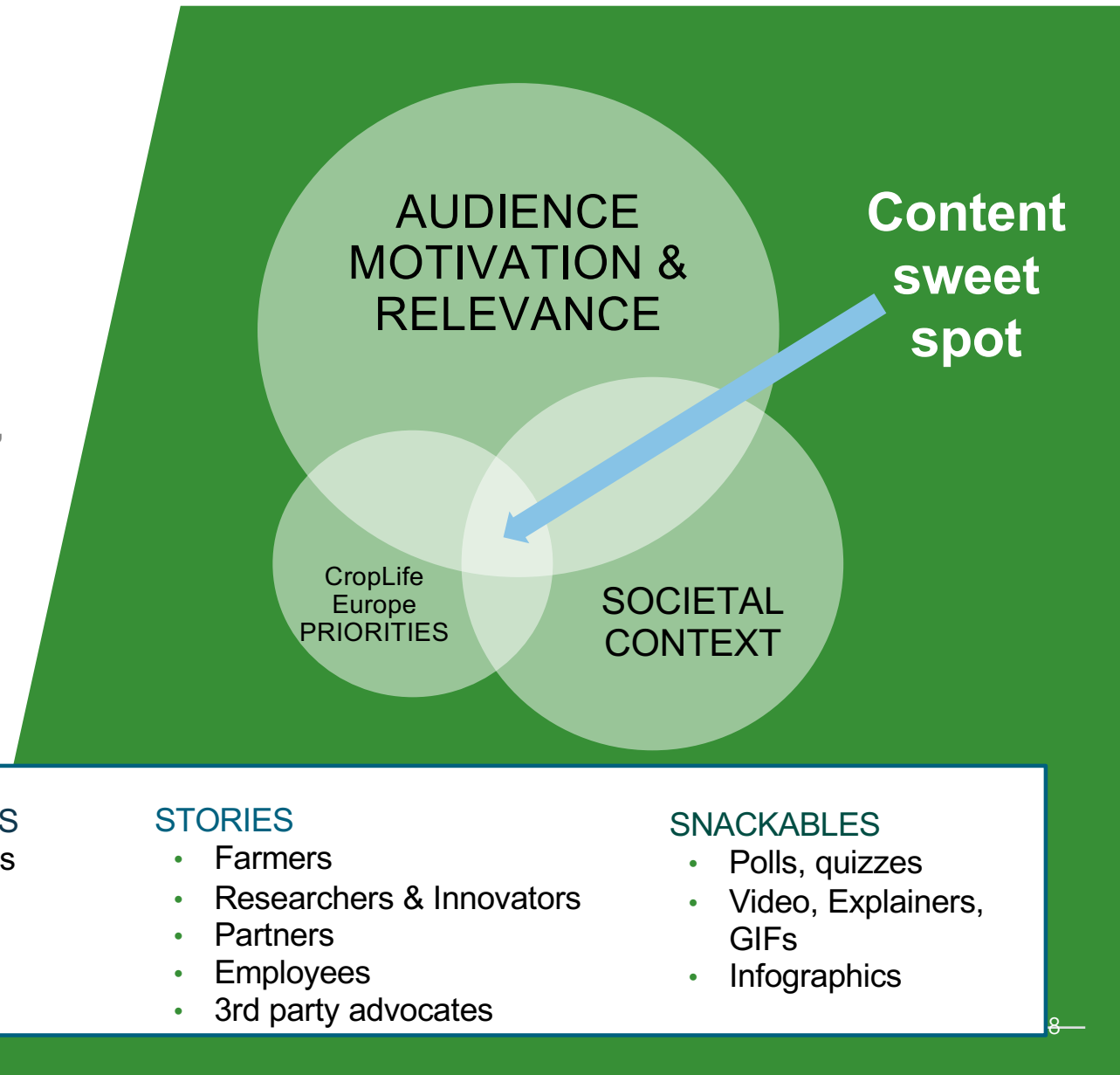
- Seasonal events
- Hot topics
- Social trends

### STORIES

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

### SNACKABLES

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





# Thematic framework

SUSTAINABLE FARMING CAN ONLY BE ACHIEVED THROUGH INTEGRATED SOLUTIONS  
AND BY PROVIDING THE FARMER WITH AN EXTENSIVE TOOLKIT.

THE ROLE OF PESTICIDES &  
BIOPESTICIDES

DIGITAL AND PRECISION  
AGRICULTURE

PLANT BIOTECH & BREEDING

tbc

tbc

tbc

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

tbc

tbc

tbc

# Social Media: Content Framework



**Drumbeat Content/ Ongoing**

More With Less

World Observation Days

**Topical Peaks and Activities**

Impact Assessment Report (Wageningen)

EC's SUD Evaluation

*Guerilla Action, either in person or virtual, linked to a PA/Policy point (timing TBC)*

*Major Action/Event Sponsorship, linked to a PA/Policy point (timing TBC)*

**Mini Campaigns**

IPM      BREAM      Anti-Counterfeit      Sustainable Use

*Topics driven by CLE priorities, via CEG*

**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; biopesticides; natural origins; precision and digital agriculture; plant biotech

# Audience Priorities & Channel Allocation

Channel	Audience	Purpose	Role of paid
	Institutional stakeholders Institutional influencers Members / industry Farmers National-level stakeholders Media	Engage key decision makers & influencers on our lists Land message Create conversation	Boost visibility of our messages among niche target audiences
	Largely irrelevant organically	Use for paid Brussels geotargeting power	Use to reach targeted audience segments in Brussels, particularly with video content
	Increasingly used by MEPs and officials Farmers	Proactively reach and engage key decision makers & influencers on our lists Land message	Use during set-piece moments to amplify hero visual content to geotargeted Brussels audiences
	All audiences	Host content Appear in search for stakeholders. Repository of CLE information.	No paid (audience too general)
	Institutional stakeholders Institutional influencers Members / industry Researchers & academia Increasingly some farmers are also present	Engagement with longer form content Platform to position CLE/DG as thought leaders	Specifically target Brussels institutions to get our messages in front of them

# 2021 Social Media – ‘Live Moment’ Example

- ❖ 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, @circulareconomy
- ❖ 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

**ECPA** @cropprotection · Nov 3  
Following #live - debate on #circulareconomy #EUCircularTalks

We are committed 2 more plastic containers recovered & recycled, with less plastic waste #MoreWithLess

We plan 2 establish an average 75% collection rate of plastic containers across EU by 2025

**EU Environment** @EU\_ENV · Nov 3  
Annual #CircularEconomy conference, interact with #CEStakeholderEU + #EUCircularTalks #BuildCircular #EUGreenBiz #RevitaliseRetail

Watch LIVE as of 9:30 am CET with @TimmermansEU & @VSinkevicius webcast.ec.europa.eu/circular-econo...

Programme circulareconomy.europa.eu/platform/en/an...



**You Retweeted**

**Michal Kicinski** @Michal\_Kicinski · Nov 3  
#EUCircularTalk our industry is involved in 18 collection schemes for empty pesticide packaging in the EU, some of them for more than 20 years. @cropprotection has committed to establish collection schemes in all MS by 2025.

**You Retweeted**

**anika gatt seretny** @anika\_tweets · Nov 3  
#EUCircularTalk - let's see if our question gets picked up 😊 @cropprotection has committed to establish an average 75% collection rate of empty pesticide and biopesticide packaging in the EU by 2025. Nevertheless, we'd like to point out some of the barriers:



Virginijus Sinkevičius and EU circular economy stakeholder platform

**ECPA** @cropprotection · Nov 3  
We are a dedicated to #circulareconomy 🙌🙌🙌


We have pledged in our #2030Commitments to step our collection rate of plastic containers and spread the programs across all EU Member States

Click here if you want to learn more [ecpa.eu/commitments/20...](https://ecpa.eu/commitments/20...)

**Ellen MacArthur Foundation** @circulareconomy · Nov 3  
The way we are currently using plastic is incredibly wasteful. As much as 95% of the material value is lost after one single use.

We need a system-wide shift to a #circulareconomy for plastic, in which it never becomes waste or pollution.

[ow.ly/OPcN50Ca1LF](https://ow.ly/OPcN50Ca1LF)



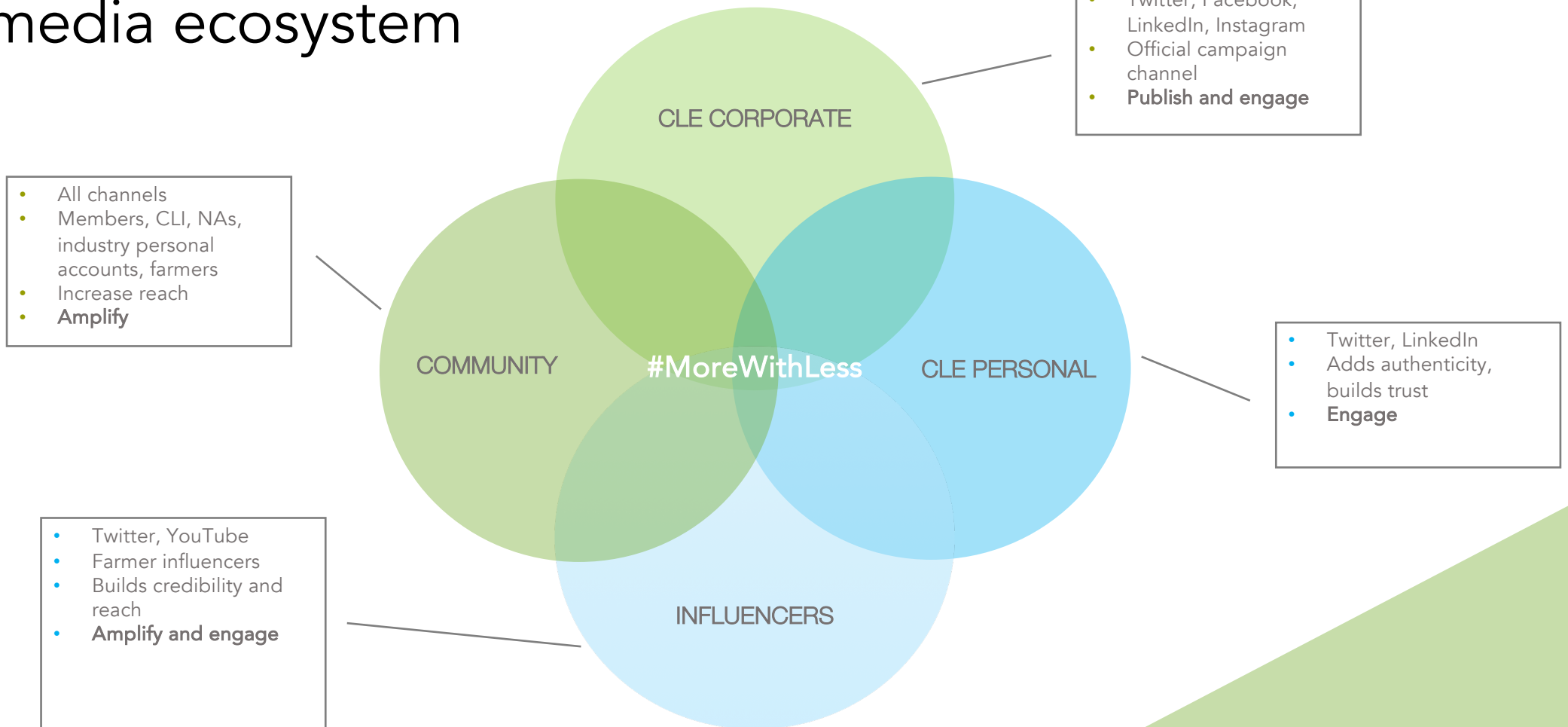
829 views

**@cropprotection** · Nov 3  
why our industry collects and recycles plastic pesticide packaging the EU, after which it's turned into fence posts, car battery cases, and ge pipes among other things!

#MoreWithLess



# Campaign social media ecosystem



# Tone of voice

