

Communication Best Practices from UEF / JEF sections

Federalist Academy 2017

Your sections' best practices

- One idea on each Post It
- Either Tools or Message related
- Best practice or weaknesses / failures
- 4 ideas maximum

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JEF Belgium

Two campaigns

#DontTouchMySchengen

JEF Europe campaign

[Common message](#)

[Common visuals](#)

[Thunderclap](#)

Local implementation

[Street action](#)

Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

[Own visuals](#)

#joinJEF

[Registration form](#)

[Newsletter](#)

Public presence

[EU open days](#)

[Fete de l'Iris](#)

[Saint Schuman](#)

Street action (Liège)

Takeaways

Similar campaign form: yet two different outcomes

→ That's because we were asking two different things

- ◆ **Share** a message, take a picture
- ◆ **Engage** in a youth political movement

You must adapt the instrument to the purpose

Membership campaigning

What you ask:

Become active

Pay the membership fee

Engage personally

Guarantee participation

In a word? Work.

Adapt the instrument:

Promote “members-only” event

Provide tangible(, financial)
advantages for members

Training Days

Statutory meetings

Renew membership

Not about communication (only)! 7

Militance is a tough sell!

Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens



UEF France

Objectives

- **Visibility**
- **Credibility**
- **Influence**
- **Recruitment**

Be your own media

Online

Website

Newsletter

Social media :

Facebook

Twitter

Flickr

Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

Promotional material

Flyers (l'Europe en Mieux)

Kakemono

Publications :

Magazine

Conference papers

Political contributions

Experimental :

Objectives

- **Visibility**
- **Credibility**
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Content is king

- Writing (short news stories)
- Asking for articles (with a federalist angle)
- Photos and videos
- Translating (from other sections' content)
- Recycling (content lifecycle)
- Broadcast (publish elsewhere)

To be improved

Involve more people (team-building)

One communication officer / section

More video material / MOOC

Faster reaction time

Mainstream Media

Flags & t-shirts

Outcome

Visibility : Higher visibility among “pro-europeans” & Social media presence (+150% in 2 years on Facebook, +71% on Twitter)

Credibility : first contacts with some political leaders

Influence : two short but successful campaigns

Recruitment : more members (+48% in 4 years), younger members (60% <50)