Use of social media for OSH communication

Good Practice Exchange event | Brussels | 5 March 2019
Birgit Müller – EU-OSHA Communications Officer
### EU-OSHA on social media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>18,800 followers</td>
</tr>
<tr>
<td>Facebook</td>
<td>25,500 followers</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>16,300 followers</td>
</tr>
<tr>
<td>YouTube</td>
<td>4,200 subscribers</td>
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EU-OSHA on social media – monitoring

Number of social media posts per month in 2018

• About 5% posts written by EU-OSHA
• 95% ‘earned’ content
### EU-OSHA on social media – monitoring

#### Number of social media posts per hashtag in 2018

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Posts in 2018</th>
</tr>
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<tbody>
<tr>
<td>@EU_OSHA</td>
<td>3,228</td>
</tr>
<tr>
<td>#EUhealthyworkplaces</td>
<td>1,671</td>
</tr>
<tr>
<td>#OiRAtools</td>
<td>434</td>
</tr>
<tr>
<td>#ESENER</td>
<td>114</td>
</tr>
<tr>
<td>#napofilms</td>
<td>77</td>
</tr>
<tr>
<td>#oshwiki</td>
<td>67</td>
</tr>
</tbody>
</table>
Examples of successful activities – ‘home-made’ videos

“Behind the curtain” of the European Week for Safety and Health

- More than 48,000 views
- More than 780 engagement on all channels

Thank you all for working together with us for safer and healthier workplaces.

https://healthy-workplaces.eu

Campaign 1st year wrap-up

<table>
<thead>
<tr>
<th></th>
<th>More than 8,000 people reached</th>
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<tbody>
<tr>
<td></td>
<td>More than 1,500 views</td>
</tr>
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</table>

www.healthy-workplaces.eu
Examples of successful activities - European Week 2018

- **Extensive promotion**
  - Facebook event
  - Intensive social media calendar (with in-house made promotional visuals and video)
  - News release, highlights, news articles
  - Online banners for social media
  - Asking our partners to help us promote the week

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<table>
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<tbody>
<tr>
<td>177</td>
<td>social media posts with #EUhealthyworkplaces (from 22 to 28 October)</td>
</tr>
<tr>
<td>1,349</td>
<td>total number of posts created with #EUhealthyworkplaces</td>
</tr>
<tr>
<td>63</td>
<td>influencers</td>
</tr>
<tr>
<td>121</td>
<td>online articles</td>
</tr>
</tbody>
</table>
Examples of successful activities – Twitter chat

- Interactive Q&A session on OSH topic
- Direct engagement with followers
- In cooperation with media partner PPE.org
Examples of successful activities – best performing posts

**Campaign promotion**
A single worker may come in contact with hundreds of different chemical substances and get involved in our new campaign: bit.ly/1RpDLtc #EUhealthyworkplaces #OSH

**Practical tool and guidance**
See how to minimize risk from dermal contact by taking simple measures. Find out more OSH tips from EU_OSHA at https://www.healthy-workplaces.eu

**Napo: Dust at work**
Managing exposure to chemical substances in workplaces is linked both to productivity and workers’ health. Watch Napo’s new adventures and see how to avoid risks and prevent damage: http:// bit.ly/2uOhX1R

**Twitter, 2018-04-26**
https://twitter.com/EU_OSHA/status/989421366532280320

**193.972 total impressions**

**Facebook, 2018-08-02**

**19.493 total engagements**

**LinkedIn, 2018-06-01**

**Napo: Dangerous substances**
Managing exposure to chemical substances in workplaces is linked both to productivity and workers’ health. Watch Napo’s new adventures and see how to avoid risks and prevent damage: http://bit.ly/2uOhX1R

**Twitter, 2018-04-26**
https://twitter.com/EU_OSHA/status/989421366532280320

**55.158 people reached**

**Twitter, 2018-08-07**
https://twitter.com/EU_OSHA/status/1026850487495208966

**1.159 clicks/actions**

**LinkedIn, 2018-06-01**

**954 clicks/interactions**
Social media tips - Platforms

- **Comfortable, professional and consistent**
- **Twitter**
  - Quick and concise
  - Large and active OSH network
  - Very large userbase
- **LinkedIn**
  - Professional network with OSH groups
  - Articles
- **Other platforms**
  - Facebook
  - Instagram
  - Pinterest
  - Google Plus is on the way out
Social media tips - Networks

- Find OSH-related companies and like-minded people to follow
  - Search keywords and hashtags to find content and users
  - Scroll through the followers of an influencer

- Build a high-quality network
- Go for quality, not quantity
- Follow-back quickly
Social media tips - Engagement

- **Proactively find and reply to interesting posts**
  - Use the search box on the platform
  - Create a list on Twitter
  - Engage with groups on LinkedIn and Facebook

- **Monitor activity on hashtags** (on Twitter click “Latest” to catch all tweets).
- **Engage with influencers and their networks** – to help your reach and get your profile recognised
Social media tips - Posting

- **Eye-catching and interesting subjects**
  - Topical subjects and news items linked to OSH
  - Talk about your area of expertise – become known for it
  - Share others’ posts on your feeds

- **Useful and compelling content**
  - Use images and video where possible
  - Short, impactful posts work best
  - Include keywords and commonly used hashtags for a subject

- **Find the right times zone**
  - During business hours
  - Mid-morning is a good starting point
  - Just before and after core hours works well too
Social media tips - Apps

- Hootsuite - social media dashboard for several platforms
- Crowdfire App for Twitter
- Union Metrics for snapshot reporting
- Use link shortener (bit.ly, Yourls etc.)
- Canva for visuals
- KineMaster for videos
Who are the campaign media partners?

- 35 partners from 13 countries
- European and national media outlets
  - Mainly OSH magazines
  - Human resources, business, trade
  - Print, online, blogs
- Important asset for EU-OSHA in terms of media coverage

<table>
<thead>
<tr>
<th>Activities</th>
<th>2018</th>
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<tbody>
<tr>
<td>Social media clippings</td>
<td>783 (12% of total)</td>
</tr>
<tr>
<td>Online clippings</td>
<td>253 (16% of total)</td>
</tr>
<tr>
<td>Print clippings</td>
<td>13</td>
</tr>
<tr>
<td>Other activities (events, visits, trainings)</td>
<td>44</td>
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