


Social media & impact

A myth or untapped potential?

Gulcin Karadeniz & Antti Kaartinen / EEA-Eionet Day / 1 March 2023





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Communication
is about...



What

The message

Communication
is about...



To whom?

The audience

Communication
is about...



**When?
And how?**

The context

Communication
is about...



Who?

The speaker

Social media
perceptions...



'Free'
Easy and quick
Instantaneous
Connects people
Access to information
Public or private?
Trustworthy?

Circular growth

- 1990s... Messaging – ICQ, America Online chat room
- 2000s... LinkedIn, Second Life, MySpace, Facebook, Vimeo, Flickr, YouTube, Twitter
- 2010s... Instagram, Snapchat, Telegram, TikTok
- 2020s... Metaverse, ?

RIP: Orkut (2014)... Google+ (2019)... Periscope (2021)

6.84 billion smart phones

What you see is...

Content: 'Curated or less curated'

'Popularity' (+/-) or...

Paid content

Algorithm(s)



→ A lucrative business!

Age of the 'Influencer'

Who speaks? Person or institution?

Popularity: Real people vs bots

Who listens? Real people vs trolls

Who moderates? AI vs real people?

Who is responsible?



Perceptions revisited

'Free'

Easy and quick

Instantaneous

Connects people

Access to information

Public or private?

Trustworthy?



European Environment
Information and
Observation Network



European
Environment
Agency



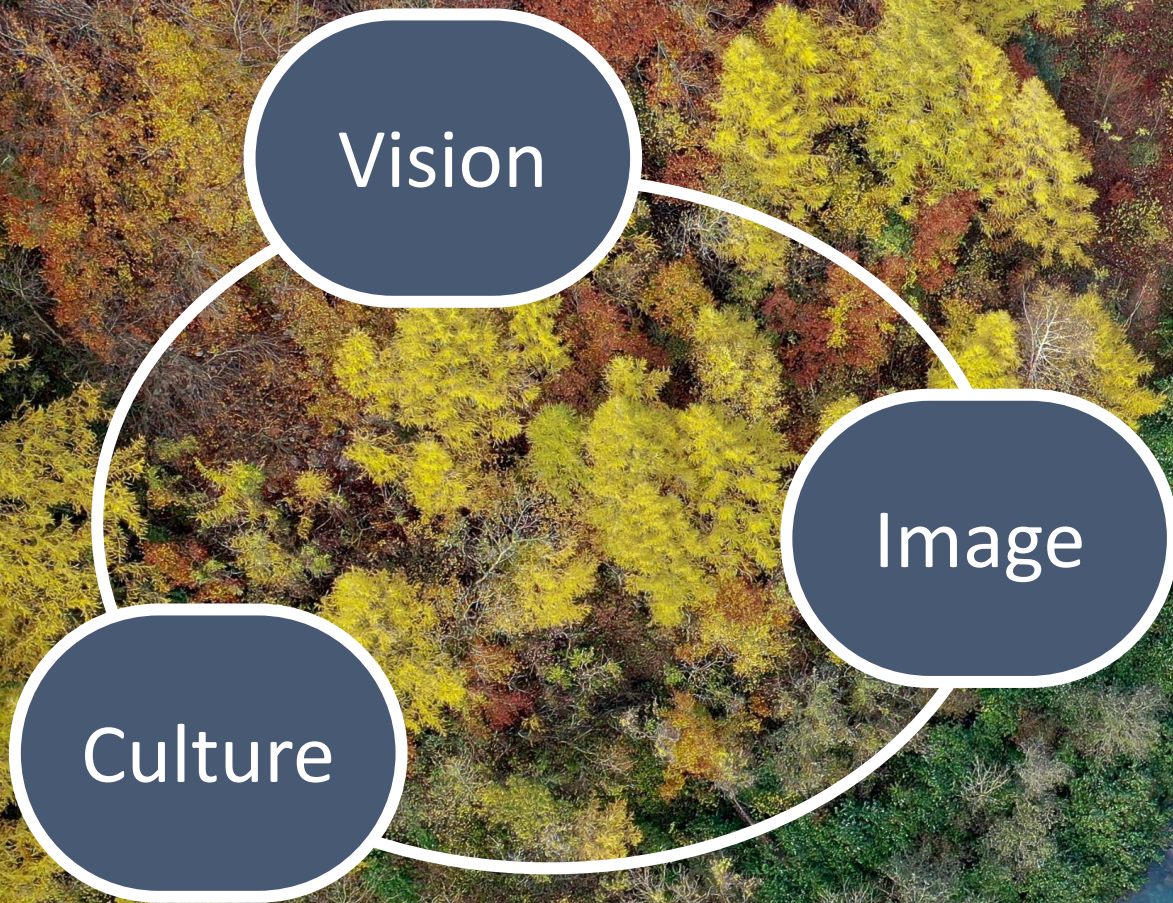
Potential?

Impact?



Conveying and multiplying messages but also...

- Alignment (of messages, position, ...)
- Issue management
- Crisis communication
- Employer branding
- Stakeholder engagement
- Contributing (e.g. recruitment)
- Listening and analysis (SoMe data)
- ...



Vision-Culture-Image (VCI) model by Hatch and Schultz (2003)

Good practices for institutions

- Align with strategy – authentic brand
- Broaden objectives and success criteria – use cases
- Consider ambitions, risks and resources – avoid ghost platforms
- Define (light) governance – roles and responsibilities
- Explain guidelines for staff – dos and don'ts
- ...

Questions?
Thoughts?



Thank you

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