



11 common mistakes in digital communication

13 July 2021

Online, Inform network group on MS Teams

CET

13.45 – 14.00 Log-in and test connection

14.00 – 14.05 **Introduction**
Anne Verbist, European Commission

14.05 – 15.00 **11 common mistakes in digital communication – part I**
Nebojsa Nikolic, Interact programme

1. Online Events – Tech shortcomings and long agendas
2. Target groups – “General Public” is not a target group
3. Facebook – Lack of strategic advertising
4. Twitter – Not targeting policy makers
5. Websites – Outdated
6. LinkedIn – Not just for job search
7. Formal language – Belongs in reports, not social media
8. Email newsletter – Used as a “shotgun” instead as a “sniper”
9. Instagram – Overlooked as a tool for reaching young people
10. Analytics – Fear of strategic data
11. Internet trolls – Don’t “feed the trolls”

15.00 – 15.30 **Questions and Answers**