



Mentimeter session (The year that changed
Twitter / Social Media in the era of content
creators / Mastodon for Research & Education)

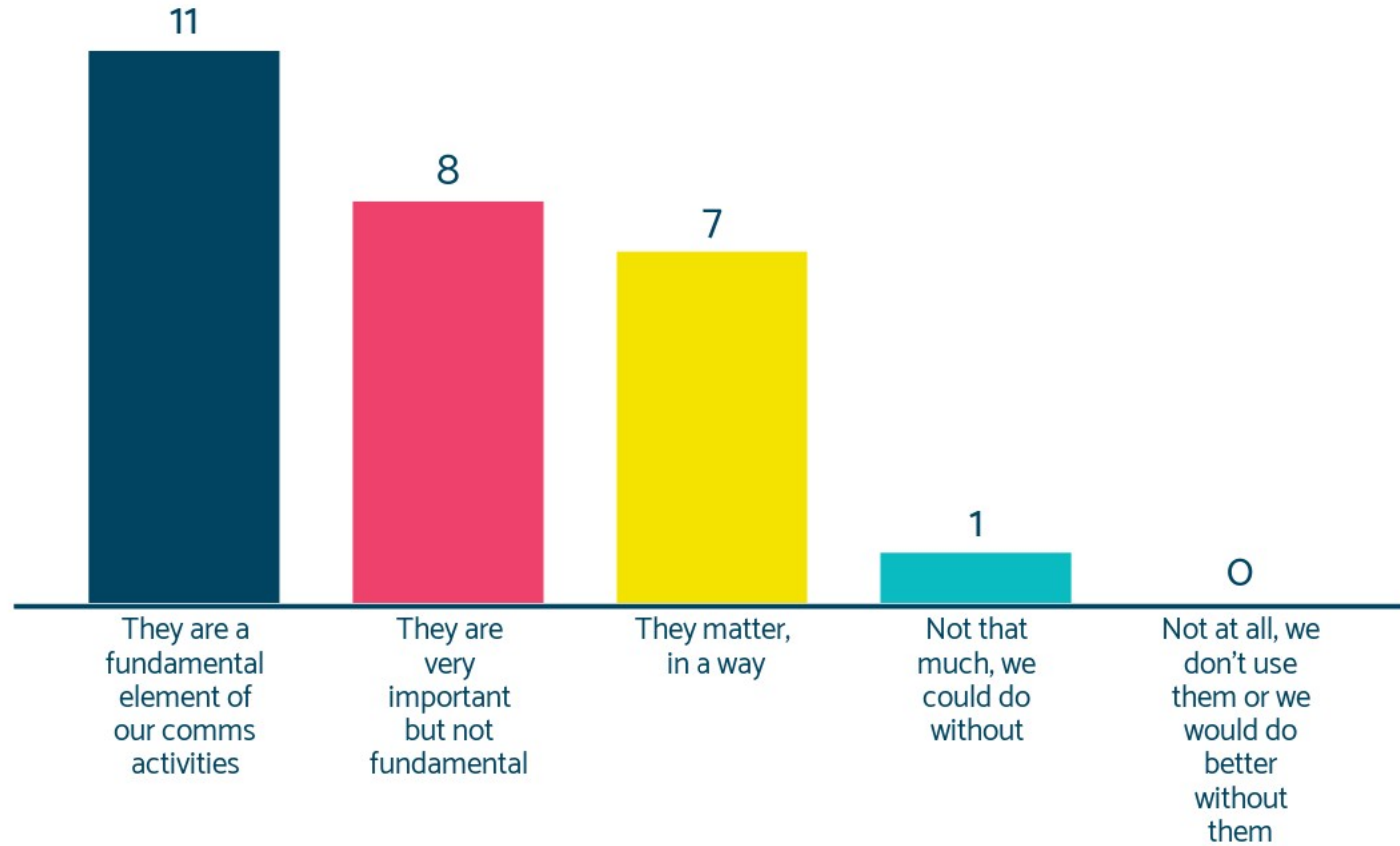
SIG-Marcomms February 2023

Leonardo Marino
Communications Officer - GÉANT

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Public

How much do social media matter for your organisation?



Which social media is your organisation using?



Twitter



YouTube



Mastodon



Facebook



Instagram

o
Reddit

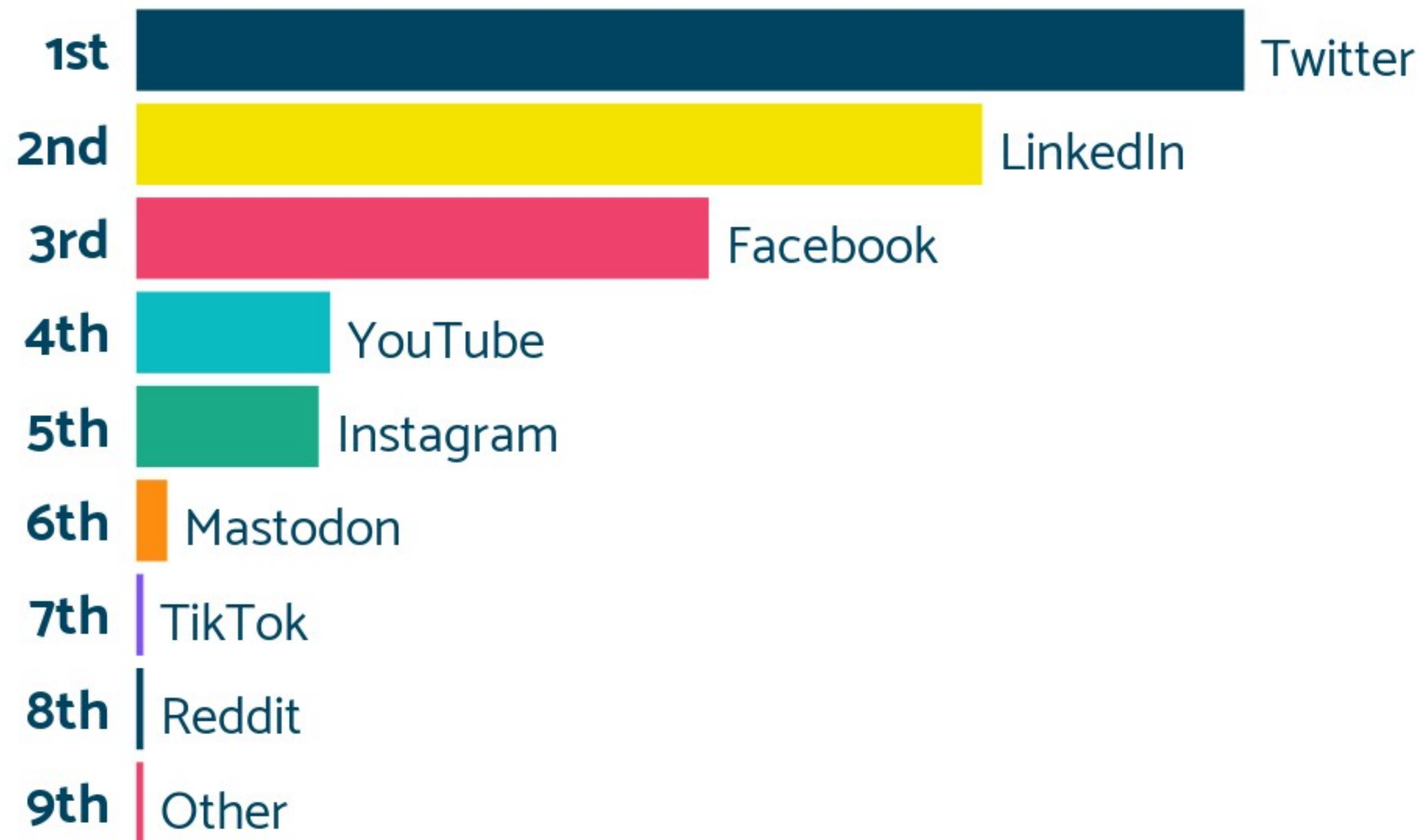


LinkedIn

o
TikTok

o
Other

And which social media is more important for your organisation's comms?



Are you considering adopting any of these SM in the future?



Did you experience any major change or relevant tendency on your SM channels in the past year? (performance, preference for new channels...)

Important growth LinkedIn

Twitter is getting less important

A few blackouts occurred

Less activity on Twitter

We are Newbies on Twitter

LinkedIn growth

Fall in Facebook reach and interactions.

Less impressions on Twitter

different platforms for different topics/interaction

Did you experience any major change or relevant tendency on your SM channels in the past year? (performance, preference for new channels...)

Instagram growth

Less relevant interactions on FB

Ownership & GDPR issues

All the social media look like TikTok at the moment

Social media is getting BIG - so many platforms and management needed.

In our region, Eastern Partnership, FB was single leader, but now youth, IT people migrate to linkedin

LinkedIn growth

YouTube growth is really challenging

Targeting content for the industry and SMEs

Did you experience any major change or relevant tendency on your SM channels in the past year? (performance, preference for new channels...)

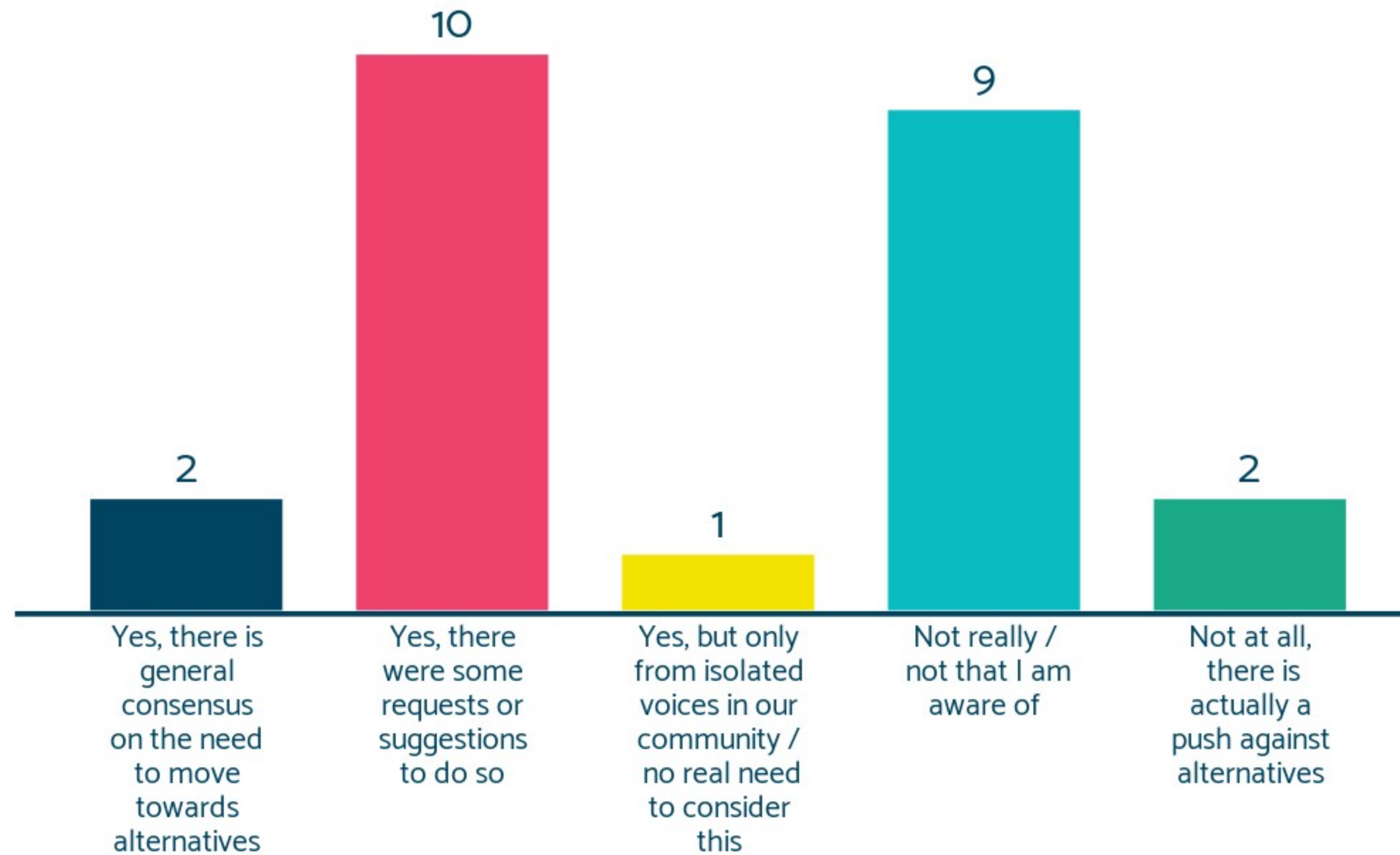
TikTok ownership is a problem

Videos in linkedin

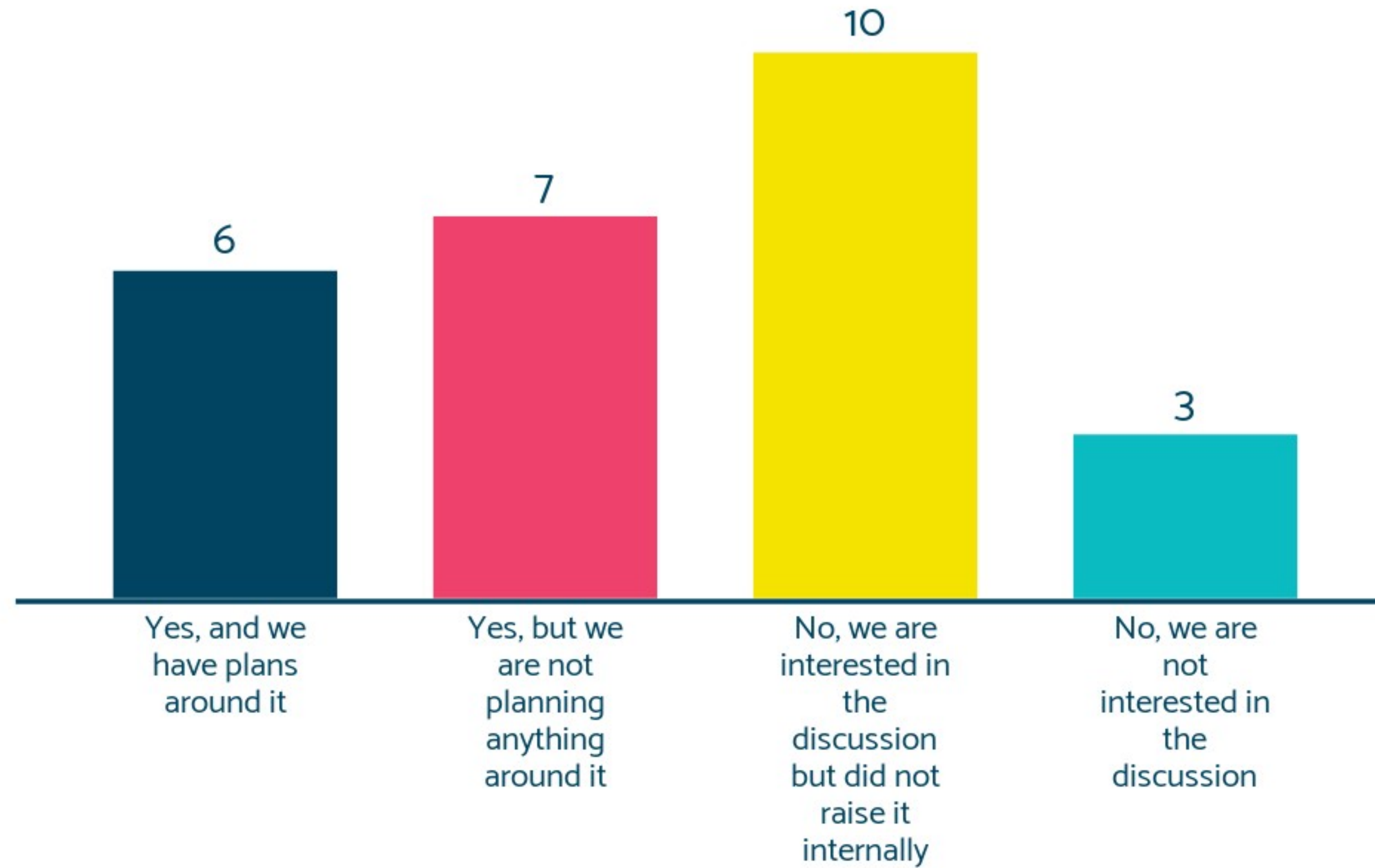
Linkedin becoming less formal

our community asked for Mastodon

Do you feel a push from your community or from your stakeholders to consider alternatives to Twitter (for your org accounts or for your community)?



Did you have an internal discussion on Twitter's developments and Mastodon rise in popularity?



How would you describe your ideal social media platform in a few words? Which features should be on it?

Popular with our communités

Visuals, easy management

Informative, accurate and stimulating

Easy to manage

Secure

A magical place where everybody goes and interacts every day - which has easy reporting and is easily managed :)

very interactive with good discussions around 1 topic

Easier to retrieve posts

Easily identify the community of interest

How would you describe your ideal social media platform in a few words? Which features should be on it?

Truly open, no issues with data protection

Easy to manage

No limitations for tagged accounts, easy to use clickable links on stories

Video and photo multiuploads
With automatic followers

Not time consuming

Be able to target audiences
With organic content

Going back to connecting with the community, closed circle (e.g. Discord-like groups), no hate speech, critical discussions.

Difficult to answer.

Reach the right community. Easy to manage and to report.

How would you describe your ideal social media platform in a few words? Which features should be on it?



There will be AI which will squeeze out politics

Be able to specify target in organic posts

How do you feel about Twitter now?



Concerned / Very concerned

Dubious / Confused / Curious about developments

Confident about the future