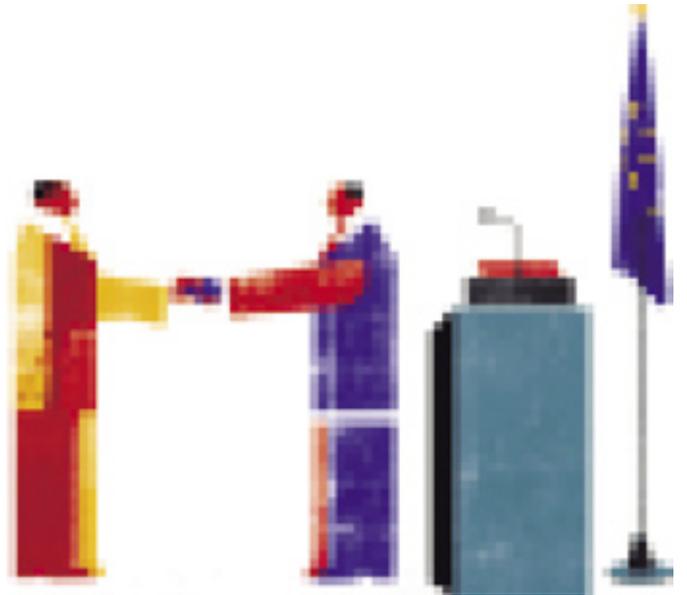


04/2013

POLITICAL ENGAGEMENT IN 140 CHARACTERS

Twitter is an unlikely though effective tool to engage the world in conversation and to explore new ways to activate foreign policy priorities.

By Andreas Sandre



Once considered the social media tool of choice for Hollywood celebrities, Twitter is now an important means of conducting business for many presidents, prime ministers, foreign ministers, ambassadors, and diplomats. According to a July 2012 study by Burson-Marsteller (@B_M), almost two-thirds of world leaders have a Twitter account. "Twitter is closing the communication gap between us and our world leaders," said Jeremy Galbraith (@GalbraithJeremy) CEO of Burson-Marsteller Europe, Middle East and Africa, at the release of the study. However, the presence of so many world leaders on Twitter and the number of their fol-

lowers does not necessarily translate into better connectivity. The study (available at www.twiplomacy.com) reveals that of the 120 personal accounts, only 30 tweet personally and then only occasionally. In addition, politicians seem to embrace Twitter mostly during election campaigns but tend to abandon it almost completely once elected. That was the case of French president François Hollande (@fhollande) who's been silent on Twitter since taking office. As of February 14 2013, his last tweet was a #FollowFriday posted on May 18: #FF @Elysee pour suivre toutes les informations sur la Présidence de la République. Hollande's counterpart in Brazil, President Dilma Rousseff (@dilmabr), has not tweeted since December 2010, even if in her

last message she encourages her supporters to engage more with her on Twitter in 2011: *Amigos, muito legal ser tão lembrada no twitter em 2010. Logo eu, wue tive tão pouco tempo p/estar aqui c/ vs. Vamos conversar mais em 2011.* She took office on January 1 2011, and went Twitter-silent. Burson-Marsteller's study is evidence that the debate surrounding the use of social media tools in diplomacy and foreign affairs has risen to new heights, and some are even speculating that e-diplomacy might eventually replace traditional diplomacy. Far from it!

TWIPLOMACY "If somebody thinks that 140 characters is the diplomatic solution to solving the world's problems, then we've [Read more](#)

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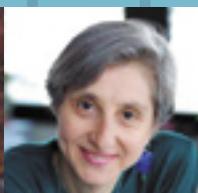
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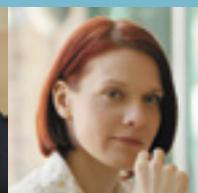
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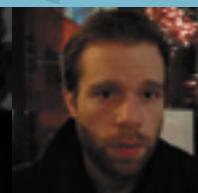
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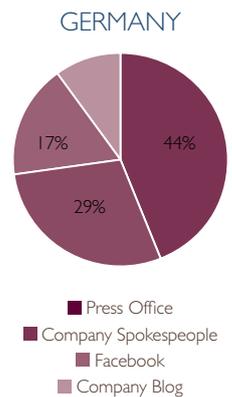
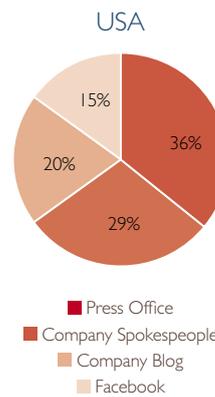
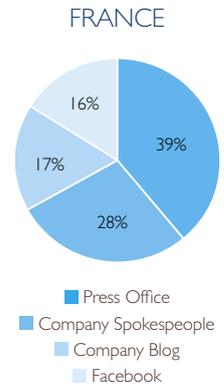
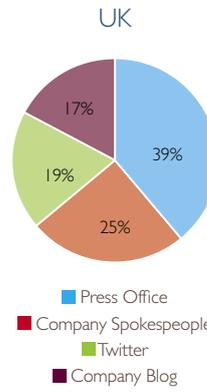
www.social-media-conference.eu

Facts & Figures: Journalists on PR

PRESS OFFICES, COMPANY SPOKESPEOPLE AND company blogs are the main sources of information when it comes to researching companies, according to journalists themselves. That is one finding from a global journalist survey published by UK-based public relations firm 10Yetis. Then survey's report promises insights into "the likes, loves and loathes" of over 2,600 journalists based in the UK, France, Germany and America, and topics discussed range from the daily work load to the kind of tools used. Naturally, at Communication Director, we're more interested in what the survey reveals about the attitude of journalists towards their counterparts in public relations. As mentioned above, the humble press office came out on top in all four overall regional responses (44 per cent of German respondents, 39 per cent in the UK and France, and 36 per cent in the US), with company spokespeople a close second: important information in these budget-tightening times. Some bad news: most respondents, again in all four regions, agree that, compared to "this time last year" (they survey was conducted in late 2012), public relations professionals are not generally getting better at pitching the right types of stories, with 43 per cent of UK, 34 per cent French, 47 per cent US and 45 per cent German respondents agreeing. The survey suggests several ways to improve public relations pitches: "convoluted content" and "read like an article" are the two most cited "biggest turn off(s) when receiving a press release". Other failures are "poor spelling and grammar", "lack of contact details" and "release sent as an attachment". Another lesson for public relations professionals to take away from this report: in relation to their biggest pressures, harassment from PRs was mentioned "quite frequently" by the journalists from the bigger titles. According to the report's executive summary, the comment section for this questions was full: "a large number of the comments were around the fact PR people seem to call to chase every press release, something that we all know is a bug bear (...)". For those of us who are responsible for improving corporate external relations, these findings will be worth bearing in mind *Taken from Global Journalist Survey, a 10 Yetis White Paper*

[Read more](#)

How do you research stories to get further information on companies you are writing about? (taking Google as the starting point).
Overall response results



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Véronique Creissels

Head of
Communications
Airbus
Start: June 1

New head of communications at Airbus

Véronique Creissels has been appointed head of communications at Airbus, an aircraft manufacturing subsidiary of European aerospace company EADS. She will report directly to Airbus president and chief executive officer, Fabrice Brégier. Currently, Véronique heads group communications at Vallourec – a premium tubular solutions provider primarily serving the energy markets. Prior to this, from 2006 she headed communication at Thales Aerospace and Defense Mission Systems.



Matt Pothecar

Corporate
Communications
Director
Thales
Start: April 1

Communication changes at Thales

As part of the ongoing evolution in the organisation of Thales, the electronics group's communications department has changed. Matt Pothecar has been promoted to corporate communications director. He reports directly to the Thales chairman and chief executive officer. Alexandre Perra has been promoted to the position of deputy director, group communications. He remains in charge of group media relations. Potheary joined Thales in 2000 as an international group press officer. Perra joined Thales in 2008 as an internal communications manager at Thales International.



Pat Farrell

Head, Group
Communications &
Government Affairs
Bank of Ireland

Pat Farrell takes on communications at Bank of Ireland

The Bank of Ireland has appointed Pat Farrell, the chief executive of the Irish Banking Federation, as head of group communications and government affairs. He will take up his new role with Bank of Ireland over the next couple of months. Pat has been chief executive of the Irish Banking Federation, the representative body of the banking and financial services sector in Ireland, since 2004. Prior to this he has held a number of senior executive positions in financial services, public affairs and healthcare sectors.



Nicolas Pécourt

Director, External
Communications & CSR
Crédit Foncier

New director of external comms and CSR at Crédit Foncier

National mortgage bank Crédit Foncier has announced the appointment of Nicolas Pécourt as director of external communications and corporate social responsibility. Nicolas has more than 20 years of experience in communications, public affairs and marketing. He began his career at Renault Group before moving to RCI Banque in various management roles before becoming director of marketing and development at Finalion. Before joining Crédit Foncier in 2009 he was communication manager at Sofinco.



Fabio Mancone

CEO France & Benelux/
Communications & Image
Strategy Adviser
Armani

New look for communications at Armani

Fabio Mancone, global director of licensing and communications at Armani, has been appointed chief executive officer of Giorgio Armani's France and Benelux retail division and will serve as communication and image strategy adviser. Anoushka Borghesi, previously head of public relations at the company, has been promoted to global head of press. She will report directly to Giorgio Armani. The Italian group has also announced the departure of Yannick Angeloz-Nicoud, who was public relations director at Giorgio Armani.



Henrik Hannemann

Director, Internal
Communications & Media
Opel
Start: April 1

New role for Henrik Hannemann at Opel

Most recently managing director at communications firm Golin Harris Germany, Henrik Hannemann is newly appointed director of internal communications and media bureau at the automobile manufacturer Opel in Rüsselsheim. He succeeds Stefan Weinmann, who becomes general manager of global communication at the Japanese car brand Infiniti. In his new position, Henrik reports to Johan Willems, the board member responsible for communication. Prior to his role at Golin Harris,

Personnel



Ivan Monème
Head of
Communications,
Carmignac Gestion

Monème heads communications at Carmignac Gestion

Ivan Monème is joining asset management company Carmignac Gestion as head of communication. He has 20 years experience in corporate communication, including 12 years at Fidelity Investment Managers where he was successively appointed as director of corporate communication France and then as executive director in charge of corporate communication for Central Europe and marketing for France. In his new role, Monème reports to Eric Helderlé, managing director, and will take a place on Carmignac Gestion's strategic development committee.



Myriam Akoun-Brunet
Communications Director
Lectra

Start: March 1

Lectra appoints Akoun-Brunet as communications director

Lectra, the integrated technology solutions provider, is pleased to announce the appointment of Myriam Akoun-Brunet as communications director. Based at the company's headquarters, in Paris, she reports directly to Daniel Harari, Lectra's chief executive officer. Before joining Lectra, Akoun-Brunet was market communications manager at BASF Agro from 1997 to 2001, after which she became communications manager at Zodiac. In 2006, she was promoted to deputy communications



Hayley Barlow
Head of
Communications
Channel 4 News

Start: April 15

From News of the World to Channel 4 News

News and content provider ITN has appointed the former head of public relations at the News of the World, Hayley Barlow, as head of communications for Channel 4 News, the news division of British television broadcaster Channel 4. Hayley, who managed media communications at the former Sunday newspaper for 12 years, will report to Channel 4 News editor Ben de Pear and ITN's director of communications Sarah Vaughan-Brown.

[Read more](#)

Events

11.06.2013 – Next Level Strategies,
London

Engaging Comms Conference

Join HSBC, Motorola, BBC, Shell, Visa and other communications innovators. Discover how leading brands are truly engaging and captivating internal and external audiences by getting their message out with advanced, social, multi-channel and media communications strategies [Read more](#)



24.04.2013 – PRWeek, London

PR & The Media

Meet, question and engage with 12 journalists and media professionals from across online, print and broadcast world. Through a series of media panels and in-house case studies, attendees will develop core concepts and techniques for enriching and enhancing the bread and butter of their PR campaign, the relationship between the PR professional and journalist. [Read more](#)

02/04.05.2013 – OJCMT, Famagusta

International Conference

The Online Journal of Communication and Media Technologies (OJCMT) and Anadolu University, Turkey, host this international conference on communication, media, technology and design in Famagusta, North Cyprus. The themes of the conference include communication technologies, education and barriers, as well as media management and political communication. [Read more](#)

6/7.05.2013 – Euroacad, Brussels

European Seminar

The European Academy for Taxes, Economics and Law host this seminar on "How to Represent the Interests of Your Public Administration at the European Level". Experts from the European Commission, local government, and associations will offer advice on how PR and public affairs professionals can stand out from the lobbying crowd in Brussels. [Read more](#)

Jobs



Manager Internal Communications

Location: Düsseldorf, Germany

Henkel



Director Public Affairs and Communication GMS EMEA

Location: Norderstedt, Germany

Johnson & Johnson Medical



Senior Communication Manager

Location: Triesen, Lichtenstein

Swarovski



Senior Communications Leader, HCIT & Performance Solution

Location: Chalfont St Giles, UK or Buc, France

GE Healthcare



Global Communications Manager

Location: Coventry, UK

Land Rover



Head of Communication

Location: Hannover, Germany

Kienbaum



PR & Corporate Communications Manager, EMEA

Location: Amsterdam, Netherlands

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