



## Note to the Management Board: Communication trends and analytics

### 1. Introduction

As presented during the October 2021 Management Board meeting, audience-first approach to risk communication is recognised with the [EFSA Strategy 2027](#) as a dedicated expected result Strategic Objective 1; the approach is also reflected in the recent reorganisation of the Communication Unit and the [Future directions for risk communications at EFSA](#) editorial, backed by evidence included in EFSA's recent [scientific report on risk communication](#).

In this brief presentation, EFSA will provide the Management Board with an overview of the activities underway to understand relevant audiences and topics. In other words, a structured way of conducting research and monitoring activities allows EFSA to convert audience trends into insights for communication planning. Issues covered will include, among others, trends in support of campaign development, social media listening and media monitoring.

We wish to inform the Management Board of efforts to date and how these inform our communication planning process. We will also provide examples of how we monitor performance of some of our products and platforms. With considerable resources entrusted to risk communication by the Organisation, in line with the provisions of the Transparency Regulation, we welcome the opportunity to provide periodic update to the Board on how we consider trends in EFSA's communication work.

### 2. Next steps

Social research is one of the key components of a successful audience-driven approach. During the same session, we will present the MB with an update on the implementation of the [Social Science roadmap](#), aligned to EFSA 2027. Periodic updates on the topics will be included as part of the MB agenda throughout the strategy period. EFSA will continue to develop tools that can help convert audience trends into impactful communications.