

Management Board meeting
16 December 2021



Communication trends and analytics

Supporting the audience-first approach to risk communication

Barbara Gallani
Head of Communication, Engagement & Cooperation

Trusted science for safe food

A reminder | Evidence-based approach

EFSA JOURNAL

Open Access

Scientific Report |  Open Access |   

Technical assistance in the field of risk communication

European Food Safety Authority (EFSA) ✉, Laura Maxim, Mario Mazzocchi, Stephan Van den Broucke, Fabiana Zollo, Tobin Robinson, Claire Rogers, Domagoj Vrbos, Giorgia Zamariola, Anthony Smith

Evidence from literature

Regulatory commitment



Strategic direction

EFSA JOURNAL

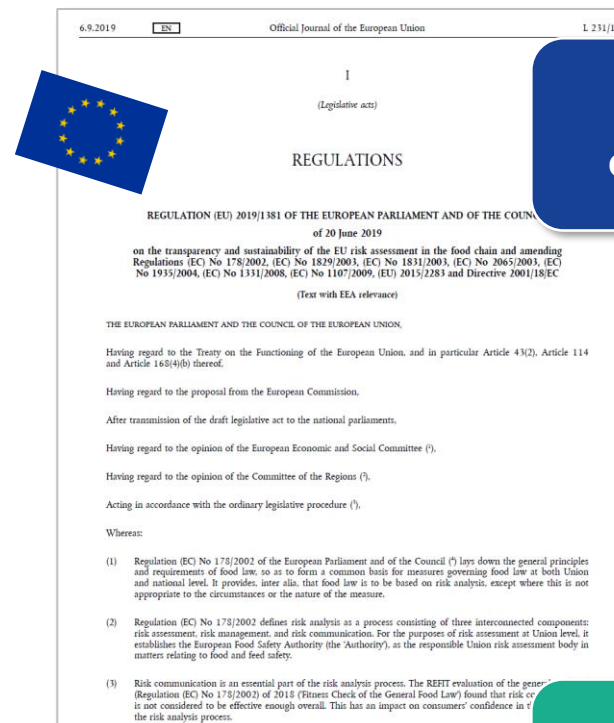
Open Access

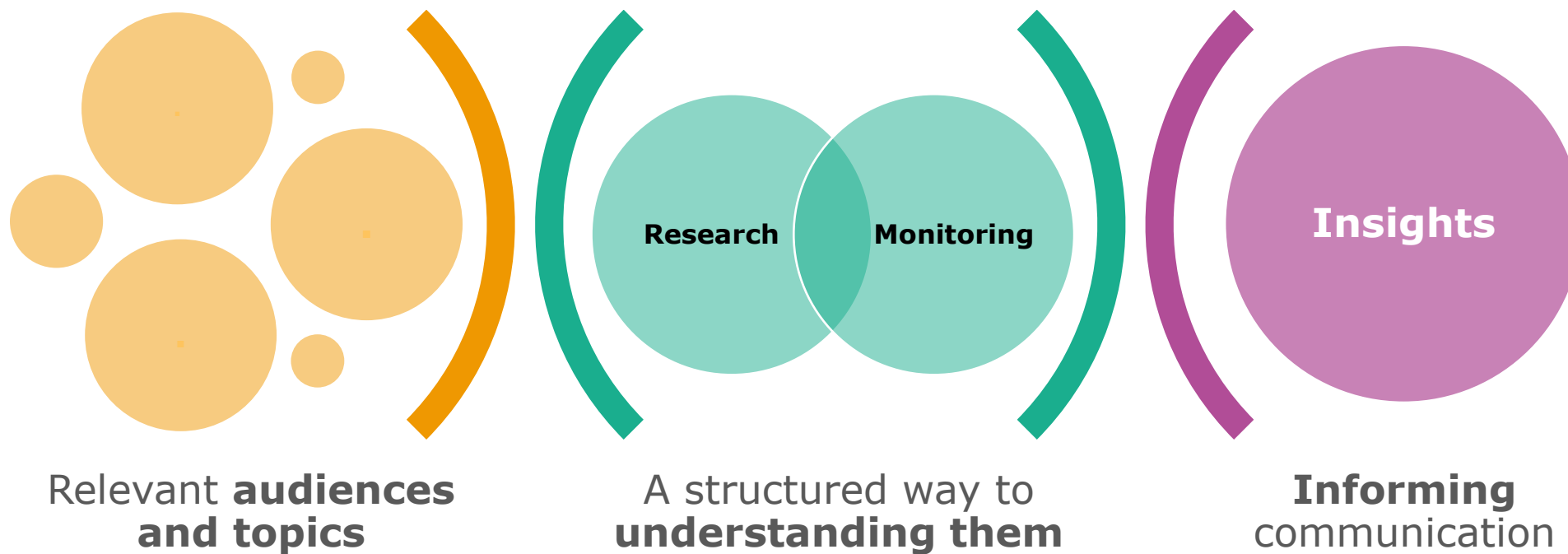
Editorial |  Open Access |   

Future directions for risk communications at EFSA

Anthony Smith ✉, Domagoj Vrbos, Jacopo Alabiso, Arthur Healy, James Ramsay, Barbara Gallani,

Our aspirations





Campaigns that follow trends | Using **research**



Phone
interviews with
experts

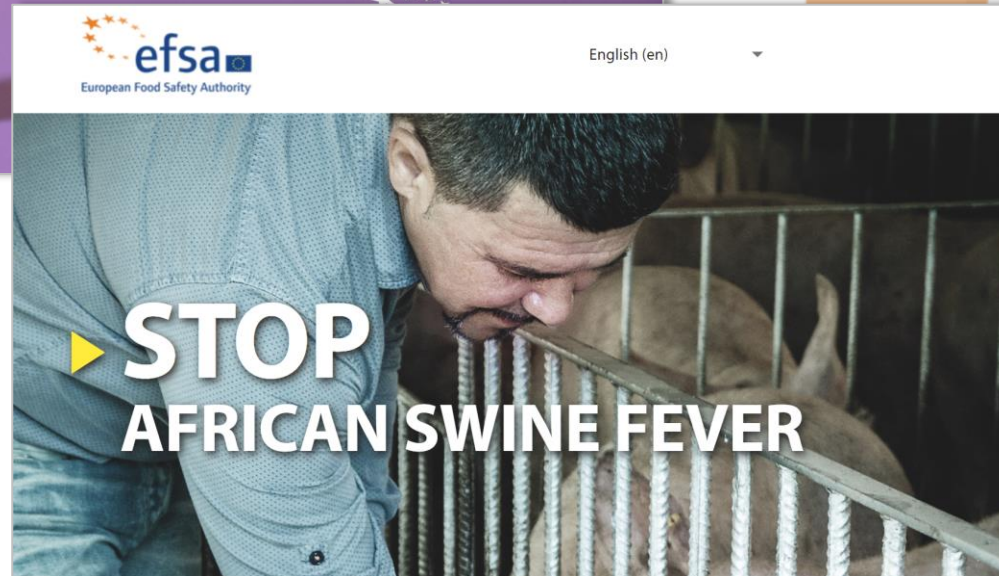


You wait all year
for food in season.
**We work all year
for food safety.**

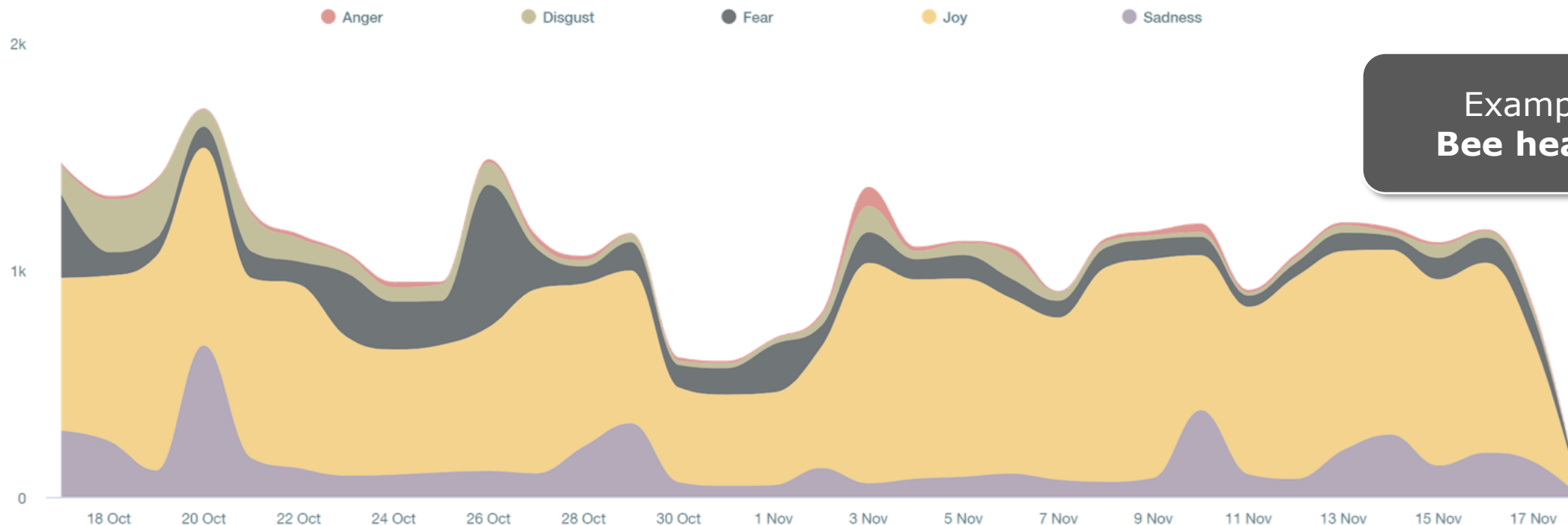
Evaluation
surveys



Message testing
focus groups



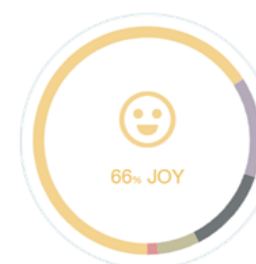
Social listening | Applying AI to check the **online pulse**



12.6 K
POSTS

35 K
ENGAGEMENTS

40.5 M
IMPRESSIONS



Source
PULSAR 

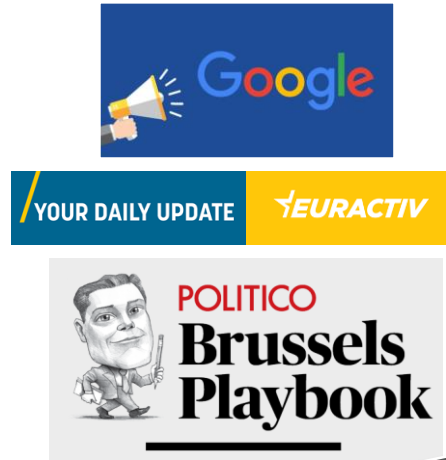
Media | Coverage & interest in topics we work on

News Desk News Service

Google and Media Alerts / Newsletters

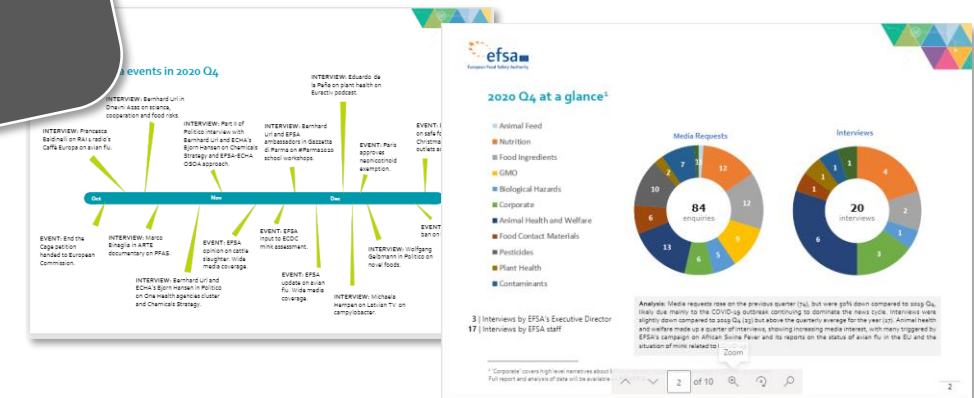
Daily Press Review

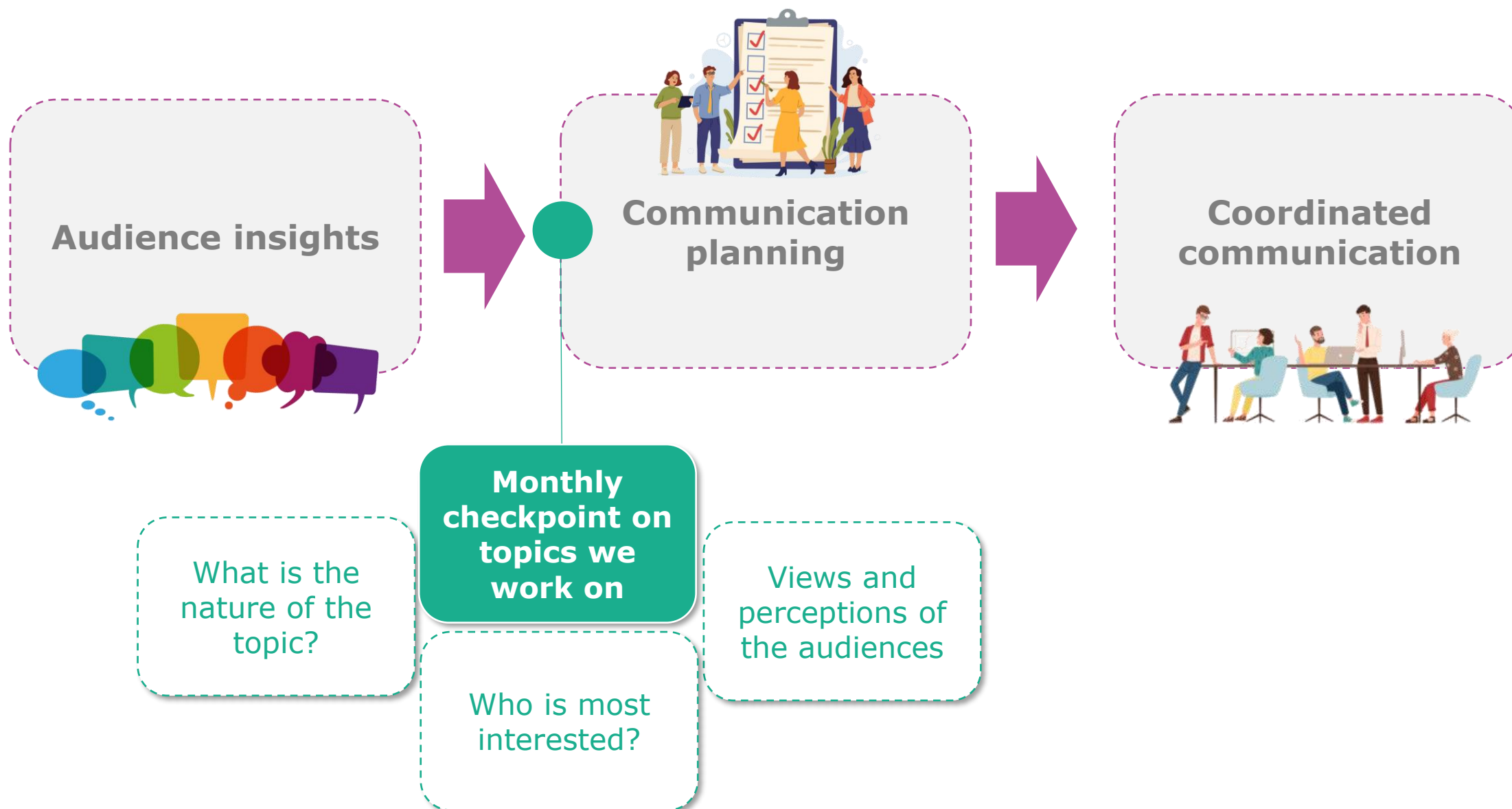
Weekly Media Round-Up



Work underway with JRC to improve detection of false information

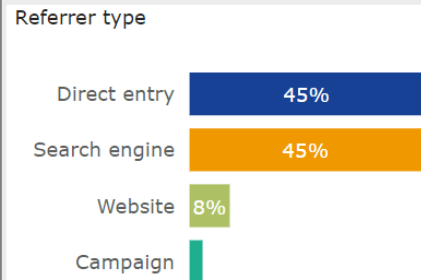
Quarterly/Annual Analysis



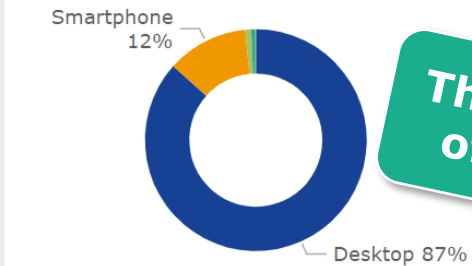


How are we performing? | Website example

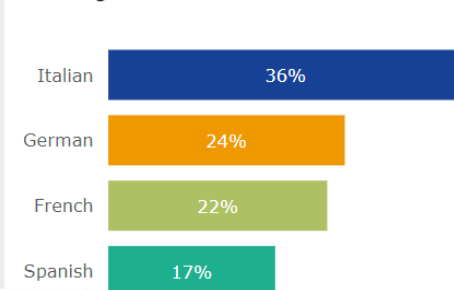
The views



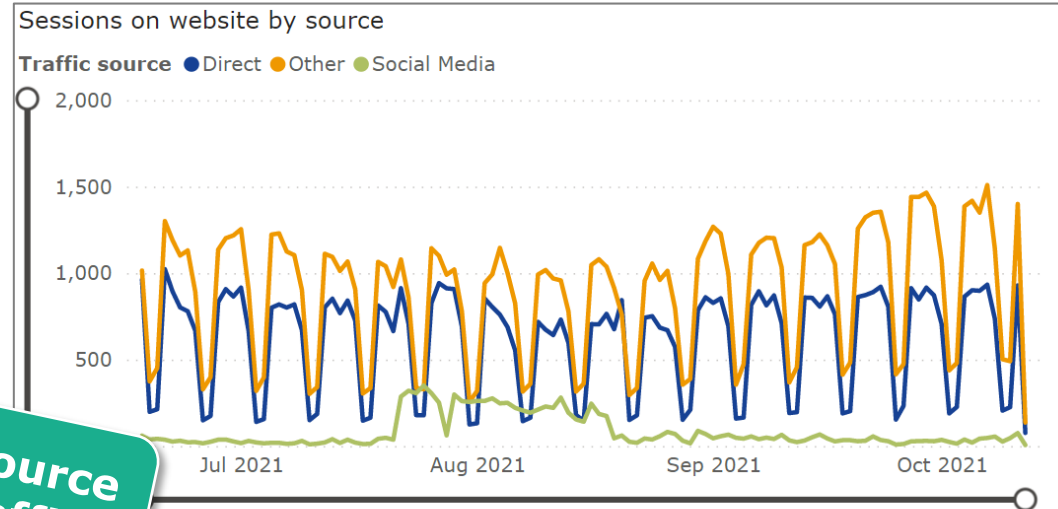
The visitors



Non-English versions



The source of traffic



Traffic from social media: Where did users find the link?



We will continue to develop tools to:

- **understand** relevant audiences and topics;
- conduct **research** activities;
- **monitor** performance of products and platforms...



...in order to **convert audience trends into impactful communications!**