



# CASE STUDY

Delegation of the European Union to Canada



# About

## EU Delegation to Canada

The Delegation of the European Union to Canada, established in 1976, acts as the main intermediary between the EU and Canada, enhancing their bilateral relationship through various policy areas. It conducts public diplomacy to keep Canadians informed about EU developments while updating Brussels on significant Canadian events. Structured into three sections—Political and Public Affairs, Trade and Economic Section, and Administration—the Delegation fosters dialogue on shared democratic values, human rights, and governance, reflecting a deep strategic partnership.



This partnership, among only ten globally, leverages common cultural and historical ties to address international challenges and promote democratic principles worldwide.



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## 1 challenges

The European Union needed to boost social, economic, and political awareness through social media platforms. To accomplish this, they enlisted the expertise of Mediaforce to develop and implement a strategic social media campaign. Mediaforce was responsible for targeting audiences and posting quality content that would start a conversation.



## before Mediaforce

- The European Union needed to generate social, economic and political awareness on social media platforms.
- The strategy was to selectively target audiences and post quality content.
- Monitoring amplification rate, applause rate, and engagement rate.

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## key metrics

2

EU Delegation to Canada's case study assesses vital metrics including amplification rate, applause rate, and engagement rate. These metrics offer comprehensive insights into the efficacy and efficiency of Mediaforce's approach. The study seeks to highlight enhancements in these metrics and the overall return on investment achieved through Mediaforce's services.



## after Mediaforce

**European Union in Canada**  
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Have you heard the news? We are on Twitter!  
Today we are launching @EUinCanada and hope you will follow us for updates on our activities and events, opportunities for travel and study in Europe – and lots more! Start by checking our feed regularly in May for events marking Europe month – stay tuned for details!  
See you on Twitter! Rendez-vous sur Twitter! ... See More

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## after Mediaforce



4,400 People Reached



1,700 engagements



3.045% click-through rate

To showcase the success of the campaign, one specific post announcing the launch of the EU's Twitter feed will be used as an example.

12,000 people were specifically targeted in this campaign. Throughout the campaign, a relevancy score of 9/10 was reached. In this one post, Mediaforce's social media strategy clearly drove awareness and engagement.