UEF NETWORK ACADEMY

What Makes Effective European Federalist Communication?

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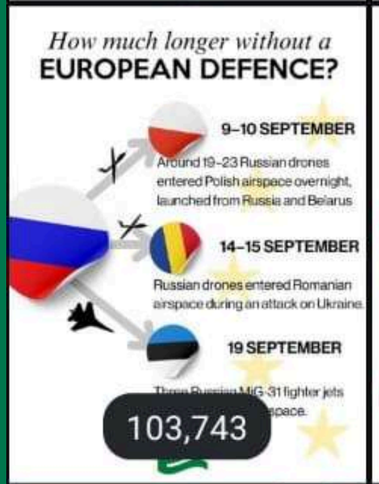
Union of European Federalists
Union Européenne Föderalisten
Union des Fédéralistes Européens

UEF activities are Co-funded by the European Union

1. Is it really possible for a political NGO like European Federalists to reach hundreds of thousands of people?

Yes. And we have already done it.



Some Numbers

Results (Instagram) - 2024/2025

1 February 2024 - 22 June 2025

2.857.730
Visualizations

168.000
monthly

12.717
Followers

1 July 2025 - 22 November 2025

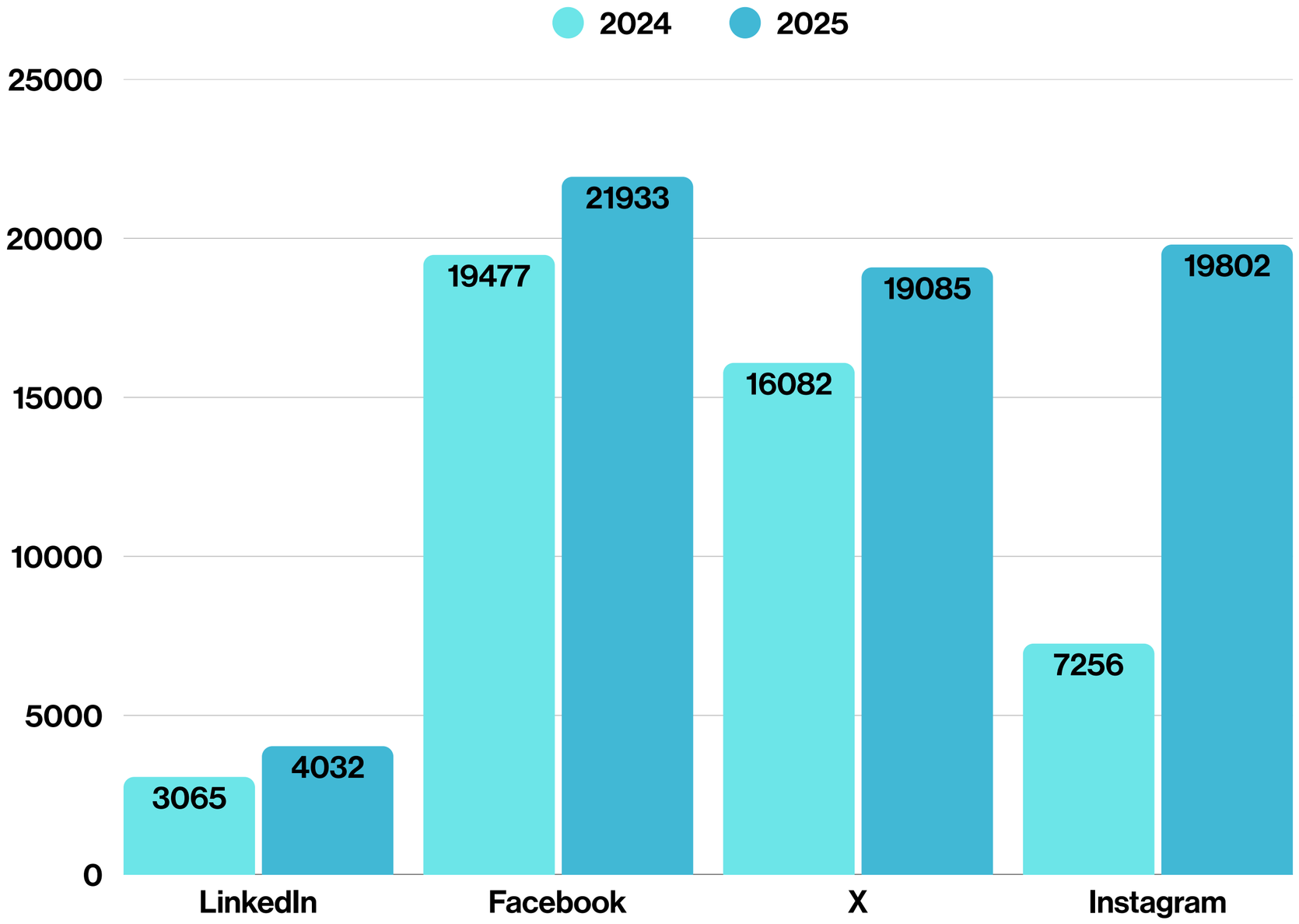
6.817.258
Visualizations

1.363.451
monthly

19.031
Followers

+6.314

UEF Social Media Community 2024-2025



Results (1 January 2025 - 11 December 2025)

Facebook

Posts	Reach	Reactions
255 ↗ 25,500%	**1.52m** ↗ 152m%	**36,791** ↗ 3.68m%

Comments	Shares	Engagement Rate
3,100 ↗ 310k%	**4,368** ↗ 437k%	**8.21%** ↗ 822%

Twitter

Tweets	Retweets	Impressions	Engagements
129 ↘ 14%	**3,361** ↗ 5%	**1.15m** ↗ 170%	**31,310** ↗ 30%

Replies	Clicks	Likes	New Followers
2,875 ↗ 330%	**380** ↘ 38%	**19,180** ↗ 20%	**1,427** ↗ 2%

Linkedin

Posts	Impressions	Likes	Comments
287 ↗ 511%	**251,564** ↗ 654%	**7,507** ↗ 713%	**319** ↗ 1,495%

Shares	Clicks	Engagement Rate
773 ↗ 561%	**32,151** ↗ 616%	**18.03%** ↗ 23%

You don’t need a huge budget to reach a huge audience.

You need clarity, consistency, and a recognisable visual identity.

2. Which communication strategy has UEF adopted?

A. Content selection:

LESS about us

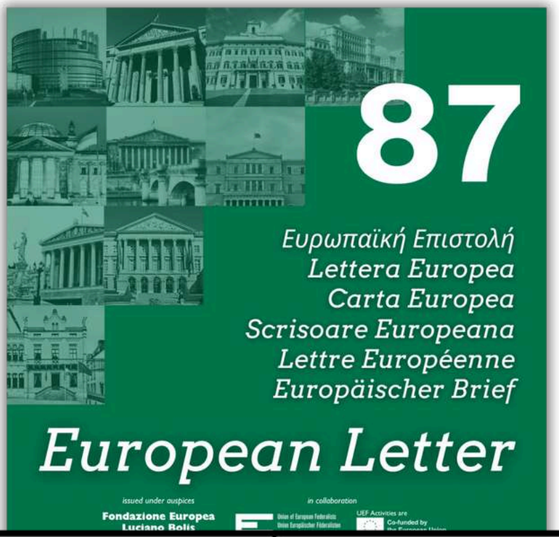
MORE about political substance

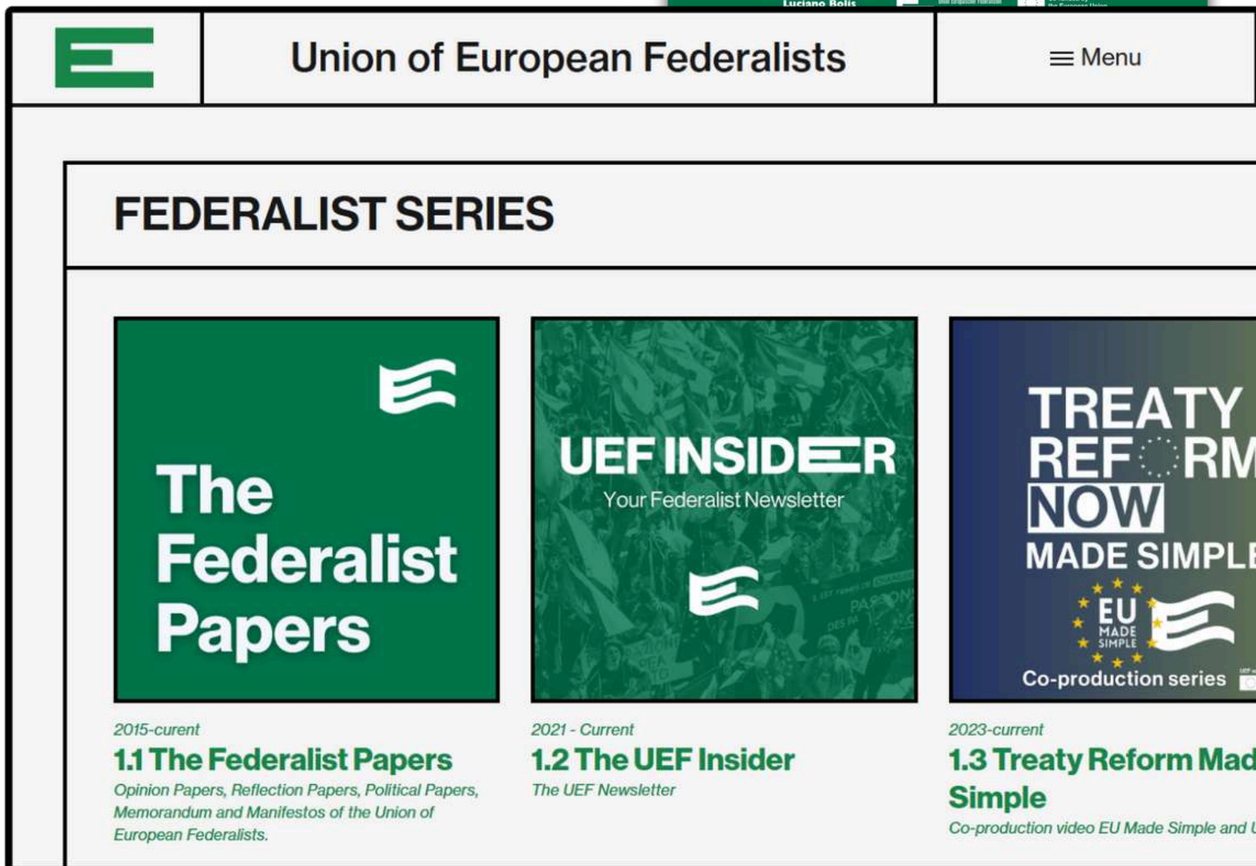
*"People don't engage with **organisations**.*
*They engage with **ideas**."*

A. Content selection:

UEF has chosen a non-self-referential strategy:

- **We don't (just) tell what UEF does.**
- **We explain what federalism means today and why it is urgent.**
- **The main contents come from:**
  - ***UEF Resolutions***
  - ***Position Papers***
  - ***Political Statements***
  - ***Analysis Papers***
  - ***Federalists Books***





B. The graphic hook: why our visuals work

“Visuals are not decoration. They are the message.”

B. The graphic hook

Our posts work because:

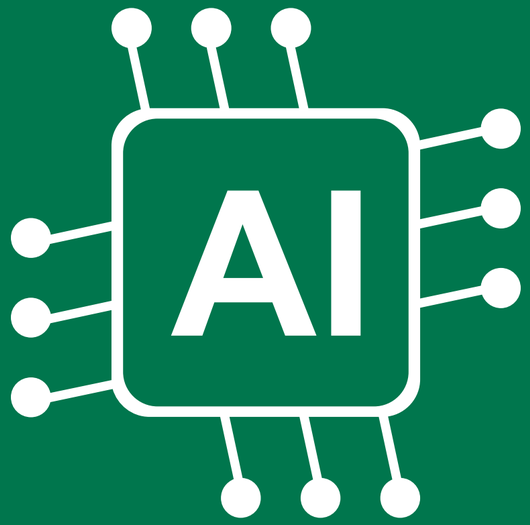
1. They include a strong, immediate graphic idea (flags, maps, symbols, power relations).
2. They communicate the message in 0.5 seconds.
3. They are produced through a professional but scalable method (Canva + templates + defined palette).
4. Collaboration with Lorenzo Epis has helped create a recognisable UEF visual language.

C. Text optimisation using AI

Draft → refine → shorten → adapt to platform

Tone + CTA optimisation

Language consistency across countries



"AI helps us be faster, clearer, and more consistent."

D. Multichannel amplification:
Buffer & cross-posting

- Coordinated publication, optimal timing, brand consistency
- Replication by national and local sections
- Platform-specific adaptation of copy (Instagram, Facebook, X, LinkedIn)

Buffer | Create | Publish | Community 99+ | Analyze | Start Page | Invite Your Team | + | 50

Channels

- All Channels 0
- european_federalists 0
- Union of European Fede 0
- federalists 0
- European Federalists 0
  Brussels, Belgium
- + New Channel

All Channels

Share Feedback | List | Calendar | + New Post

‹ › December 2025 | Today | Month | All Posts | Channels | Tags | Zurich

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1 12:47 AM 10:05 A... 10:30 A... 1 More	2 5:48 PM 5:48 PM 5:48 PM 1 More	3 3:23 PM 3:23 PM 3:23 PM 4 More	4 3:24 PM 3:24 PM 3:24 PM 1 More	5 3:39 PM 3:39 PM 3:39 PM 5 More	6 11:49 P... 11:49 P... 11:49 P... 1 More	7
8 3:40 PM 3:40 PM 3:40 PM 1 More	9 4:27 PM 4:27 PM 4:27 PM 1 More	10	11 2:52 PM 2:52 PM 2:52 PM	12	13	14

Create Post

Tags

Unselect All

Post | Reel | Story

What would you like to share?

Drag & drop or select a file

AI Assistant

2200

Add Stickers | Music | Tag Products | Automatic

First Comment: Your comment

Shop Grid Link: Website or Product URL

Create Another | Save Draft | Next Available | Schedule Post

Instagram Preview

See your post's preview here

E. External collaborations

- Artist: Lorenzo Epis
- EU Made Simple (You Tube contents)
- The New Crocodile Club (content creators for collab in Instagram)

“Federalist communication grows when we don’t communicate alone.”

4. The content challenge:
what do federalists communicate?

*"We communicate a **political reality***
*that **does not exist yet**."*

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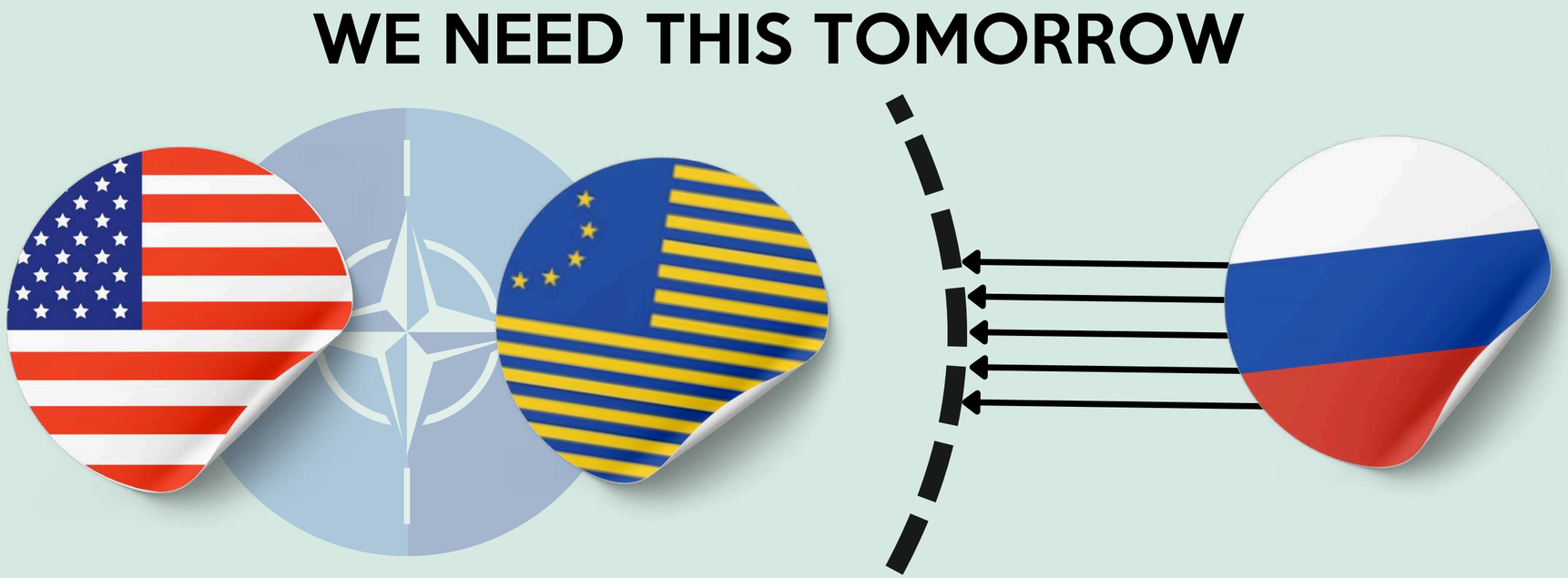
This creates two difficulties:

1. **The public does not yet recognise concepts like a Federal Union.**
2. Traditional media rarely explain them and so people don't understand or confuse with EU

SOLUTION

We must use strong visual metaphors to make them understandable.

5. Using visual concept/metaphors to explain european federalism



Why concepts/metaphors?

Social media requires:

Immediacy

Simplification without trivialisation

Visual memorability

Use of national flags to explain:

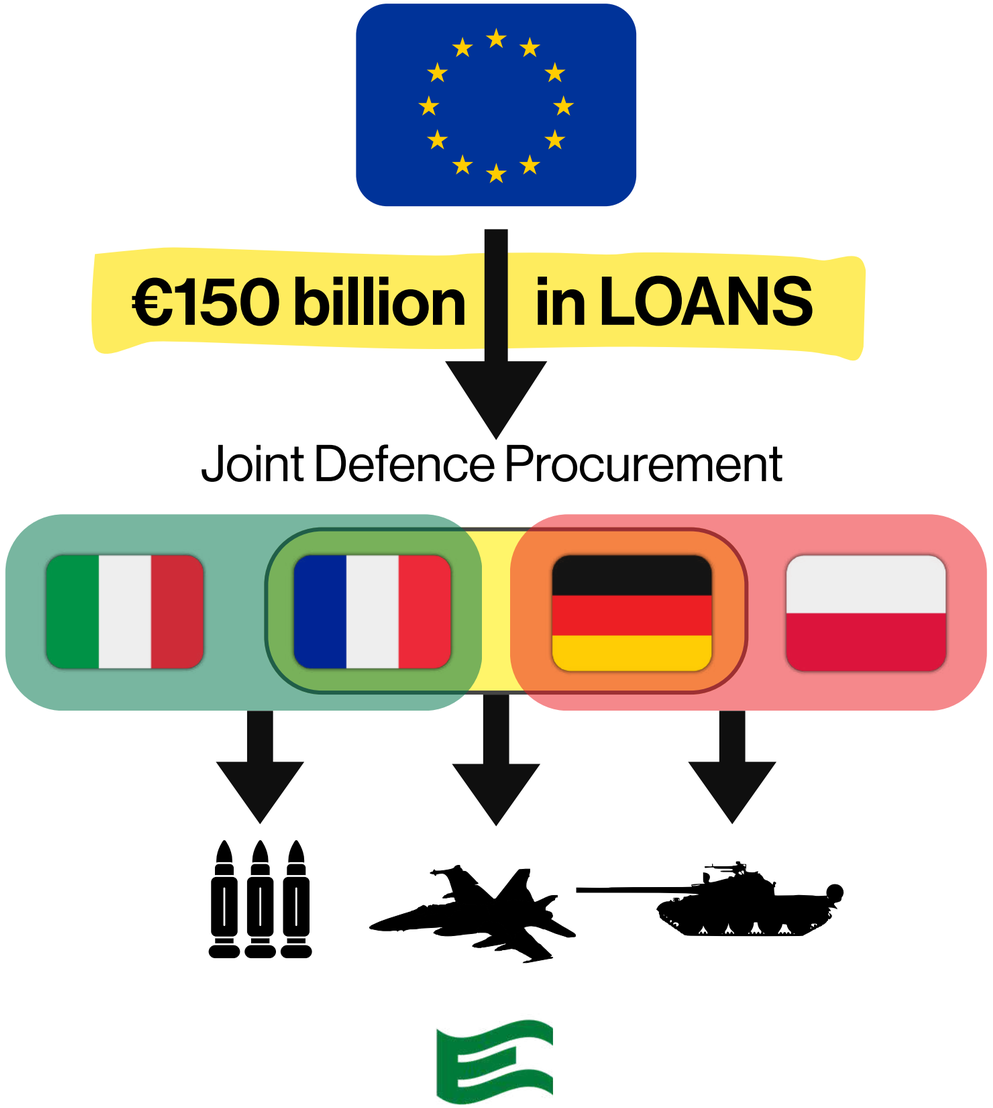
- The fragmentation of EU competences

Use of national flags to explain:

- **The fragmentation of EU competences**

This is SAFE

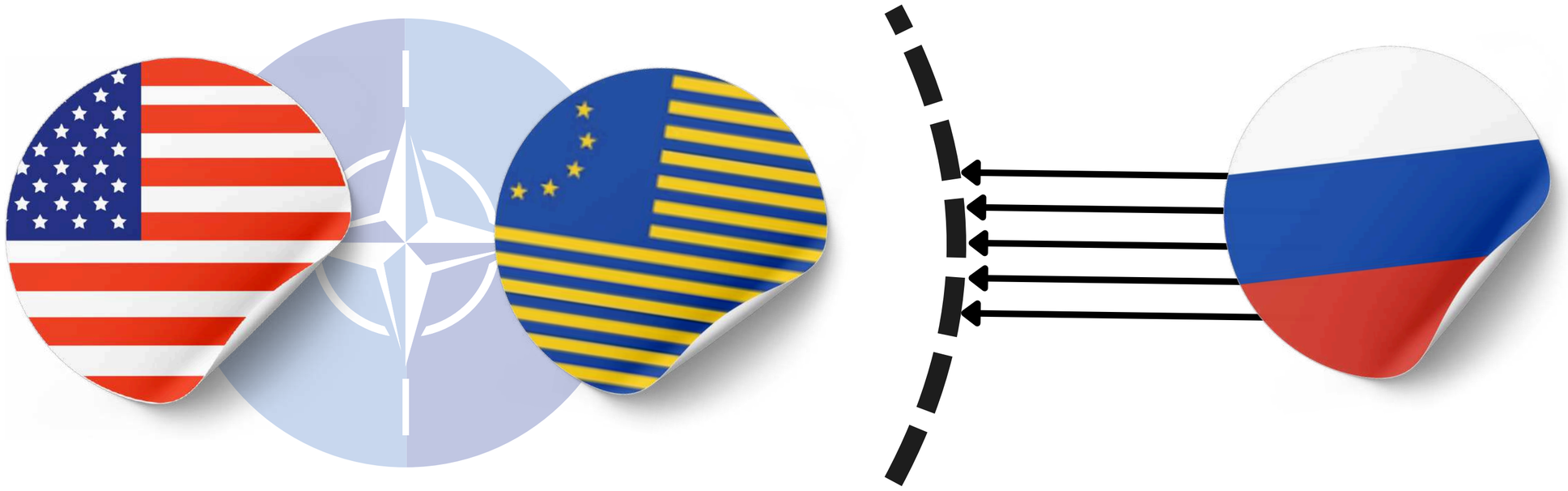
(Security Action for Europe)



EU/national symbols used purposely in contrast →
to show where the EU lacks power (defence, foreign policy) and
Power relations (empires vs political dwarfs)

Flag of the United States of Europe → represents what we want.

WE NEED THIS TOMORROW



Map of an enlarged and reformed EU including Ukraine, Georgia, Moldova, Balkans

→ a possible, desirable future.

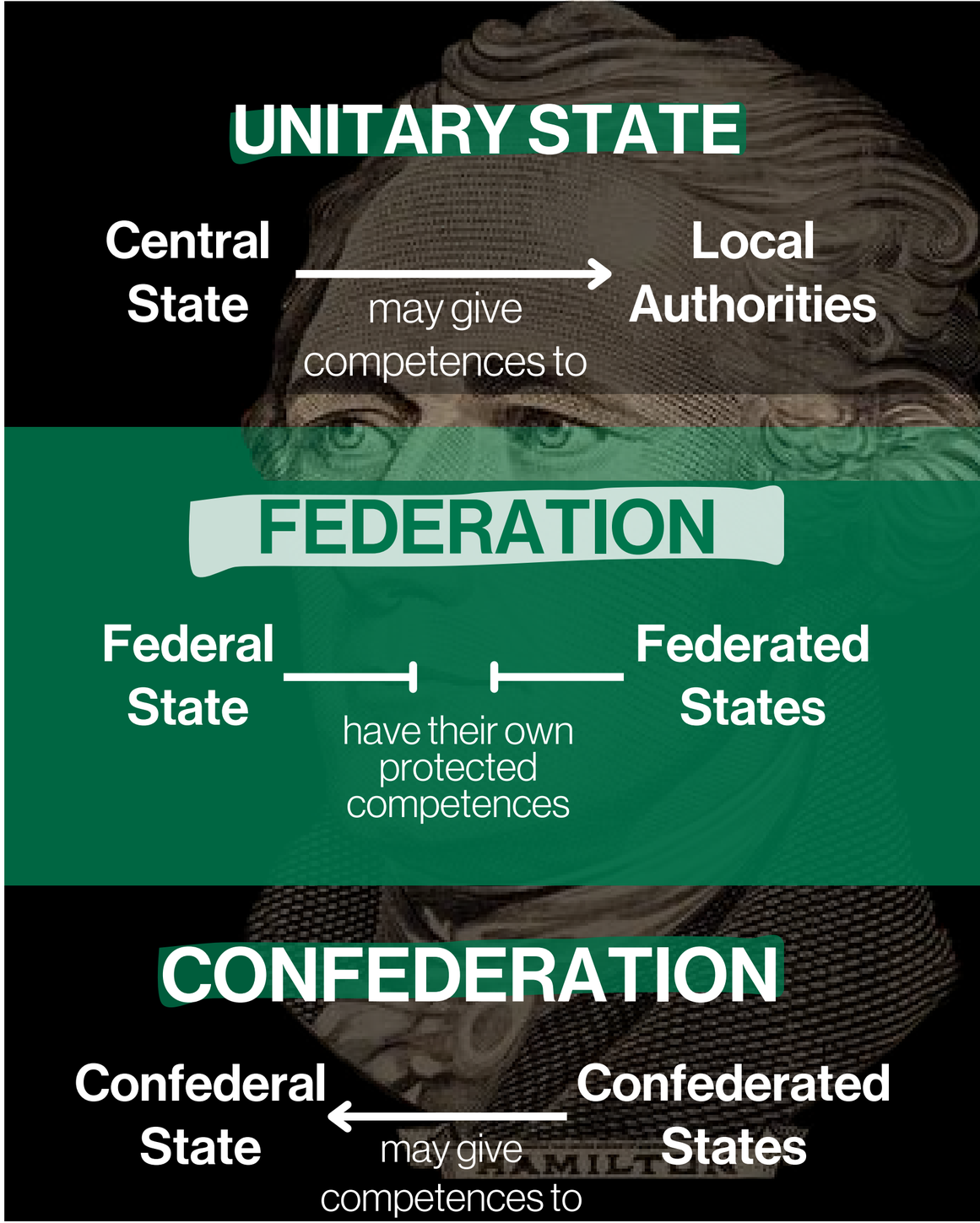
Or informative maps

Schengen under pressure

Only a Federal Union can guarantee a truly borderless Europe

Proposed emblem of European armed forces → for the concept that we need a European Defence System

Schemes of federalists concepts



6. Political messaging: using faces and statements

UEF is not a museum of European history. It is a political advocacy organisation.
Therefore:
When a politician says something aligned with federalist goals, we amplify it.
When a politician, oligarch, or technobro attacks the EU or supports anti-federalist narratives, we highlight it to clarify what is at stake.

Faces help:

- humanise the message
- increase identification
- show who supports our vision
- show who threatens it

“Federalist communication means taking a stance.”

7. Final clarity: what makes communication effective for UEF?

Clarity

If the message isn’t understood in one second, it’s lost.

Courage

We are political, not neutral.

Consistency

Repeating key concepts until they become inevitable.

Creativity

Turning complex ideas into strong visual metaphors.

Community

Communication grows when it is shared, reposted, and co-created.