



2018

# EXTERNAL COMMUNICATIONS REPORT

EUROPEAN ASSOCIATION OF SERVICE  
PROVIDERS FOR PERSONS WITH  
DISABILITIES



# WHO WE ARE

Located in Brussels, the European Association of Service providers for Persons with Disabilities (EASPD) represents over 17,000 support service providers for persons with disabilities.

Driven by our members and supported by a team of professional staff, EASPD strives to deliver high-quality services that promote the full participation and inclusion in society of all persons with disabilities. Alongside our 160 members we strongly believe that support services for people with disabilities play a major role in enabling people to enjoy their human rights on equal basis with others.

Since its establishment in 1996, EASPD has promoted the provision of effective and high-quality service systems across Europe which empower people with disabilities.

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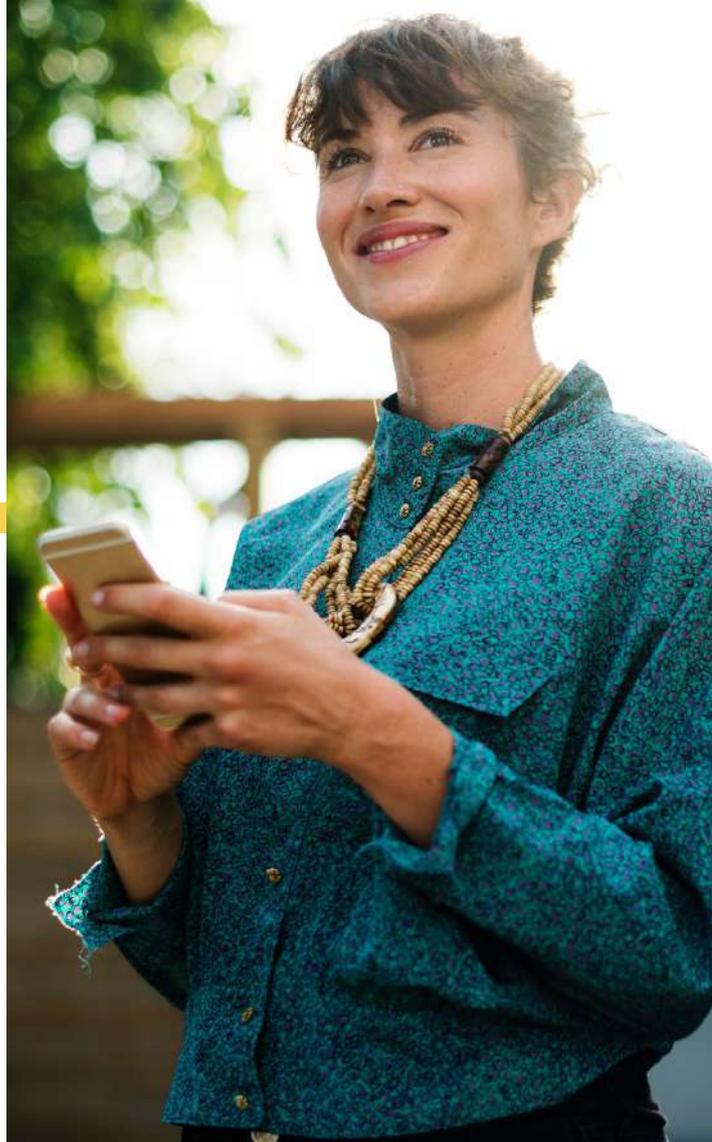
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# EXECUTIVE SUMMARY

In 2018 EASPD continued its work to improve and expand its communication, dissemination and promotional activities. Under the guidance of its new Strategy 'Commit!' EASPD has focused on placing its members at the heart of its communications activities, to reinforce our commitment to being a sustainable, member-led organisation. These activities were joined by EASPD's work to ensure the full recognition for the important role of the support service providers sector in Europe.

To do this EASPD has built on the work of 2017. This has included continuing its campaign to promote the EU Investment Plan for Social Services with another round of conferences across Europe, a closing conference in Brussels, co-organised with EASPD partners on "Social Infrastructure Investment: from local innovative ideas to InvestEU funded projects", and the translation of its [socialinvest.eu](https://socialinvest.eu) website into 7 languages

These activities have been joined by new initiatives, and in 2018 EASPD launched its new 'Humans of EASPD' Campaign. Promoted via its social media channels the campaign aims to promote the positive impact support service providers have on the daily life of people through sharing the personal stories of people who are in contact with support service providers. The 'Humans of EASPD' Campaign was joined by the launch of EASPD's Communications Network, which will promote the exchange of information between EASPD and its members, enabling it to better support the communication activities of its membership.



Via its website, articles, regular newsletters, social media and video updates EASPD has continued to keep its members and external partners updated on the latest news, policy developments, events, publications and innovative practices related to our sector.

With EASPD committed to ensuring full implementation of the UN Convention on the Rights of Persons with Disabilities (UN CRPD) and creating a more inclusive European for people with disabilities EASPD's communication activities have continued to play an important role in promoting their correct implementation and application. To find out more about EASPD's work to promote the provision of effective and high-quality service systems across Europe, which empower people with disabilities, please read our 2018 Annual Report.

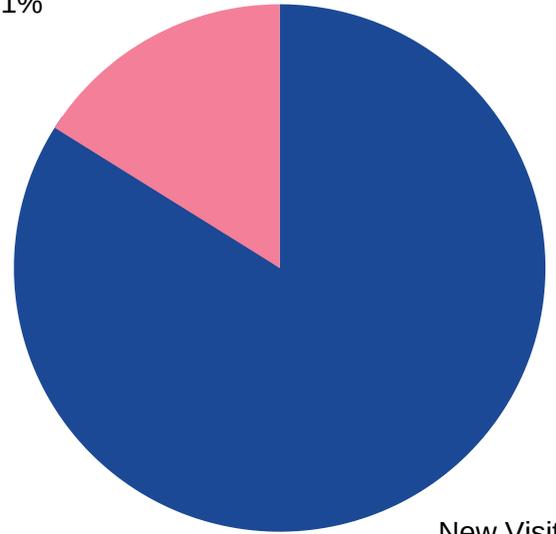
# EASPD WEBSITE

The EASPD website, [www.easpd.eu](http://www.easpd.eu), stands at the core of EASPD 's online presence and it is the first point of reference for our latest news, events and publications. The website provides a platform for EASPD to share information that is most relevant to the disability and social services sector as well as our members. Updated daily with new articles and pages, the website provides readers with details on the latest policy developments, news of EASPD's activities, member news and project updates, as well as further information on upcoming conferences and events.

The members only section of the website continues to facilitate further communication and cooperation between our membership and enables EASPD to keep its members updated on the latest funding opportunities and search for potential project partners.

In 2018 most users accessed the website via a desktop computer or a laptop. 15% of our website users are located in Belgium, this is followed by the US (8%) and then France 7%. Our website users were predominantly male (64%) and aged between 25-34 years old.

Returning Visitors  
16.1%



New Visitors  
83.9%

Proportion of new and returning users to  
[www.easpd.eu](http://www.easpd.eu)

**36,404**

Total number of EASPD  
website users in 2018.

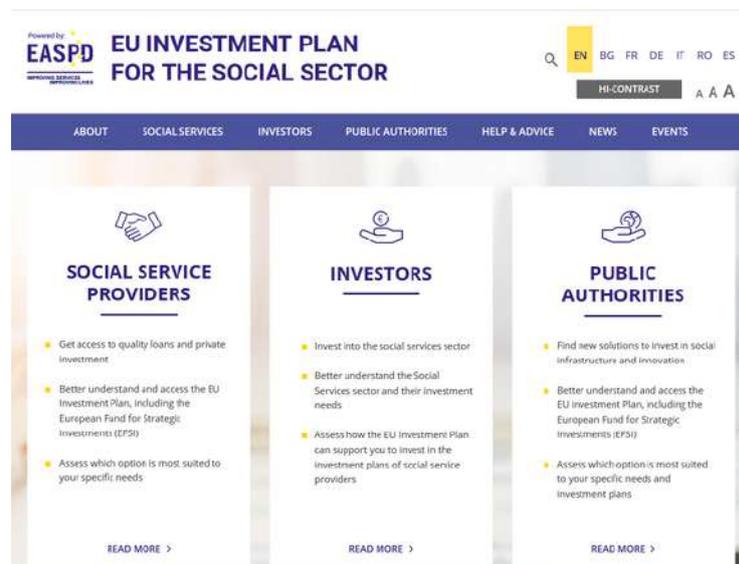
**149,459**

Total number of page  
views on the EASPD  
website in 2018.

# EFSI WEBSITE

In 2018 EASPD continued to provide Social Services, Investors and Public Authorities with information on how social service providers can access better loans through the EU Investment Plan and the European Investment Bank via its website [www.socialinvestment.eu](http://www.socialinvestment.eu).

Launched in English in 2017 the website is now available in Bulgarian, French, German, Italian, Romanian and Spanish and provides further information on upcoming events and the latest news in relation to social investment opportunities across Europe.



*In 2018, EASPD launched the D-LOT platform to its members during its General Assembly in Barcelona.*

*Over the course of 2018 platform was updated to the last version of Moodle and the design was changed to be more user-friendly while keeping the accessibility requirements.*

# D-LOT WEBSITE

EASPD's e-learning HUB provides tools, learning materials, advice and guidance about how to develop and sustain high quality support services for persons with disabilities. The HUB was developed through the Disability Leaders of Tomorrow (D-LoT) project 2015-2017, having kept its name. The learning platform was made available for everyone wishing to offer or acquire new understanding/new skills and expertise in community-based services that can fuel the real change in the adoption of the social model of disability.

In this platform we offer continuous, customised and practical support on how to implement the United Nations Convention on the Rights of Persons with Disabilities (UN CRPD) principles in each specific environment and daily practice, throughout our different courses and the peer-to-peer help of the on-line forums.

D-lot aims to be a space for training and knowledge sharing through Massive Open Online Courses, forums where debate can be generated and through sharing important pieces of information in the Knowledge Centre.

# EASPD INITIATIVES

In 2018 EASPD launched two new initiatives to support it in its work to enhance its communication activities and better promote its work, the work of its members and the visibility of the sector.

## EASPD COMMUNICATIONS NETWORK

In 2018 EASPD launched its Communications Network. Composed of those responsible for the communications within our member organisations the Network aims to promote the exchange of expertise, experience and knowledge to support the communication activities of our members.

Via the online platform the network's members can share information and ideas with each other, on the topics that are most important to them and gain support from EASPD's own communication officers.

To celebrate the launch of the platform the new Network hosted its first lunchtime Webinar, where we invited a communication specialist, Benjamin Wilhelm from the Dandelion group, to tell us more about a number of tools, ideas and tips that could help the members of our Communications Network measure the impact of their communications, before using this knowledge to amplify their content further on social media.



The Network current has over 25 members. Interested members can join by contacting Rachel Vaughan, EASPD external communications officer

## HUMANS OF EASPD

In 2018 EASPD launched its 'Human's of EASPD' Social Media Campaign, which aimed to highlight the positive impact support service providers have on the daily life of individuals and their communities

The campaign consists of a biweekly post focusing on a person's story and his or her relationship with the service provider, accompanied by a picture. The person will be invited to share their positive experiences with the service, and how their life is improved by it.

EASPD shared its first 6 Humans of EASPD stories in 2018 and will continue to do so via its Facebook page and the #HumansofEASPD in 2019.

# COMMUNICATION TOOLS

EASPD's communication tools are vital for it to communicate with both its membership and external stakeholders.

Central to our communication work is ensuring that our members, partners and stakeholders are informed on:

- new policy and legal frameworks developed at the European level;
- the latest innovations in our sector and
- important European news.

This is joined by our work to channel information and recommendations received from our members through EASPD policy work and communicate to EU institutions (European Parliament, European Commission, European Council and the European Economic and Social Committee) and the UN.

In addition to this our communication activities also aim promote the implementation of the UNCRPD and the European Disability Strategy amongst general audiences.

To do this EASPD uses key communication tools:

- Newsletters
- Publications
- Videoflashes
- Press Releases
- EASPD's News Feed.



## NEWSLETTERS

In 2018 EASPD released a total of 22 newsletters. These newsletters provide updates on:

- **EASPD news**- which includes news on our policy work, events and activities,
- **European news**-which includes the latest developments happening in Europe that are relevant for the sector
- **Project updates**- which provides information on EASPD's latest project activities, and
- **Member news**- which provides our members with the opportunity to share information on what they are doing and their latest events.

These newsletters were provided in English, French, Spanish, Bulgarian and German and sent out to EASPD's data base of 1,000 contacts from across Europe (EASPD members NGOs, associations, SMEs, decision makers, media, civil servants, research and education centres, universities, among others).

To read EASPD's 2018 newsletters, [click here](#).

# AGORA EUROPE

In 2018 EASPD released a number of special newsletters to over 900 key decision makers, including to Members of the European Parliament, at key moments throughout the year. To maximise their impact these newsletters were released at points when developments of importance to the social sector were occurring at a European level.

These newsletters provided a comprehensive overview of EASPD's position on the topic the Multiannual Financial Framework, the EU's social policy and its agenda to provide greater social rights to those living in Europe:

- The Year for a more social Europe
- EASPD at the ACIG2018
- The future of the MFF

## VIDEOFLASH

EASPD's videoflashes aim to improve communication with social service providers, especially EASPD members. It intends to report interactively through a brief video, the latest developments on EU policy, projects in the field of disability in the EU, and other relevant European wide information.

In 2018, 16 new videos were published. The different episodes are posted on all EASPD communications channels (Youtube, Facebook, Twitter, LinkedIn) and disseminated to our database of 1000 contacts.

All videoflashes are available on **this link**.



## PRESS RELEASES

EASPD published 14 press releases during 2018:

- 'EU needs to boost social infrastructure' report says
- [Co-production: Working together to create inclusive employment opportunities!](#)
- [New Report: Addressing the Funding Gap in Social Services](#)
- [European Commission advocates use of quality criteria in public procurement](#)
- [Collaboration for Innovation: New platform unites researchers and practitioners to turn innovation in disability services into reality](#)
- [Developing effective Early Childhood Intervention services through participation and co-production](#)
- [EASPD speaks up at the Annual Convention for Inclusive Growth](#)
- [Taking-up the challenge: A digital society that can ensure inclusion for all!](#)
- [Time to unleash the social economy for inclusion & jobs](#)
- [Let's go digital!](#)
- [The Price of Quality](#)
- [Four steps to make InvestEU a success for Social Infrastructure Investment](#)
- [European Pillar of Social Rights holds the key to achieving Annual Growth Survey's priorities](#)

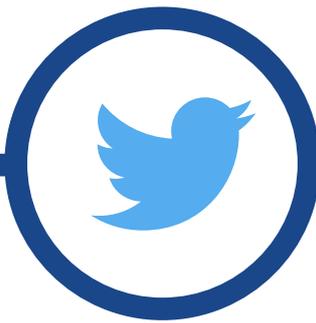
These press releases were sent to over 1,900 contacts including our members, partners, authorities and policy makers

# SOCIAL MEDIA

EASPD's key activities, news, calls, events and trainings are always promoted through its social media. EASPD updates its Facebook page and twitter feed on a daily basis alongside providing regular updates to its YouTube Channel and LinkedIn page.



FACEBOOK



TWITTER



YOUTUBE

3,254 page likes



355 more page likes compared to 2017

July was the month with most views: 80 total page views

May, July, October, November were the months with more action on the Facebook page

2,631 followers



On average, EASPD earned 6 likes per day

437,100 Impressions

Male 32% Female 68%  
Composition of followers



Congratulations to [@PepxSole!](#) Our new Board member. Pep has been a valued member of EASPD, working with us as we support the full implementation of the UNCRPD through the provision of high quality services. We look forward to working with you further to achieve this objective!

Top tweet of 2018  
16 June 54,211 Impressions  
1,072 engagements

23 uploaded videos



2:47 view duration

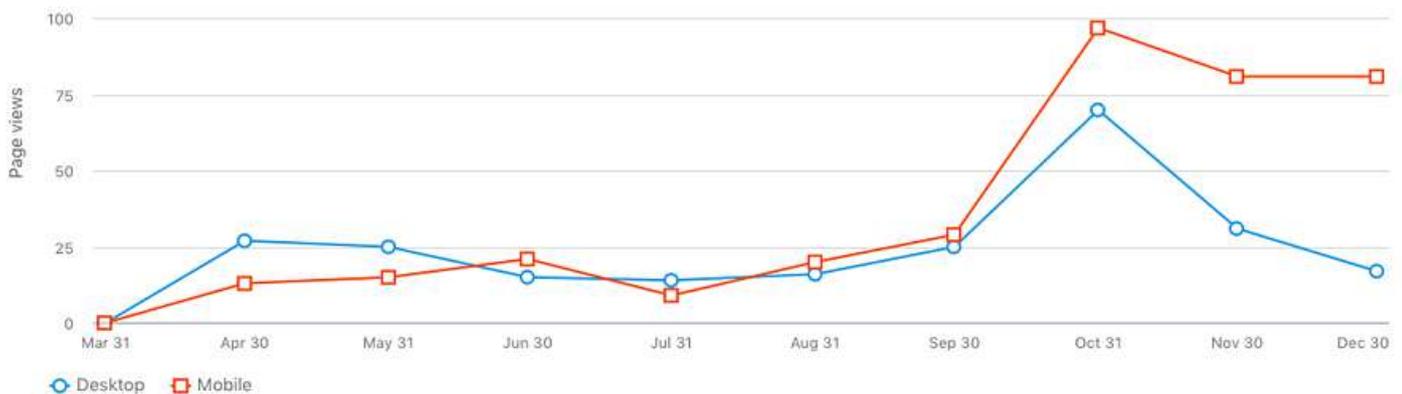
20.0K impressions

3.7K views

+27 subscribers

In 2018 EASPD's LinkedIn page followers grew to 400 people (a 70% increase). EASPD's LinkedIn page is used to share information on our upcoming events, report releases, call for tenders and vacancy's. May was our most popular month with over 1,000 impressions made.

Over the course of 2018 there was a change in how our audience accessed our LinkedIn and now most of our users access by a mobile device, rather than desktop. A large number of our followers reside in Brussels, followed by Paris and Barcelona.



Visitor metrics: Page views by source

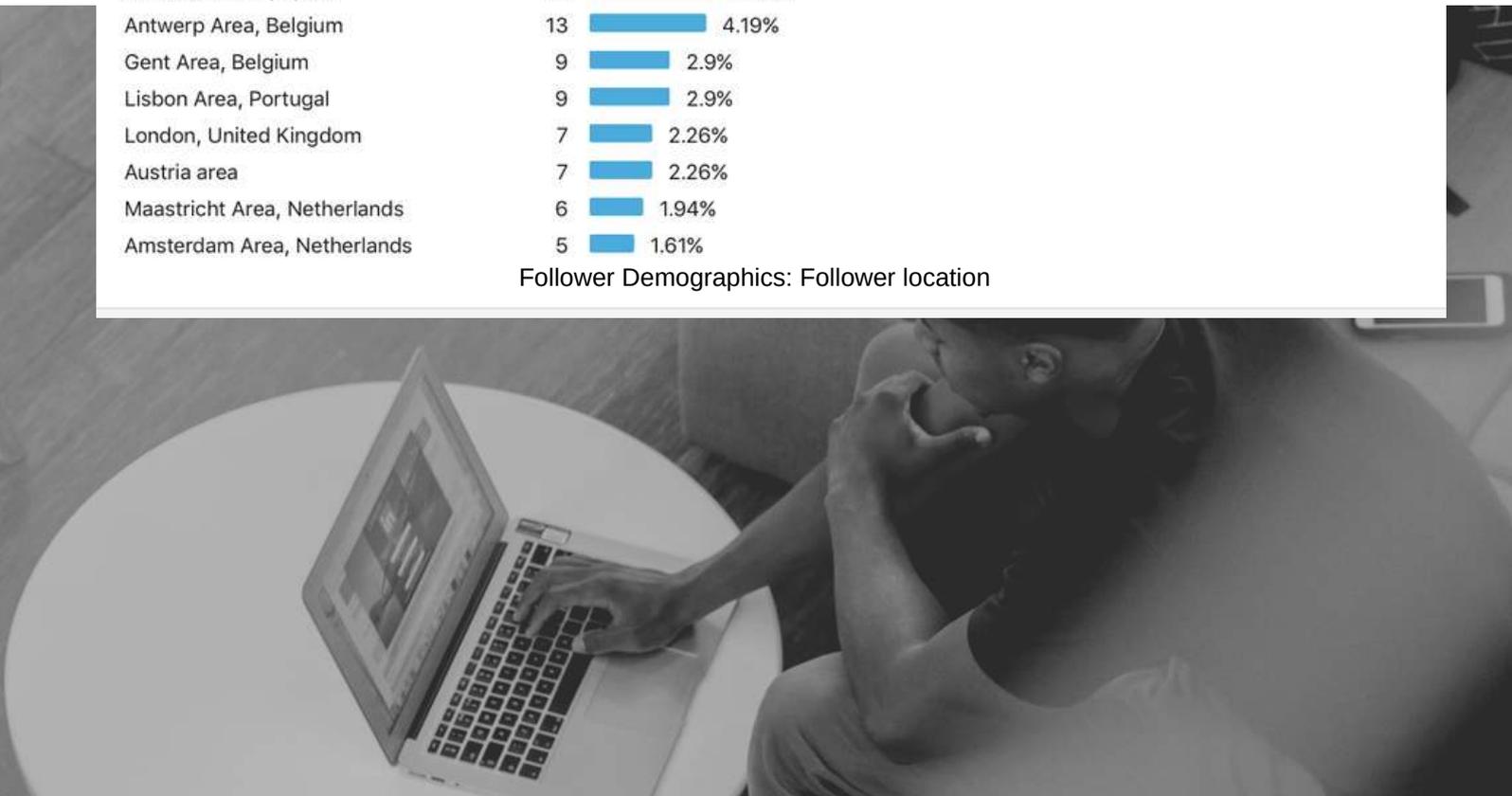
## Follower Demographics

Data for: Location ▼

### Top locations

Location	Followers	% of Followers
Brussels Area, Belgium	84	27.1%
Paris Area, France	16	5.16%
Barcelona Area, Spain	14	4.52%
Antwerp Area, Belgium	13	4.19%
Gent Area, Belgium	9	2.9%
Lisbon Area, Portugal	9	2.9%
London, United Kingdom	7	2.26%
Austria area	7	2.26%
Maastricht Area, Netherlands	6	1.94%
Amsterdam Area, Netherlands	5	1.61%

Follower Demographics: Follower location



# PRESS REVIEW

In addition to EASPD's own communication channels, EASPD's work was promoted through other Communication channels and on European, national and local media across the continent.

Click on the titles to read the full article.

## EUROPEAN PRESS

- **EU Business:** EU needs to boost social infrastructure investment, new report says
- **EU Business:** Co-production: Working together to create inclusive employment opportunities!
- **European Union of the Deaf:** Coproducing employment initiatives for young persons with disabilities and mental health problems
- **EU Business:** European Commission advocates use of quality criteria in public procurement
- **European Public Health Alliance:** Joint Statement: The Post-2020 MFF must invest in children and aim to end child poverty

## NATIONAL, REGIONAL AND LOCAL PRESS

- **Romania:** UE trebuie să stimuleze investițiile în infrastructura socială
- **Hungary:** Czipere: A kiváltási program minőségi garanciája a nemzetközi együttműködés
- **Spain:** Inclusión en eventos corporativos: "Responsabilidad de Todos"



- **Romania:** Să lucrăm împreună pentru a crea oportunități de angajare incluzive
- **Romania:** Finantarea unei Europe mai sociale
- **Greece:** Το Εργαστήρι «Παναγία Ελεούσα» στο πρόγραμμα CISCOS
- **Spain:** Un foro reúne en Badajoz a expertos europeos para analizar el futuro de los servicios sociales transfronterizos
- **Spain:** Noticias de Extremadura
- **Ireland:** NUI Galway programme will train the next generation of disability rights advocates
- **Hungary:** Szakmai konzultáció és – felkészítő napok az EASPD szakértőivel
- **Slovenia:** Skupščina EASPD
- **Spain:** Se ha celebrado en Barcelona el congreso internacional de EASPD sobre discapacidad y tecnología
- **UK:** Co-Investigator Delivers Keynote at EASPD Conference in Barcelona
- **France:** Vieillessement handicap EASPD lance appel partage experiences
- **Slovakia:** Členstvo v EASPD

# SUMMARY

In 2018 EASPD continued to strive to further the rights of persons with disabilities through the provision of high-quality support services, which empower their users and enable them to fully participate in their community. Our communication work has aimed to support this work and increase the visibility of the sector at a European, as well as national level.

Raising awareness for the need for increased investment into the sector has remained one of EASPD's top communication priorities of 2018. This was joined by the desire to place its members at the heart of its communications activities and ensure the full recognition for the important role of the support service providers sector in Europe.

We will continue this work into 2019, where the European Elections and negotiations of the EU's next long-term budget will be priorities.

**For additional information, please contact:**

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**EASPD IS THE EUROPEAN ASSOCIATION OF SERVICE PROVIDERS FOR PERSONS WITH DISABILITIES. WE ARE A EUROPEAN NOT-FOR-PROFIT ORGANISATION REPRESENTING OVER 17,000 SOCIAL SERVICES AND DISABILITY ORGANISATIONS ACROSS EUROPE. THE MAIN OBJECTIVE OF EASPD IS TO PROMOTE EQUAL OPPORTUNITIES FOR PEOPLE WITH DISABILITIES THROUGH EFFECTIVE AND HIGH-QUALITY SERVICE SYSTEMS.**

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