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Mozilla EU Copyright Campaign Impact Highlights

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About the Campaign

In Fall 2016, the Mozilla Foundation began an **online advocacy** campaign.

It was designed to shift the **copyright reform** conversation in the **European Union** towards frames of “personal expression” and “creativity,” and to generate civic action around the release of new policy recommendations.

This deck presents highlights from the effects of that campaign and opportunities to maximize future engagement.

Overall, the campaign succeeded in meeting its goals around **petition signatures** and has made important progress in shifting the conversation on both **social media and mass media**.

Looking ahead to the Maker Event portion of the campaign, Mozilla can **increase future engagement** by refining its strategy on Twitter, Facebook, and email.

Highlights

- 05 **Twitter Trends** - Mozilla was the #5 most-mentioned Twitter handle in the global copyright conversation (and #1 for non-governmental organizations).
- 06 **Twitter Demographics** - Participants in the Twitter conversation around the campaign were disproportionately male and over the age of 35, suggesting a need for more directed outreach to younger, more female audiences.
- 07 **Facebook** - Forty percent of event hosts were also engaged on Mozilla's Facebook page. This suggests that Facebook may be a useful tool for mobilizing volunteers for future efforts.
- 08 **Email** - The most effective avenue for mobilizing support was the email list, which garnered an over 60% petition signature conversion rate. Mozilla should optimize their engagement process to encourage supporters to join the email list, as it leads to higher engagement rates than other channels.
- 09 **Media** - Based on an analysis of change in word frequency over time, copyright conversation shifted from the corporate implications to effects on smaller organizations and individuals, which was consistent with Mozilla's messaging.
- 10 **Geographic Reach** - Though not specifically targeted, individuals in Ireland, Finland, Belgium, and Italy were highly engaged in the copyright conversation around Mozilla. Individuals from these countries may provide valuable support for follow up work around copyright reform.

Twitter Trends



Mozilla was the #5 most-mentioned Twitter handle in the global copyright conversation (and #1 for non-governmental organizations).

*Based on tweets published between August 24 and October 14, 2016 including the terms “copyright” or “copy right” and “reform” or “Europe” or “EU” or “UE” or “European Commission” or “#fixcopyright” or “#copyfail.”

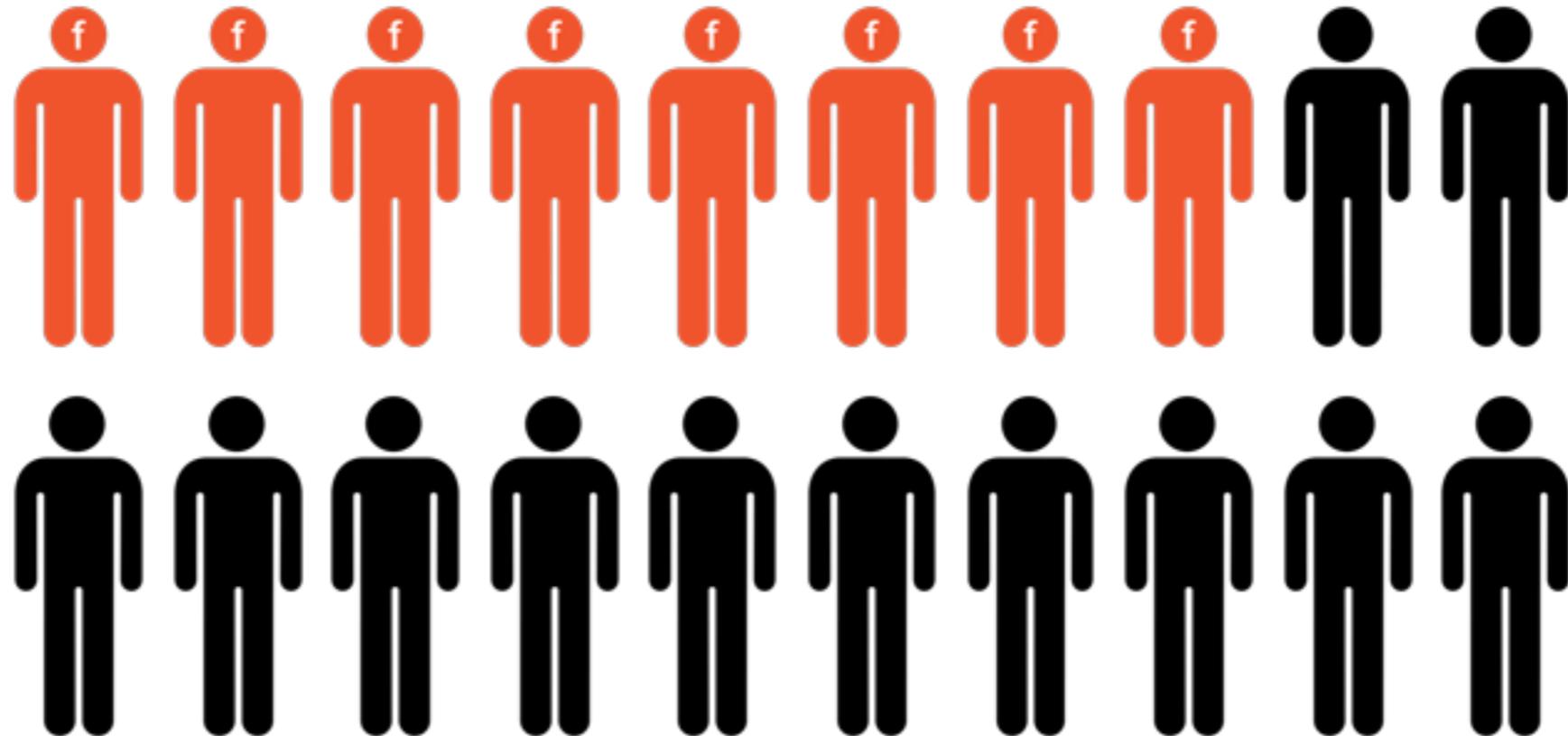
Twitter Demographics



Participants in the Twitter conversation* around the campaign were disproportionately male and over the age of 35, suggesting a need for more directed outreach to younger, more female audiences.

*Based on tweets published between August 24 and October 14, 2016 including the terms “copyright” or “copy right” and “reform” or “Europe” or “EU” or “UE” or “European Commission” or “#fixcopyright” or “#copyfail” AND “Mozilla”.

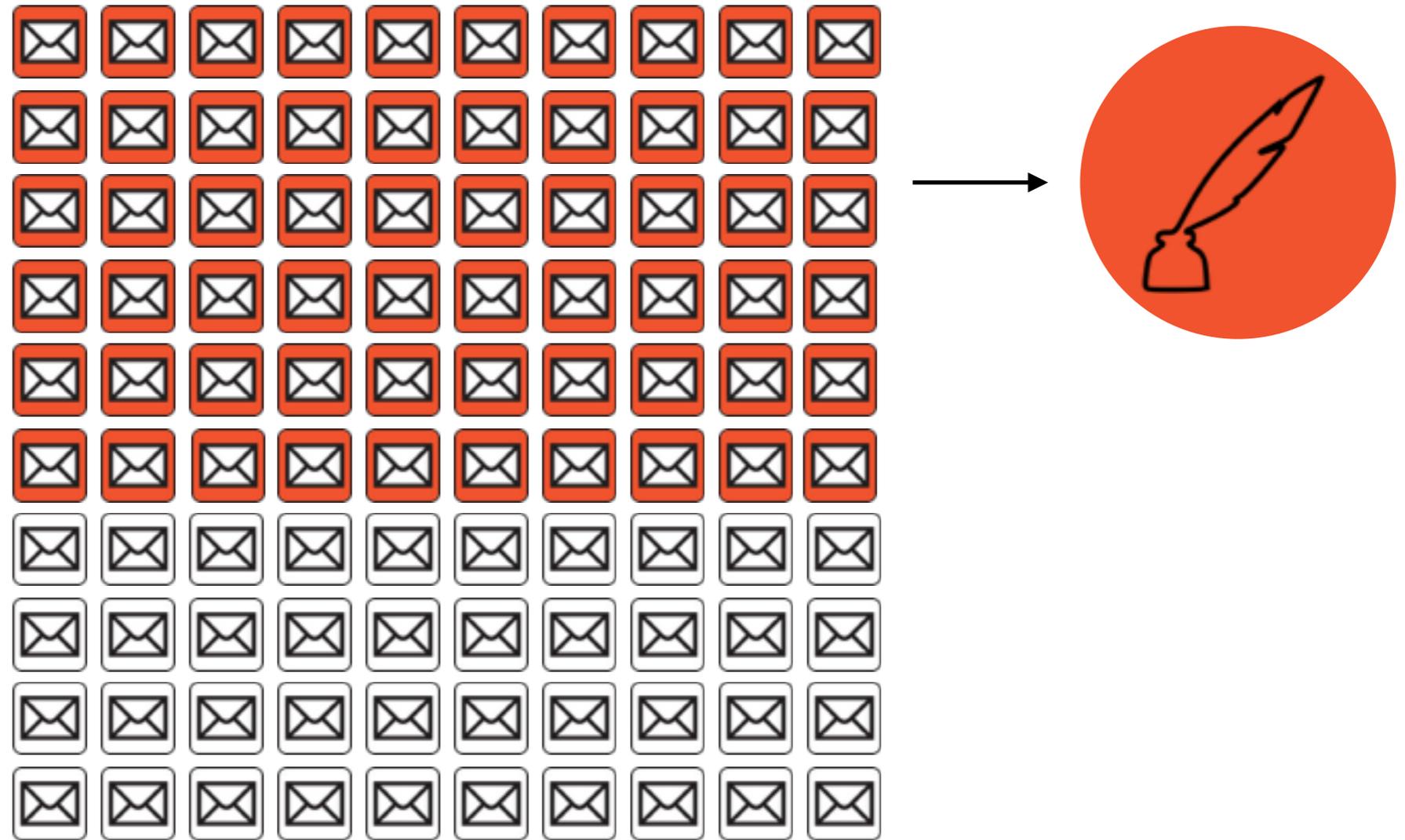
Facebook



Forty percent of event hosts were also engaged* on Mozilla's Facebook page. This suggests that Facebook may be a useful tool for mobilizing volunteers for future efforts.

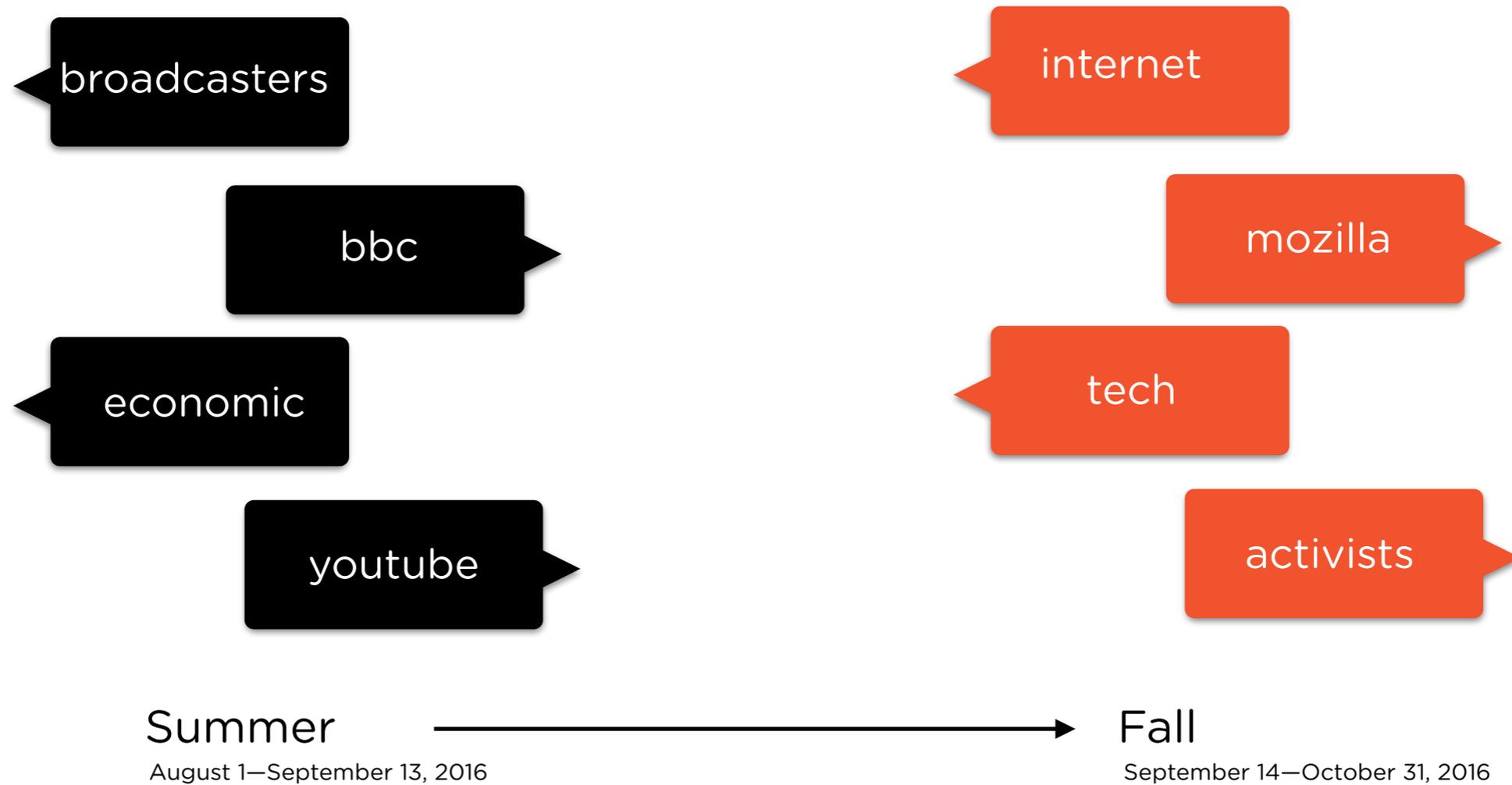
* Liked 1 or more posts on Mozilla's Facebook page.

Email



The most effective avenue for mobilizing support was the email list, which garnered an over 60% petition signature conversion rate. Mozilla should optimize their engagement process to encourage supporters to join the email list, as it leads to higher engagement rates than other channels.

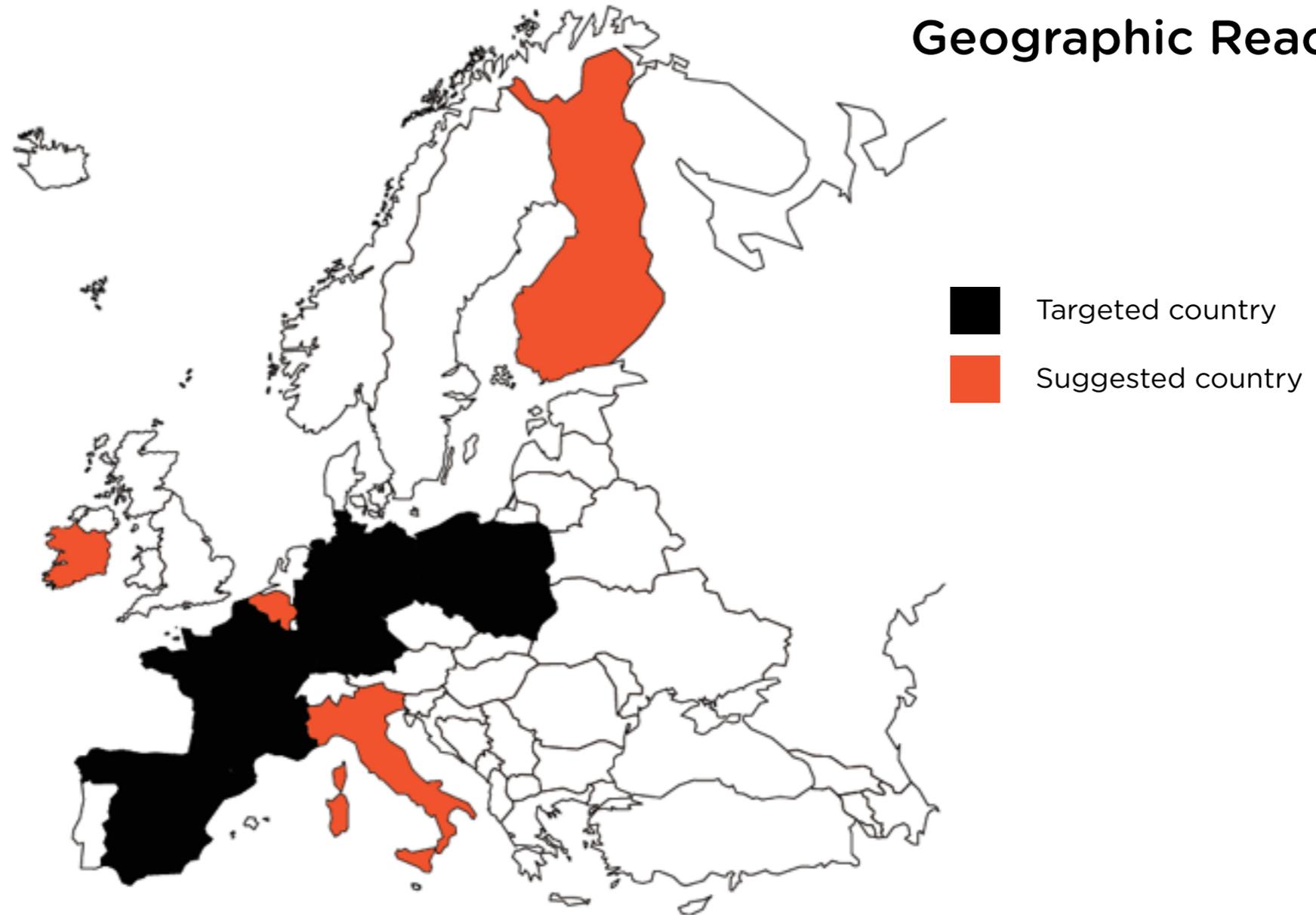
Mass Media



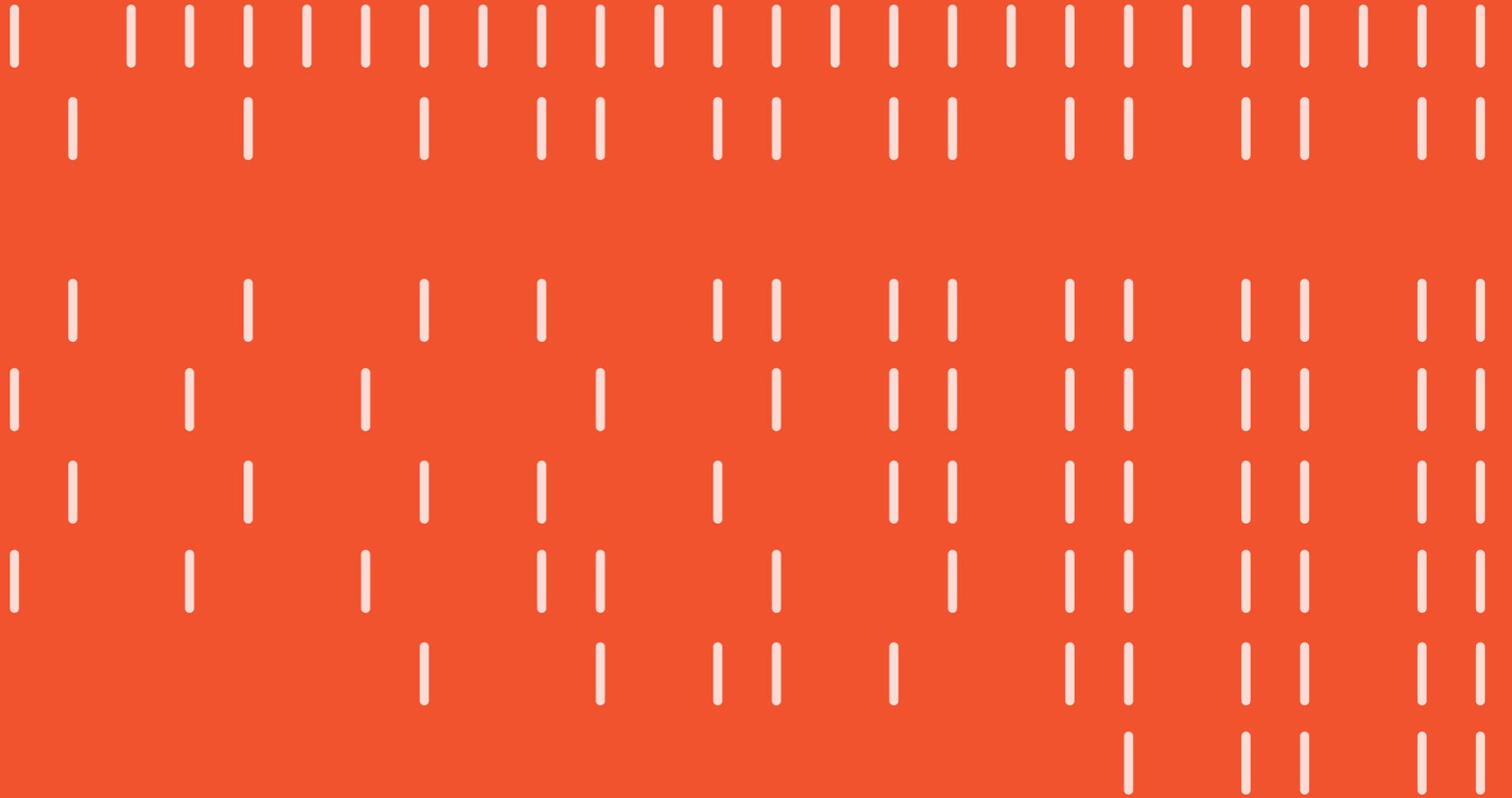
Based on an analysis of change in word frequency over time, copyright conversation* shifted from the corporate implications to effects on smaller organizations and individuals, which was consistent with Mozilla’s messaging.

*Based on key term analysis of European mass media articles mentioning “copyright reform”.

Geographic Reach



Though not specifically targeted, individuals in Ireland, Finland, Belgium, and Italy were highly engaged in the copyright conversation around Mozilla. Individuals from these countries may provide valuable support for follow up work around copyright reform.



Thank You!

For more detail, please refer to the full version of our report or email info@harmony-institute.org for further information.