

Communications



Media Relations and Exposure

Media exposure increased by **37%** in FY2016–2017 compared to the year before partly as a result of closer connections to a larger pool of journalists and partly as a result of an increase in the number of opinion pieces from our researchers.

ERIA has focused on establishing new relationships and deepening already-existing relationships with media throughout Southeast Asia. ERIA currently has over 300 media contacts and the number keeps increasing.

Journalists from respected media around the region, including *South China Daily*, *The Jakarta Post*, *Nikkei Asian Review*, *Yomiuri Shimbun*, *The Korea Times*, *The Diplomat*, *The Nation*, *Antara News*, *Bloomberg*, *The Straits Times*, *Voice of America*, *The Star Online*, *The Irrawaddy*, *Vientiane Times*, *Bangkok Post*, and *The China Post* increasingly sought the opinion of ERIA management and researchers as well as information from the communications team about ERIA research and activities (see Annex I).

Opinion articles written by ERIA researchers and research associates accounted for about **26%** of media exposure. FY2016 saw a dramatic increase in the number of ERIA researcher op-eds appearing in regional newspapers, with a total of **20** different pieces by **13** researchers appearing **35** times during the fiscal year, compared to 7 articles by four researchers appearing 11 times in FY2015–2016.

ERIA also organised the annual Editors Round Table which was held in Vientiane at the same time as the ASEAN Economic Ministers meeting in early August and which was attended by ASEAN's Secretary General. This year we even

hosted a surprise birthday party for ASEAN, much to the delight of the Secretary General.

E-newsletter

This year ERIA began using MailChimp to create and disseminate invitations and announcements to its key stakeholders around the world. In March 2017, ERIA has 2,185 contacts, or nearly 75% more subscribers to MailChimp compared to the same period a year ago. The contact list is divided into several segments to ensure more targeted campaigns for ERIA's various announcements.

In addition to *Frames*, the monthly newsletter covering current topics and ERIA affairs (events, new publications, etc.), we also publish a specialised monthly newsletter, *East Asia Updates*, created by Lili Yan Ing and her team. This newsletter, disseminated usually a week after *Frames* is issued, cover economic issues across the whole region.

Contact Management System

In a bid to improve our engagement with stakeholders and to keep a better record of its various networks, ERIA started to use a contact management system named Insightly. Previously we maintained contact information in a spreadsheet but, with the new system, all contacts have been transferred to the



online program. This allows many strategic new functions, including tagging according to our own categories. The contacts managed through Insightly are periodically synchronised with Mailchimp, so that new contacts will also receive ERIA's announcements.

Social Media

Acknowledging the importance of social media to help attract new audiences and grow its networks, ERIA pushed for increased strategic use of social media in its outreach and dissemination programme in 2016. We have active accounts in the following social sites and publication dissemination accounts: Facebook, Twitter, YouTube, LinkedIn, Google Plus, and Medium. ERIA has steadily gained more followers on those various sites and engaged with followers from a greater diversity of backgrounds. As of **31 March 2017**, ERIA had **2,730** likes (total cumulative) on its Facebook page, **304** followers on Twitter, and **255** followers on LinkedIn.

	March 2016	March 2017	% Increase
 Facebook Likes	351	2,730	678
 Twitter Followers	123	304	147
 LinkedIn Followers	130	255	96

Website

In the second half of 2016, ERIA started designing and creating a new website to replace the current website that was launched 5 years ago. The new website will be more engaging and have a responsive design to optimise users' browsing experience through various devices: computers, tablets, and mobile phones. It will also feature more organised research and publications sections to help users navigate the wealth of information available on the website.

FY2016 saw over 65,000 website sessions and about 195,000 page views. Sessions from desktop users declined 16%, but there was a 53% jump in mobile users, supporting our assumption that our website needs to be increasingly oriented towards mobile users.