



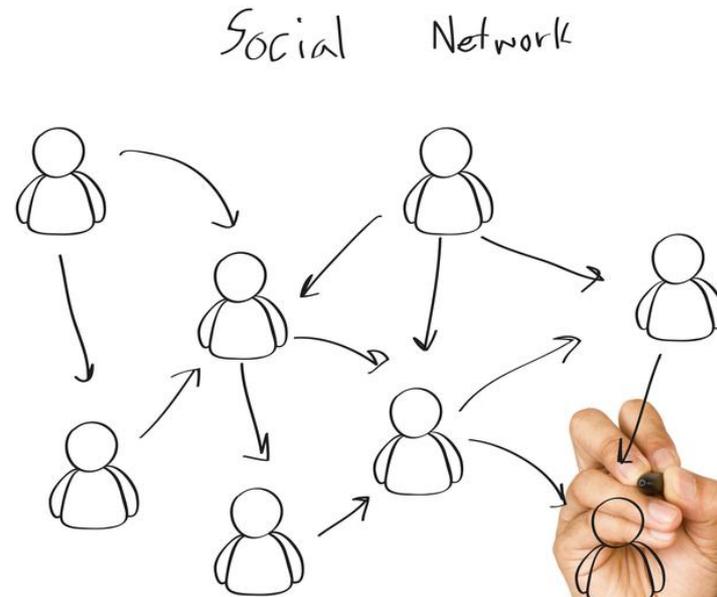
Social media at the European Commission

Informing, engaging & moderating

Social Media for EDICs
DG COMM Social Media Team

**How can
social media
help?**

**What role
can it play?**





Social media **gives you** the ability to:

Reach and inform

It allows you to reach target audiences with useful and relevant information

Listen and respond

It is a conversation – it gives you a platform to ask questions and react quickly

Build a network

It is a way to connect with other organisations and influential voices



But **you need** the ability to:

✓ Create or find useful content for your audience

Can you make it local, practical, shareable? How can your EDIC help?

✓ Be there and be open

Answer questions, and be prepared for negative reactions

✓ Connect online and offline

Build relationships with journalists and organisations by engaging online, including social media in press work and making social media part of your events



European
Commission

Our social strategy



Be accessible

Inform

Listen

Engage

Different platforms, different audiences



General interest

Students and
young people

Organisations
and campaigns



Journalists

Think-tanks

NGOs

Leaders



Tech-savvy

Political



Professional

Consultancies

Researchers

Staff

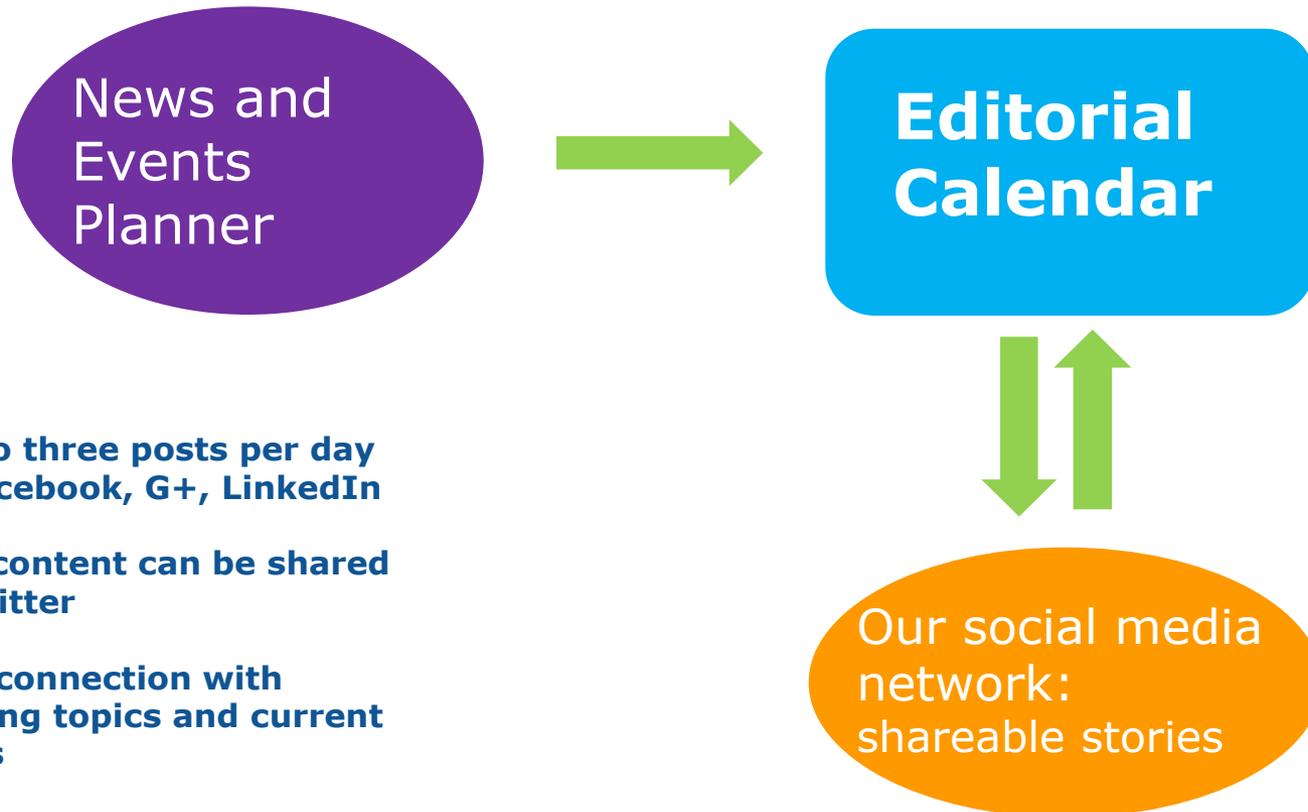


General interest

Students and
young people

Brings together
audiences from
all platforms

How we gather content



- **Two to three posts per day for Facebook, G+, LinkedIn**
- **More content can be shared on Twitter**
- **Make connection with trending topics and current affairs**



- Is it useful, practical information for our audience?**
- Is it breaking news?**
- Is it a good story to share?**



European
Commission

European Commission on Facebook

European Commission

IT'S ABOUT EUROPE
IT'S ABOUT YOU

Join the debate

European Year of Citizens 2013
www.europa.eu/citizens-2013

European Commission ✓

★★★★★
221,135 likes

Update Page Info **1** ✓ Liked ⚙

Government Organisation · Community organisation
The Commission's job is to represent and uphold the interests of the EU as a whole. It is headed by 28 Commissioners, 1 per country.

About Photos The European Story Live Europe in my Region

- 250,000+ fans
- 1 million+ weekly reach



European
Commission



European Commission

Posted by Amy Colgan [?] · 17 March

#Ukraine: The Foreign Affairs Council is currently meeting in Brussels. A press conference is set for later today, and we will keep you informed about their conclusions and any actions that will be taken.

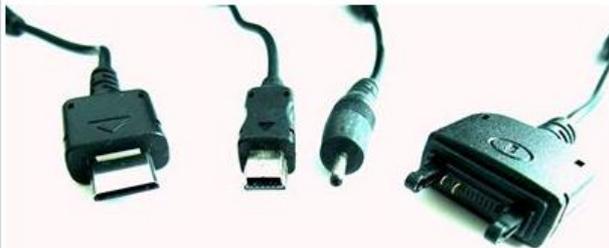
Statement this morning from EU High Rep Catherine Ashton:
<http://europa.eu/!jR89kn>



Tangled up in all your different chargers? How much easier would it be if one charger worked for everything?

We're delighted to welcome the green light from the European Parliament to open up the possibility for the introduction of a common charger for mobile phones and other portable devices!

<http://europa.eu/!dc88fw>



European Commission

Posted by Amy Colgan [?] · 16 March

What does enlargement in the EU mean to YOU? If you are between 15 & 25 and like to write, get creative and enter the EU Enlargement writing competition for a chance to win a trip to Brussels and an e-reader!

You can share your views with us as an article, or up to 3 blog posts (max 700 words altogether). Check the full contest rules here: <http://bit.ly/1ougFY> and enter here! <http://bit.ly/1flheVY>

The contest runs until 11th May 2014!



Balanced content shaped for the audience

Images, video and social media friendly text = no press releases!



European Commission

VII Concurs d'articles sobre la UE

A la Comissió Europea busquem periodistes!

Escriu un article sobre les eleccions al Parlament Europeu 2014



I guanya un viatge a Brussel·les!



Comissió Europea

Representació de la Comissió Europea Barcelona

5,007 likes · 208 talking about this · 111 were here



VIVIANE REDING

Vice-President of the European Commission

Live on the GLOBAL conversation

Wherever you are, give your views

JOIN THE DEBATE

THURSDAY JANUARY 16TH 8PM CET

#askReding | #eudeb8

European Commission Representation in Ireland

Like Message

3,983 likes · 65 talking about this

Representació de la Comissió Europea a Barcelona shared a link. about an hour ago

Has pensat mai en fer unes pràctiques remunerades a la Comissió Europea? Fins el 3 de febrer pots fer la teva aplicació per començar l'octubre del 2014! <http://ec.europa.eu/stages/>

See translation



the Traineeships office - European Commission ec.europa.eu

European Commission Traineeships office homepage 2014

European Commission Representation in Ireland shared a link. 2 hours ago

Europe Direct Waterford - Post Troika - Where now for Ireland? Speakers inc. Mary O'Rourke Register now - <http://bit.ly/1dTjEo4> 16th Jan @14:00

Keynote Speaker: Mary O'Rourke
Chairman: Shane Dunphy
Expert Panel: Jim Power and Tim Hayes
Please register @europedirect@waterfordcity.ie or call 051 849975



Post Troika: Where now for Ireland in 2014? Thursday 16 January, 2pm, Theatre Royal, Waterford... www.europedirect.ie

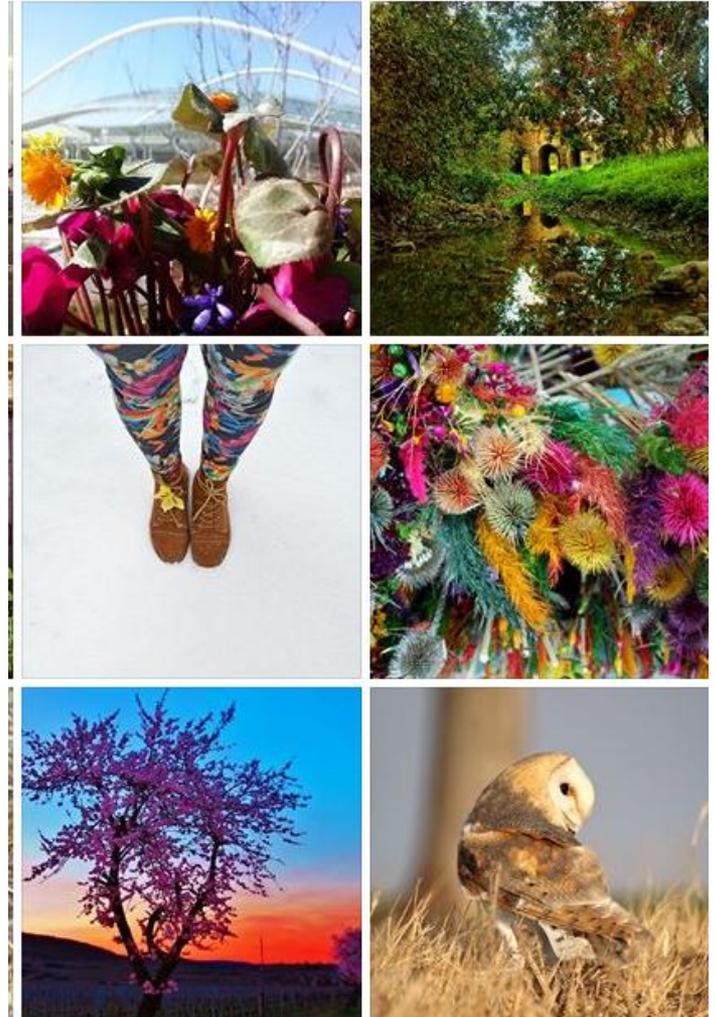
Home → Uncategorized → Post Troika: Where now for Ireland in 2014? Thursday 16 January, 2pm, Theatre Royal, Waterford.

User-generated content

Spring in Europe

Updated on Monday

Do you want YOUR picture to become the cover picture of the European Commission Facebook page? Continue sending us photos how spring looks like in your corner of Europe! The winning picture will be chosen by a jury from three pictures with the highest number of likes on Thursday 20/3 NOON and will become our cover picture on the first spring day 21 March. How to contribute&rules: <http://on.fb.me/1gmGhDw#springeurope>





Moderation policy

We are very happy to see all political views represented on this page. What we cannot accept are comments which are either offensive in themselves or clearly offensive to other users.

We would like to ask you, therefore, to avoid obscenity and other insulting language, to show respect for fellow page users and the fundamental principles we all share (you know what we mean: no racism, no xenophobia, no call to violence, no discrimination based on religion, ethnic origin, gender...). We also encourage you to post comments that stick to the subject of the status update and we ask that you not solicit or otherwise attempt to sell anything to our community members.

Responding to questions

Do!

Be friendly

Be objective

Be helpful

Be sensible

Don't!

Be defensive

Argue

Delete negative posts

Responding to questions



Pierre Petitpierre why not 5 years...?? and most of the time it's impossible to have guarantee applied !

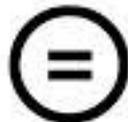
Like · Reply ·  1 · 21 hours ago



European Commission Hello Pierre Petitpierre, if you feel your consumer rights were not respected, consumer organisations can help you with that. If it concerns a purchase within one member state, you'll find a list of national consumer organisations here: <http://europa.eu/!cK43ft>, if the purchase was cross-border, you can contact European consumer centres network: <http://ec.europa.eu/consumers/ecc/>

Like · 15 hours ago

Free-to-use images



- Search for creative commons
- Photopin, Wikimedia
- Always credit the image!



EU_Commission on Twitter



The screenshot shows the profile of the European Commission on Twitter. At the top is the profile picture, which is the European Commission logo. Below it, the name 'European Commission' is displayed with a verified badge, followed by the handle '@EU_Commission'. A bio states: 'The Commission's job is to represent and uphold the interests of the European Union as a whole. It is headed by 28 Commissioners, 1 per member state.' Below the bio, the location 'Brussels, Belgium' and the website 'ec.europa.eu/index_en.htm' are listed.

10 899
TWEETS

859
ABONNEMENTS

165 637
ABONNÉS

- 198k+ followers
- Breaking the news

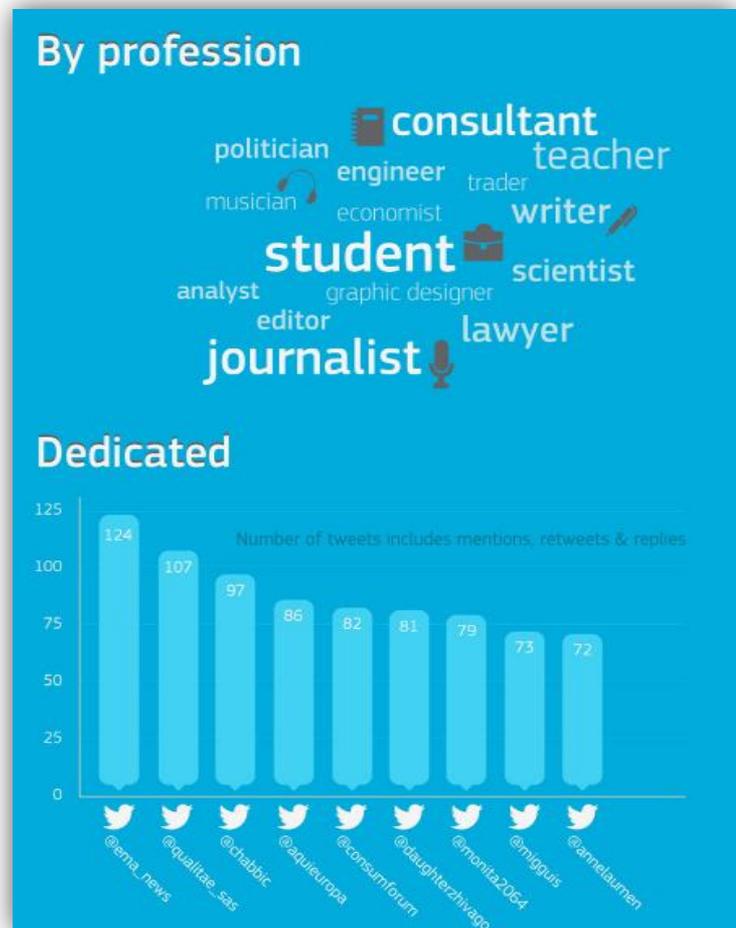


The screenshot shows two tweets from the European Commission. The first tweet, posted 34 minutes ago, reads: '.Pdt @BarrosoEU on firm stance of #EU & #G7 urging #Russia to cease all preparations for the annexation of #Crimea. ow.ly/uvs1v'. It includes a 'View media' button and interaction options for Reply, Retweet, Favorite, and More. The second tweet, posted 38 minutes ago, reads: 'Latest statement from #G7 leaders, Pdt @BarrosoEU & @euHvR on #Ukraine here: europa.eu/rapid/press-re... #Crimea #Russia'. It also includes an 'Expand' button and the same interaction options.



European
Commission

Who are our followers?



Real time news and information

- Latest Press Releases made 'social'
- Real-time updates on events (#EUCO, #eunobel, #eudeb8..)



Herman Van Rompuy @euHvR 8 Feb
Deal done! #euco has agreed on #MFF for the rest of the decade.
Worth waiting for.
Collapse Reply Retweet Favorite More

997 RETWEETS 122 FAVORITES

3:22 PM - 8 Feb 13 · Details



European Commission @EU_Commission 22 Mar
Just one hour to go until the Citizens' Dialogue with
@VivianeRedingEU in #Greece! ec.europa.eu/european-debat...
Follow and join with #eudeb8
Expand



European
Commission

#EUChats



European Commission @EU_Commission

7 Mar

Journalist/blogger on #EUaffairs? Join our Twitter briefing with @EU_Commission speaks this Friday, 10 CET with #EUChat pic.twitter.com/bZilhiPzB2

Retweeted by Pablo Pérez

Expand

Twitter #EUChat

with Mark, Sarah, Pia and Koen:
@EU_Commission Spokespersons

Friday 8th March
10 AM CET

The graphic features a blue background with various terms like 'online', 'open', 'press', 'democracy', and 'Crisis' in white. At the top center is the European Commission logo. Below it is a photo of four people (three men and one woman) standing together. The text is in white and blue.



European Commission

27 November

Have you already heard about #crowdfunding? It is a way of financing projects and even start-up companies by pooling small contributions from many different donors, usually organized through the Internet. What can we do at EU level to support this innovative form of funding? We want to hear from you! Questions, suggestions? Tomorrow at 1pm join us on Twitter for a chat with our experts – follow and ask with #crowdfundEU hashtag!

We have also a public consultation open to all! Find more here: <http://ow.ly/reCdG>

EUChat

'Crowdfunding in the EU'

with Barbara Gabor and Anna Szerszen,
European Commission Officers

28 November - 13:00 CET

Join the debate
Ask with #CrowfundEU

The graphic features a blue background with a white European Commission logo at the top. Below it is a photo of two women sitting at a table. The text is in white and blue.

Engaging on Twitter

- Respond to questions
- Mention other users – organisations, influencers
- Use relevant hashtags
- Be generous with shareable information, pictures and links

European Commission on Google+



The image shows a screenshot of the European Commission's Google+ profile. The profile header includes the European Commission logo, the name "European Commission", and the website "ec.europa.eu". Below this, there are two buttons: "EU Institutions" and "+784 683". The main content area features a large orange banner with the text "IT'S ABOUT EUROPE IT'S ABOUT YOU" in white, and "Join the debate" in blue cursive. At the bottom of the banner, it says "European Year of Citizens 2013" and "www.europa.eu/citizens-2013". In the bottom left corner, there is a white rounded rectangle with the Google+ logo and a green circular icon containing three stylized human figures.

- Nearly 1 million and counting!

European Commission on LinkedIn

European Commission Interested in Chinese culture? Take a look at "Chinese for Europeans", a project addressing the needs for students, businesses or tourists... The website provides free and easily accessible educational materials that will allow you to learn basic Chinese while discovering their culture! <http://www.chinese4.eu/> less



- 124 350+ followers



Recent Updates

European Commission Feeling curious about space science? The European Space Agency (ESA) offers a variety of training opportunities for young nationals from ESA Members and Cooperating States. Find out which one is best suited for you and apply online until 15 December



European Commission on YouTube

European Commission

EuTube

European Commission

Abonné 21 539

Vidéos à regarder ensuite

Activité récente

European Union position on Ukraine
mise en ligne il y a 1 jour
0:51

Preserving bees: fighting climate change and biodiversity loss - CAP reform
mise en ligne il y a 2 jours
2:27

Citizens' Dialogue in Győr, Hungary - László Andor- Debate on the Future of Europe
mise en ligne il y a 2 jours
2:58

European Union position on Ukraine
de European Commission 780 vues

- 21,540+ Subscribers

youtube.com/eutube

Exploring new tools



Instagram



Going local, online and offline



Citizens' Dialogues

50+ events across
Europe

One hashtag:
#EUdeb8

19K+ mentions

Reach of 50 million

Important support
from EDICs

#EP2014



European Commission
@EU_Commission

Do we need an EU army? What is your view about #environment or #immigration in EU? Your Vote Counts! youtu.be/U3gvH0IAbTs
#EP2014 #eudeb8



Guidelines for Staff

Advanced common sense!

- *'Views are my own'*
- *Would you say it on the metro?*
- *Who can see your content?*



Questions? How can we help?

COMM-Social-Media-Team@ec.europa.eu

