



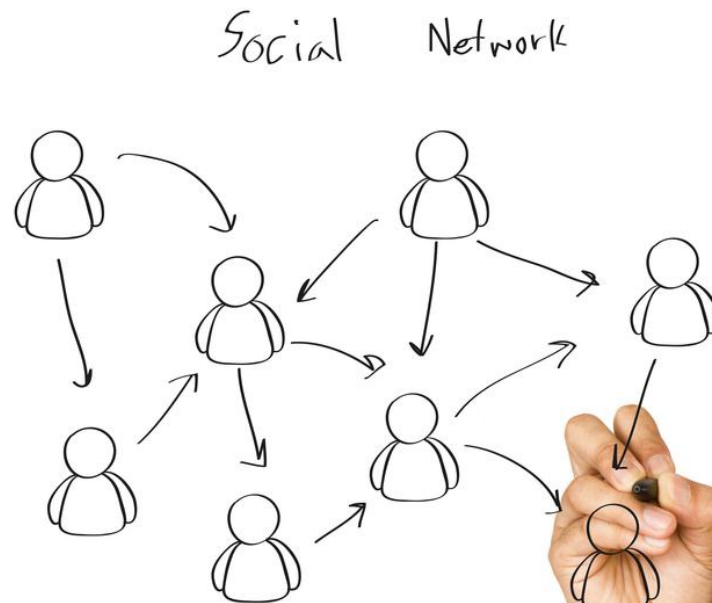
# Social media at the European Commission

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

News and  
Events  
Planner



**Editorial  
Calendar**



Our social media  
network:  
shareable stories

- **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  
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# 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](http://www.europa.eu/citizens-2013)

European Commission

European Commission ✓

★★★★☆  
221,135 likes

Update Page Info <sup>1</sup> ✓ 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.

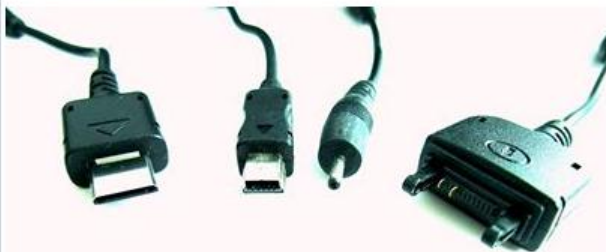
Statement this morning from EU High Rep Catherine Ashton:  
<http://europa.eu/!jR89kn>



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/1ougTFY> 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

participa-hi aquí

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



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](http://ec.europa.eu)

European Commission Traineeships office homepage 2014



## VIVIANE REDING

Vice-President of the European Commission

Wherever you are, give your views

JOIN THE DEBATE

THURSDAY JANUARY 16TH 8PM CET

#askReding | #eudeb8

Live on the  
GfK BAL  
conversation

### European Commission Representation in Ireland

3,983 likes · 65 talking about this

Like

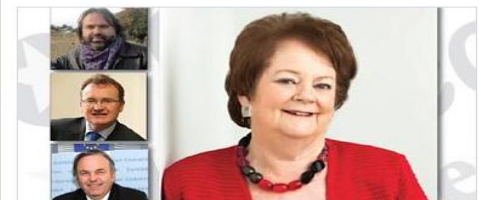
Message



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/1dJT4o4>  
16th Jan @14:00

Keynote Speaker: Mary O'Rourke  
Chairman: Shane Dunphy  
Expert Panel: Jim Power and Tim Hayes  
Please register [europedirect@waterfordcity.ie](mailto: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](http://www.europedirect.ie)

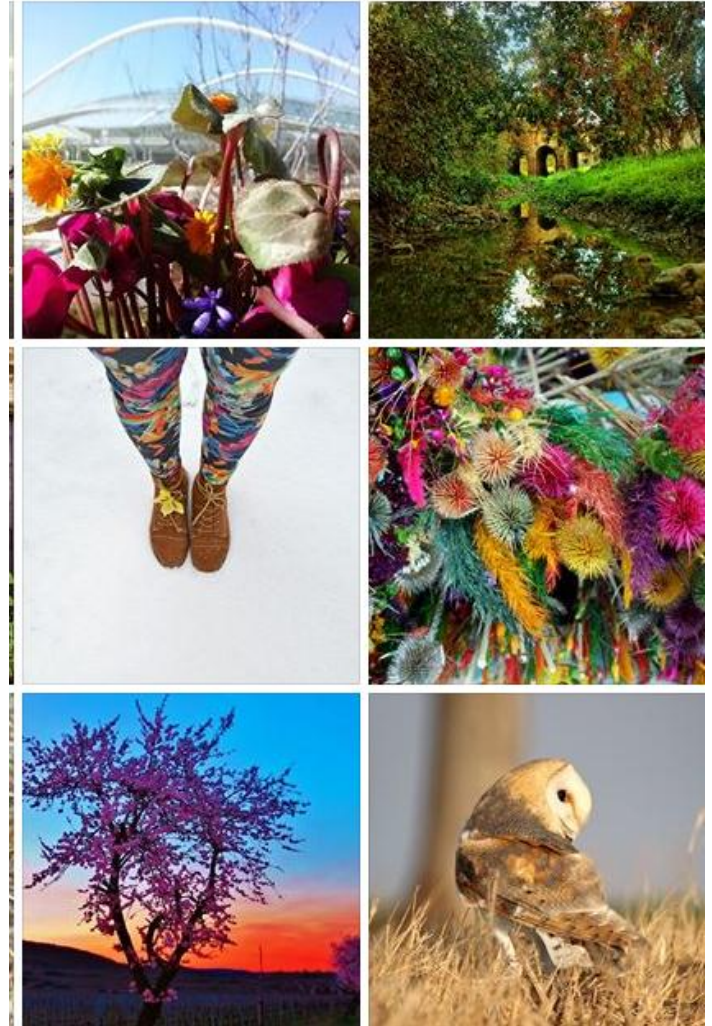
Home → Uncategorized → Post Troika: Where now for Ireland in 2014? Thursday 16 January, 2pm, Theatre Royal, Waterford.

# 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 !

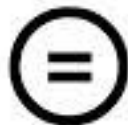
Like · Reply · 1 · 21 hours ago



**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



**European Commission** ✓  
**@EU\_Commission**

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.

Brussels, Belgium · [ec.europa.eu/index\\_en.htm](http://ec.europa.eu/index_en.htm)

<b>10 899</b> TWEETS	<b>859</b> ABONNEMENTS	<b>165 637</b> ABONNÉS
-------------------------	---------------------------	---------------------------

- 198k+ followers
- Breaking the news



**European Commission** @EU\_Commission · 34m

.Pdt @BarrosoEU on firm stance of #EU & #G7 urging #Russia to cease all preparations for the annexation of #Crimea. [ow.ly/uvs1v](http://ow.ly/uvs1v)

[View media](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



**European Commission** @EU\_Commission · 38m

Latest statement from #G7 leaders, Pdt @BarrosoEU & @euHvR on #Ukraine here: [europa.eu/rapid/press-re...](http://europa.eu/rapid/press-re...) #Crimea #Russia

[Expand](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

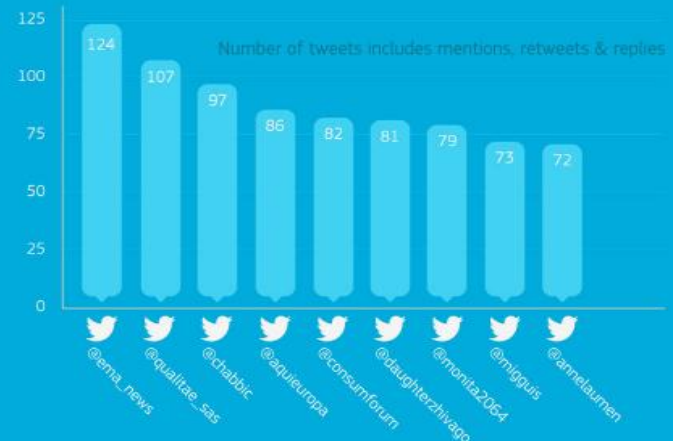
# Who are our followers?



## By profession



## Dedicated



# 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...](http://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 spokes this Friday, 10 CET with #EUChat  
[pic.twitter.com/bZilhlPzB2](http://pic.twitter.com/bZilhlPzB2)

Retweeted by Pablo Pérez

Expand

**Twitter #EUChat**

with Mark, Sarah, Pia and Koen:  
@EU\_Commission Spokespersons

**Friday 8th March  
10 AM CET**



**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 #CrowdfundEU

# 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+



- 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



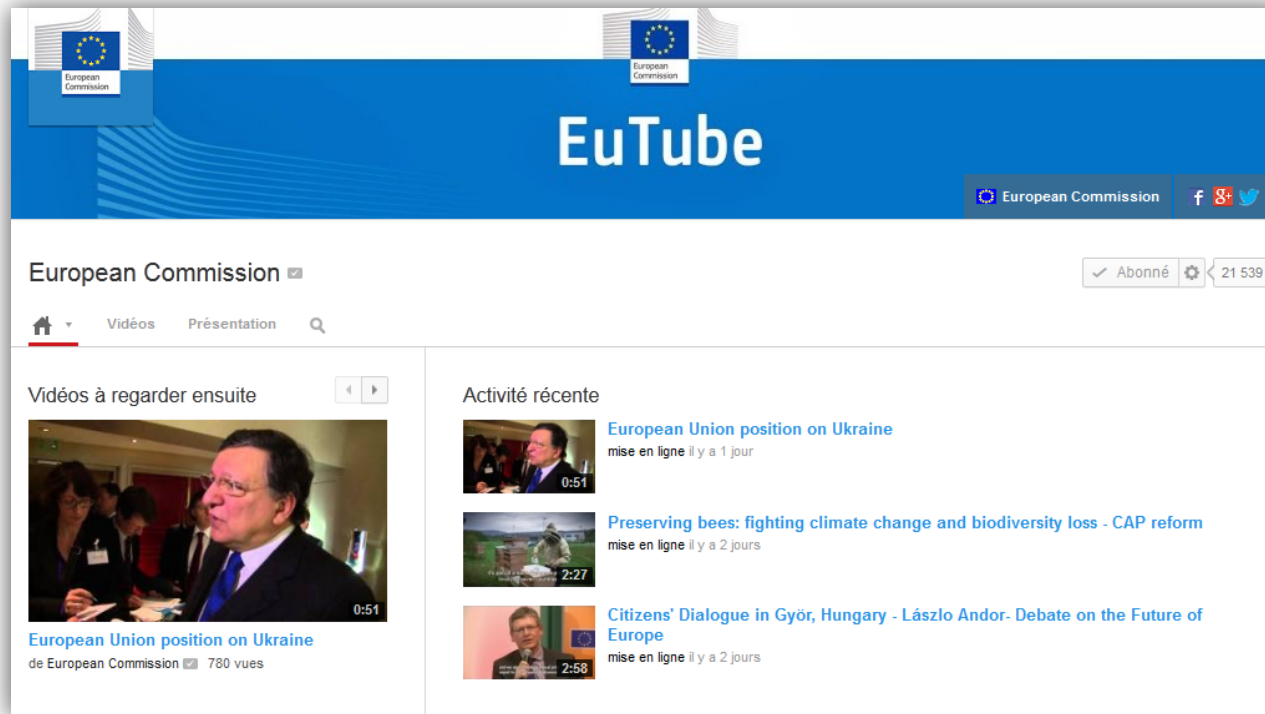
- 124 350+ followers



## 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



■ 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](http://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](mailto:COMM-Social-Media-Team@ec.europa.eu)

