



Engaging citizens locally
Share Europe Online pilot project,
synergies with EDICs

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European Commission

Training seminar for Europe Direct Information Centres
Brussels, 25 March



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USA MEX
**ONE SIZE
DOES NOT
FIT ALL**



Von links bügehn/ iron
repasser sur l'



1 + 1 > 2

Interactive communication with citizens online



- Fast, open, human
- Discussing local issues in local languages *from an EU angle*
- Delivering value to citizens

'We are present, we are listening, we care'

Boosting the EU's local social media presence

- Mapping of national social media January 2013
- Community managers in Representations and EPIOs
 - 17 pilot countries from February 2013
 - 28 countries from November 2013
- Reinforcing synergies with local players, including EDICs



Results

- A bigger buzz
- More interaction
- Body of good practice
- Social media comes as standard

**Less formal =
more impact**

Support available

- Community management guidelines
- Sharing of replicable best practice
- Social media mapping reports
- Editorial coordination
- Training and ad-hoc support





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Social media mapping reports

	Population	Internet access (desktop or portable): % of households		Broadband access: % of households			Mobile internet: % of pop. 16-74		3G smartphone: % of population		TV Internet: % of households		Use of social media: % of 16-74			Use of social media: % of 16-24			
		2012	2010	rank	2012	2011	rank	2010	rank	2010	rank	2010	rank	2012	2010	rank	2012	2010	rank
EU-27	503,491,975	68		73			27		18		4		40			81			
Netherlands	16,730,348	90	1	84	3	5	33	9	37	3	9	4	65	6	1	97	4	1	▲
United Kingdom	62,989,550	79	7	86	5	2	38	4	16	15	6	6	57	11	2	90	17	5	▲
Sweden	9,482,855	88	3	87	11														2
Luxembourg	524,853	89	2	68	11														3
Belgium	11,041,266	72	8	75	8														5
Finland	5,401,267	80	5	85	4														3
Denmark	5,580,516	85	4	85	2														2
Lithuania	3,199,771																		3
Slovakia	5,404,322																		7
Ireland	4,495,351																		3
Portugal	10,541,840																		3
Slovenia	2,056,496																		4
Estonia	1,339,682																		3
Hungary	9,962,000																		3
Malta	420,085																		4
Spain	46,196,277																		19
Poland	38,208,618																		11
Austria	8,443,018																		14
Cyprus	862,011																		18
Latvia	2,042,371																		20
Croatia	4,398,150																		21
Germany	81,843,743																		17
France	65,397,912																		22
Greece	11,290,785	46	26	51	26	27	7	27	5	22	0	25	32	26	24	74	24	24	▶
Bulgaria	7,327,224																		26
Italy	60,850,782																		25
Czech Republic	10,504,203																		27
Romania	21,355,849																		28

- Snapshot of social media landscape in every country
- List of influencers and platforms, by topic and rank



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Customer service



Customer service



Bruce Williams Would you like to explain why only around 35% of the electorate vote in EU elections, and we have a demand by 90% of the population for a referendum on the UK in the EU. If you believe in democracy, you surely must be supporting the electorate of the UK's demand for their Referendum. Any replies **European Parliament in the UK**

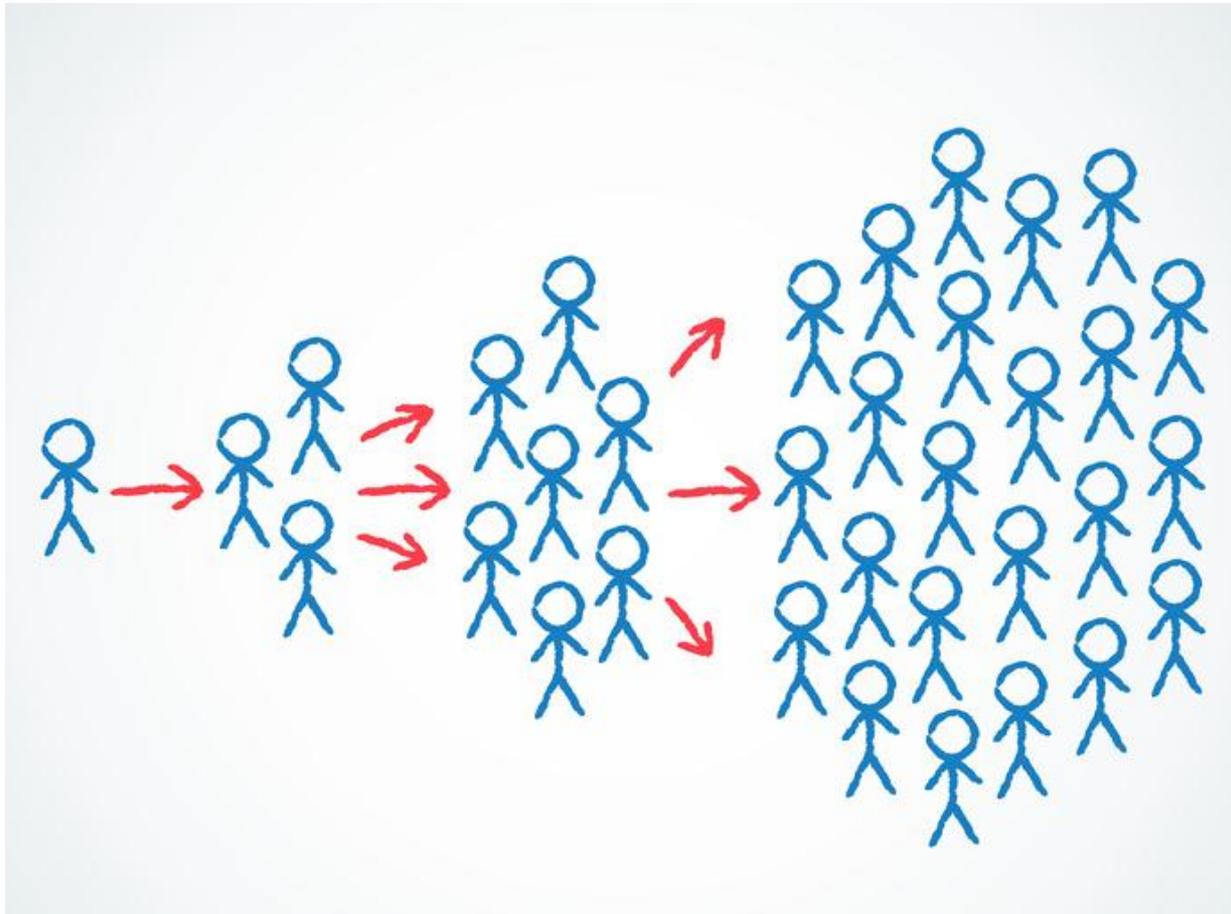
Like · Reply · 17 February at 09:54



European Parliament in the UK Bruce, thanks for commenting. What is it that you would like us to explain? The low turnout in the UK could be a result of a number of factors and we are working on making sure more EU citizens vote in the next election on 22 May 2014. As for 90% support for the referendum, we could not possibly comment - membership of the European Union is a matter of member-states internal decisions. The EU has no right to interfere with this.

Like · 17 February at 16:01

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Local communication

"Brussels says"

No.

National-oriented accounts with EU angle



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Local communication

ERASMUS +

+ 4 MLN UCZESTNIKÓW
40% FUNDUSZY



ERASMUS W LICZBACH
15 lat w Polsce
123 356 polskich studentów
wyjechało na stypendium
32 888 pracowników uczelni z Polski
wyjechało w celu prowadzenia
zajęć/na szkolenia

A Ty?
Byłeś na Erasmusie?
Podziel się swoimi wspomnieniami!



SAJDI
IPPARTICIPA
AGHŻEL

ParlamentEwropew

EUROPEAN EXPAT IN MALTA?
MAKE SURE YOU CAN VOTE IN THE EU ELECTIONS
IT'S YOUR RIGHT!

FIRST EU REPORT ON ANTI-CORRUPTION

*How does Cyprus fare?
And what does the European Commission
recommend for Cyprus?*

▲ 83%

Percentage of Cypriots - the highest % in the EU - that say the only way to succeed in business is through political connections.

● 57%

of Cypriots say they are personally affected by corruption in their daily lives.



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Relevant communication



Brussels, 29.5.2013
COM(2013) 369 final

Recommendation for a
COUNCIL RECOMMENDATION
on the Netherlands' 2013 national reform programme
and delivering a Council opinion on the Netherlands' stability programme for 2012-2017

{SWD(2013) 369 final}

TIPS UIT BRUSSEL



De Europese Commissie heeft vier aanbevelingen om de Nederlandse economie te verbeteren.



▼ 3%

De Nederlandse begrotingsplannen moeten verbeterd en uitgevoerd worden, om het tekort weer onder de Europese limiet van 3% te brengen. Er moet niet worden bezuinigd op onderwijs, innovatie en onderzoek, omdat die belangrijk zijn voor economische groei.

👤 Woningmarkt

De woningmarkt moet worden hervormd. Dat betekent een snellere beperking van de hypotheekrenteaftrek, een vrijere huurmarkt en het aanpakken van scheidwonen in de sociale sector. Woningcorporaties moeten zich richten op mensen die sociale huurwoningen nodig hebben.



Meer weten? <http://ec.europa.eu/>

★ Pensioenen

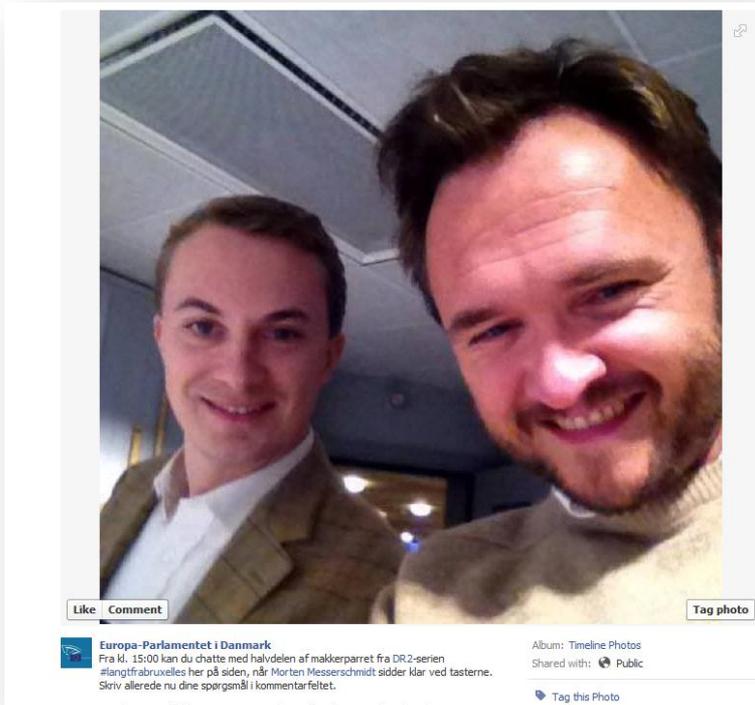
Nederland moet de tweede pensioenpijler, pensioen dat opgebouwd wordt via werk, nog aanpassen aan de verhoogde pensioenleeftijd van 67. Verder moet er meer werk komen voor het groeiende aantal oudere werknemers. Ook moet het langdurige zorgstelsel hervormd worden, om het betaalbaar te houden.

👤 Arbeidsmarkt

Meer Nederlanders moeten aan het werk en het ontslagrecht moet aangepast worden om de arbeidsmarkt mobiliteit te verbeteren.



Value-adding communication



Value-adding communication

María José Arias, EURES manager de España, ya está con nosotros! Deja tu pregunta con el hashtag #EmpleoUE! pic.twitter.com/ypQ17QbsOH

Vertaling weergeven

Beantwoorden Retweeten Favoriet Meer



6
RETWEETS

3
FAVORIETEN



Comisión Europea @UEmadrid 24 oct
 ¿Estás buscando empleo? ¿Quieres ir a algún país de la UE? Pregunta a las 17h con #EmpleoUE y te respondemos ngr.nu/1cWxOUu

Reducir Responder Eliminar Favorito Más

52 RETWEETS 8 FAVORITOS



9:00 AM - 24 oct 13 · Detalles

Responder a @UEmadrid

Manuel Martinez- UPO @ManuMartinezUPO 24 oct
 "@UEmadrid: ¿Estás buscando empleo? ¿Quieres ir a algún país de UE? Pregunta a la 17h con #EmpleoUE y te respondemos ngr.nu/1cWxOUu"

Abrir

cesar cajete @ccajete 24 oct
 ¿Buscando #empleo en la #UE? Pregunta a las 17h con #EmpleoUE y @UEmadrid te responde ngr.nu/1cWxOUu #rrhh

Abrir



As a result...

- Establishing relationships
- Higher reach
- Humanising institutions and EU comms
- Creating a well-functioning ecosystem