



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**

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



Von links bügeln/ 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

**Less formal =
more impact**

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

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		
		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	an	17	5
Sweden	9,482,855	88	3	87	11													
Luxembourg	524,853	89	2	68	11													
Belgium	11,041,266	72	8	75	8													
Finland	5,401,267	80	5	85	4													
Denmark	5,580,516	85	4	85	2													
Lithuania	3,199,771																	
Slovakia	5,404,322																	
Ireland	4,495,351																	
Portugal	10,541,840																	
Slovenia	2,055,496																	
Estonia	1,339,682																	
Hungary	9,962,000																	
Malta	420,085																	
Spain	46,196,277																	
Poland	38,208,618																	
Austria	8,443,018																	
Cyprus	862,011																	
Latvia	2,042,371																	
Croatia	4,398,150																	
Germany	81,843,743																	
France	65,397,912																	
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	33	28	51	27	26	8	26	2	25	n/a	30	25	25	25	66	26	26
Italy	60,850,782	55	22	55	25	25	25	13	6	21	0	26	29	27	26	70	25	25
Czech Republic	10,504,203	60	17	63	15	20	9	25	7	18	1	18	25	22	27	64	19	27
Romania	21,355,849	42	27	50	28	28	5	28	2	26	1	23	22	28	28	49	28	28

Facebook

YouTube

LinkedIn

Twitter

skai

Total Po
Languag
Followe
Klout: 64

Tweets c
Links – 20%
Retweets – 17%
Plain Tweets – 13%
Replies – 50%

Total Posts: 6,828
Language: EL
Followers: 32,377
Klout: 59

Tweets consist of:
Retweets – 23%
Plain Tweets – 42%
Replies – 30%

1. Citizenship (97 Tweets)
2. Economy (9 Tweets)

Top follower countries:
Greece – 54%
Unknown – 27%
UK – 5%

A popular account and blog critically discussing Greece's economic and political crisis.

Top follower countries:
Greece – 44%
Unknown – 34%
US – 8%

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



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Customer service



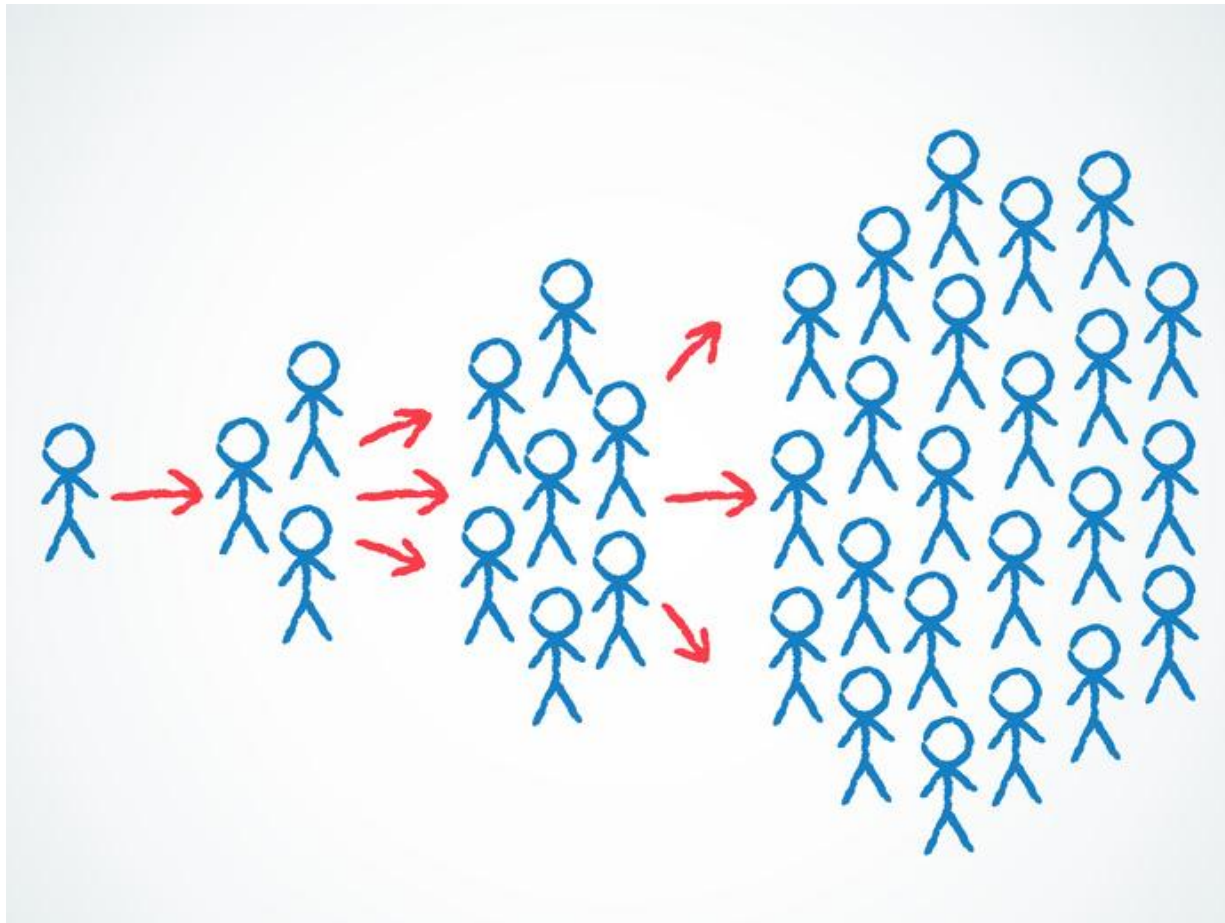
Customer service



 **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

Customer service



Local communication

"Brussels says"

No.

National-oriented accounts with EU angle

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!



 **SADSI
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 scheefwonen in de sociale sector. Woningcorporaties moeten zich richten om mensen die sociale huurwoningen nodig hebben.



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

★ Pensioenen

Nederland moet de tweede pensioenpijl, 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.

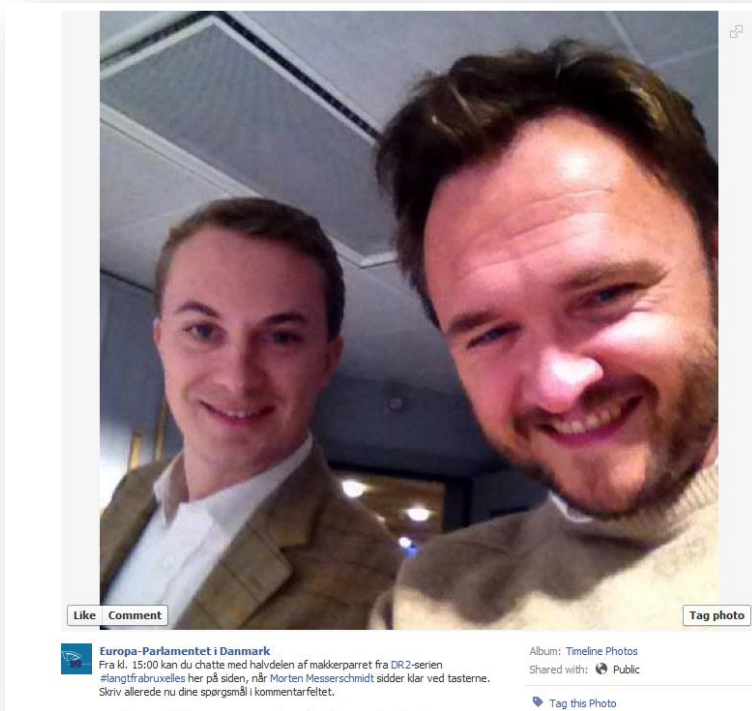


Arbeidsmarkt

Meer Nederlanders moeten aan het werk en het ontslagrecht moet aangepast worden om de arbeidsmarktmobiliteit 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 8
RETWEETS 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-funtioning ecosystem