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WORKSHOP 4

Social Media

This workshop explores the use and potential of social media. It will identify areas where common EU action on social media would benefit employability, jobs and growth. It will address the three perspectives of the social media economy: businesses, web entrepreneurship with job creation potential and public sector.

Social media is impacting business and public services in the workplace - in internal processes and in external interaction with customers. Its use is becoming a strategic choice for an increasing number of organisations. Social networks platforms are increasingly becoming part of many user-facing applications.

Social media platforms allow the emergence of a new type of entrepreneurs (apptrepreneurs) to develop apps and use marketing, payment and security features offered by the platform provider.

Social media enables more direct citizen and stakeholder involvement and promises more efficient delivery of public services.

These factors have the potential to create new jobs and economic growth particularly amongst unemployed youth and graduates. Facebook's economic impact is worth an estimated £12.7bn to the EU and Switzerland, supporting over 232,000 jobs (Deloitte, 2012).

The workshop will be developed in three phases:

- Pre-workshop activities: online activities as well as physical workshops, supported both by the JRC-IPTS study on "impact of social networks on (private and public) organisations" and the DAA2012 contractor. The social media constituency mobilised since DAA2011 will be important contributor. Inputs will be grouped and ranked by the stakeholders.
- Workshop: the most voted issues will be discussed at the workshop in three sessions addressing businesses, web/app entrepreneurs and public services. The discussion will be animated by a professional moderator. Each session will seek to establish concrete plans in the various communities participating in the workshop. The workshop will be also used to present the status of actions launched at DAA2011 social networks workshop and refine or launch new actions with a focus on growth and jobs.
- Post-workshop: the online debate and the workshop discussion and commitments will be synthesised in a report. The outcome of the workshop can immediately feed into DAE mid term review for EU policy to address the barriers using existing policy mechanisms. The report on the

progress of actions from stakeholders will be presented in DAA 2013.

Programme

This workshop was streamed live and is [now available](#) [1].

Venue : Van Merlant building, Room VMA3, 2nd floor, Rue Van Mearlant 2, 1040 Brussels

Moderator: David Smith, Global Futures and Foresight

Morning session

- Social media platforms for businesses (profit and non profit service providers) Discussion on the use and impact of social media on current businesses: social workplace and internal processes and customer interaction involving a.o. CEOs/CIOs. Discussion topics include: business participation, platform effects and adding brand value and plans for taking current social media to a next stage to general more jobs and growth. Conclusions from the IPTS study on the impact of social media on organisations will be presented.
- Apps economy session: Entrepreneurs using social media platforms to develop apps will provide an insight into their intentions for the future (apptrepreneurs). Social media platforms providers will discuss emerging policy aspects related to the use of these platforms by the apps developers (issues like sharing of revenues with the platform provider, liability, data ownership, and data usability issues). Evidence of the potential impact of the apps economy in terms of jobs and growth will be presented by market analysts.

9:00 Welcome and Purpose - David Smith

9:05 European Commission & Social Media - Paul Timmers - Director H, DG INFSO

9:10 The State of Social Media - Axel Schultze - Social Media Academy

9:25 Reporting of the online activities - Jamal Shahin

9:40 Part I: **Social media platforms for businesses**

- Hanns Köhler-Krüner - Gartner,
- Jan Krans - Atos,
- Maghiros Ioannis, Aaron Martin - JRC,

10:10 break (20min)

10:30 Part II: **Apps economy**

- Ana Aguilar - Deloitte,
- Erika Mann - Facebook,
- Sebastian Muriel - Tuenti,
- Lorenz Bogaert - Netlog

11:00 **Identifying New Actions to leverage Social Media in Europe in order to create sustainable growth and additional jobs**

13:00 - 14:30 Lunch

Afternoon session: Effective Public Services and Reinventing Government

14:30 - 14:45 Introduction of the second session - Paul Timmers - Director H, DG INFSO

14:45 - 15:45 Social Media for more effective Public Services

The panel will address questions related to barriers and benefits of social media to deliver more effective and efficient public services that would impact jobs and growth.

- Ian Clifford (Telecentre Europe)
- Davied Van Berlo (Civil Servant 2.0 NL)
- Joan Guanyabens (ICT department for Health, Catalonia)
- Gabriel Rissola (D-O-T Research & Consulting)

15:45 - 16:15 Coffee break, networking opportunities

16:15 - 17:15 Reinventing government

- Mandeep Hothi (Young foundation)
- Tom Dowdal (Greenpeace)
- Sophie Fabricius (CO2 Online DE)
- Diana Voicu (Knowledge Economy Project, Romania), finalist of the eInclusion Award.

The panel will address questions on how can we leverage social media to foster the active engagement of citizens, generate social capital and have an impact on growth and jobs.

17:15 - 17:30 Final remarks

Workshop hashtag

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- [Diana Voicu](#) [8] (14 KB)
- [Erika Mann - Facebook](#) [9]
- [Facebook Economic Impact - Deloitte study](#) [10] (841 KB)
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- [Sophie Fabricius co2online](#) [21] (4 MB)

Responsible Official: Pierre CHASTANET (European Commission - DG INFSO, ICT addressing Societal Challenges, Belgium), Isidro LASO BALLESTEROS (European Commission, Information Society and Media, Belgium)

Speakers: Axel SCHULTZE (Social Media Academy, United States), Ana AGUILAR (Deloitte, Economic Consulting, United Kingdom), Lorenz BOGAERT (Massive Media - Netlog - Twoo, Belgium), Erika MANN (Facebook, Public Policy, Belgium), Jan KRANS (Atos), Hanns KÖHLER-KRÜNER (Gartner, Research, Belgium), Paul TIMMERS (European Commission, DG INFSO - ICT addressing Societal Challenges, Belgium), Ioannis MAGHIROS (European Commission - Joint Research Centre, Institute Prospective Technological Studies, Spain), Aaron MARTIN (JRC), Sebastian MURIEL (TUENTI TECHNOLOGIES S.L.), Davied VAN BERLO (Civil Servant 2.0, Netherlands), Diana VOICU (Ministry of Communications and Information Society, Project Management Unit, Romania), Marita ROEBKES (Social Media Academy, United States)

[Full list of participants](#) [22]

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Links

- [1] <http://webcast.ec.europa.eu/eutv/portal/archive.html?viewConference=16462&catId=16440>
- [2] <http://twitter.com/#search?q=%23Da12social>
- [3] <http://www.linkedin.com/pub/ana-aguilar/50/550/629>
- [4] <https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/Axel.zip>
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