



Newsroom

Basic training

Content

- What is the Corporate Newsroom?
- Where is the Newsroom content published?
- Rights and roles
- Signing in
- Manage content, newsletters and users
- Statistics
- Content optimization
- Documentation
- Useful links
- Contact
- Questions and answers

What is the Corporate Newsroom?

- Content management system

News, publications, event announcements, calls for tender

Content can be published on websites and newsletters

[About Newsroom](#)

- Developed by DG CNECT

- Corporate tool

Available to all Directorates General (DGs) of the European Commission, Executive Agencies and other EU Institutions

[Newsroom points of contact](#)

Secured environment called universe

- Public universe: external communication
- Private universe: internal communication

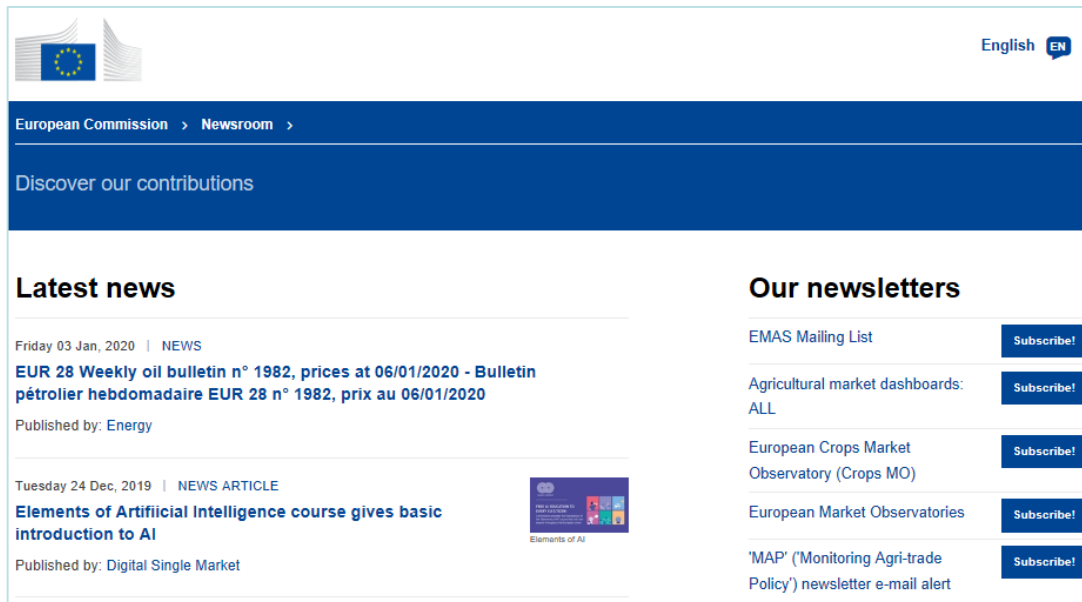
Services offered by Newsroom

- Central repository of news
- Newsletters
- Distribution lists
- Notification
- API (application programming interface): to manage subscriptions from a third party site
- Multilingualism
- Connectors: Drupal, JIVE (custom RSS feeds), JSON

Content displayed on a website

Newsroom top-level page: <http://ec.europa.eu/newsroom>

- News of public universes
- Subscription to newsletters
- Filter by contributor and item type

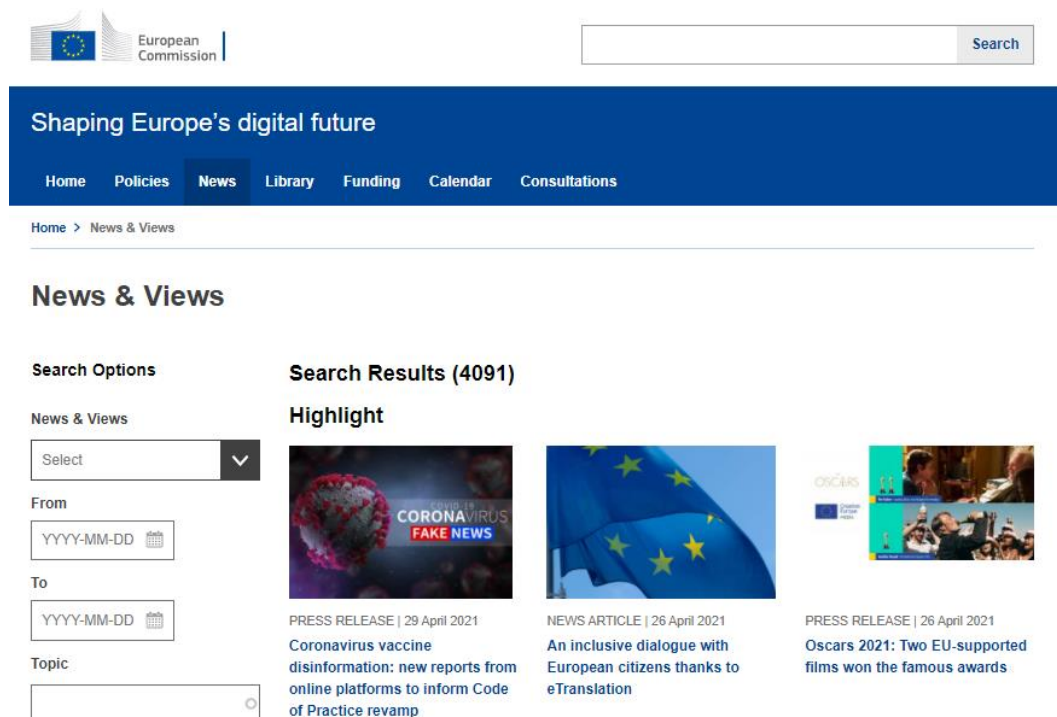


The screenshot shows the top-level page of the European Commission Newsroom. At the top left is the European Commission logo, and at the top right is the language selector set to "English EN". Below the header is a blue navigation bar with "European Commission > Newsroom >". Underneath is a dark blue banner with the text "Discover our contributions". The main content area is divided into two columns. The left column is titled "Latest news" and features two news items. The first item is dated "Friday 03 Jan, 2020 | NEWS" and is titled "EUR 28 Weekly oil bulletin n° 1982, prices at 06/01/2020 - Bulletin pétrolier hebdomadaire EUR 28 n° 1982, prix au 06/01/2020", published by "Energy". The second item is dated "Tuesday 24 Dec, 2019 | NEWS ARTICLE" and is titled "Elements of Artificial Intelligence course gives basic introduction to AI", published by "Digital Single Market". A small thumbnail image for the AI course is visible. The right column is titled "Our newsletters" and lists five newsletters, each with a "Subscribe!" button: "EMAS Mailing List", "Agricultural market dashboards: ALL", "European Crops Market Observatory (Crops MO)", "European Market Observatories", and "'MAP' ('Monitoring Agri-trade Policy') newsletter e-mail alert".

Content displayed on a website

Digital Strategy: <https://digital-strategy.ec.europa.eu/en>

- Newsroom items: News, Events, Funding, etc.
- All News: filter by type, topic or date.



The screenshot shows the European Commission website interface. At the top, there is a search bar with a "Search" button. Below the search bar is a navigation menu with the following items: Home, Policies, News, Library, Funding, Calendar, and Consultations. The "News & Views" section is active, and the breadcrumb "Home > News & Views" is displayed. The main content area is titled "News & Views" and features a "Search Options" sidebar on the left and "Search Results (4091)" on the right. The "Search Options" sidebar includes a "News & Views" dropdown menu, a "From" date field (YYYY-MM-DD), a "To" date field (YYYY-MM-DD), and a "Topic" search box. The "Search Results" section is titled "Highlight" and displays three results:

- Press Release | 29 April 2021**
Coronavirus vaccine disinformation: new reports from online platforms to inform Code of Practice revamp
- News Article | 26 April 2021**
An inclusive dialogue with European citizens thanks to eTranslation
- Press Release | 26 April 2021**
Oscars 2021: Two EU-supported films won the famous awards

Content displayed on Newsletters

- Comet template (responsive)
 - [Regio Flash](#) (REGIO)
 - [EIPP Newsletter](#) (ECFIN)
 - [The Pulse](#) (EU Council)




Read the online version

07 March 2018

Regio IT Guidance

Newsletter



Tips & Tricks

Tips & Tricks: How to make Internet Explorer a default web browser in Windows 10

Please be informed that new [Tips & Tricks](#) have been published in Regio Wiki.

Windows 10 comes with **Edge** as a default web browser. Most of the REGIO specific web based IT applications work properly only with **Internet Explorer** and **Chrome**. That is why we provide you with a step-by-step guide on how to change your default web browser in Windows 10.

More information: [Newsletters](#)

Responsive newsletter template

Readability

- Text and images adapt to the size of the screen i.e. mobile phone, tablet, laptop
- More space between blocks of text
- Bigger font size than in previous templates

Special blocks

- Gallery: content in 2 or 3 columns
- Call to action (CTA): emphasise an activity or redirect the reader to a specific website, i.e. event registration, participation in a training
- More information: [Look & feel of sections – Comet template](#)

Additional parameters

- Customization of colour scheme
- Card display: item frame in grey colour
- Show or hide some information: section title, item title, more button, list of additional information, etc.


Responsive newsletter template

- Section block: full item
Example **card** display

Blue Bioeconomy in practice

Multi-use ocean platforms: an emerging concept

In crowded seas such as those around the European Union – including, for example, the Baltic Sea, the North Sea and the Mediterranean – pressures on the environment are building and space is at a premium. In managing these areas, the interests of different economic sectors, including fishing, energy, shipping and tourism, must be considered.





[More](#)



- Section block: full item
Example **list** display

Upcoming events

Discardless conference: Landing Obligation 2019, what have we learned, what are the next steps? [More](#)

 Date	30/01/2019 - 31/01/2019
 Venue	Kongens Lyngby, Denmark


BIOPROSP_19: Unlocking the potential of biomolecules from marine environments [More](#)

 Date	25/01/2019 - 27/02/2019
 Venue	Tromsø, Norway

Responsive newsletter template

- Section block: Gallery
Content in 2 or 3 columns


E-Books



The Palgrave Handbook of Knowledge Management

This international Handbook provides a comprehensive overview of key topics, debates and issues within the now well-established field of Knowledge Management (KM).

[More](#)




Analytics and Knowledge Management

The book examines the role of analytics in knowledge management and the integration of big data theories into an organizational knowledge management framework.


[More](#)

ISA² Mid-Term Conference: check out slides, videos & photos!




Speakers' presentations

[More](#)



Videos recordings

[More](#)

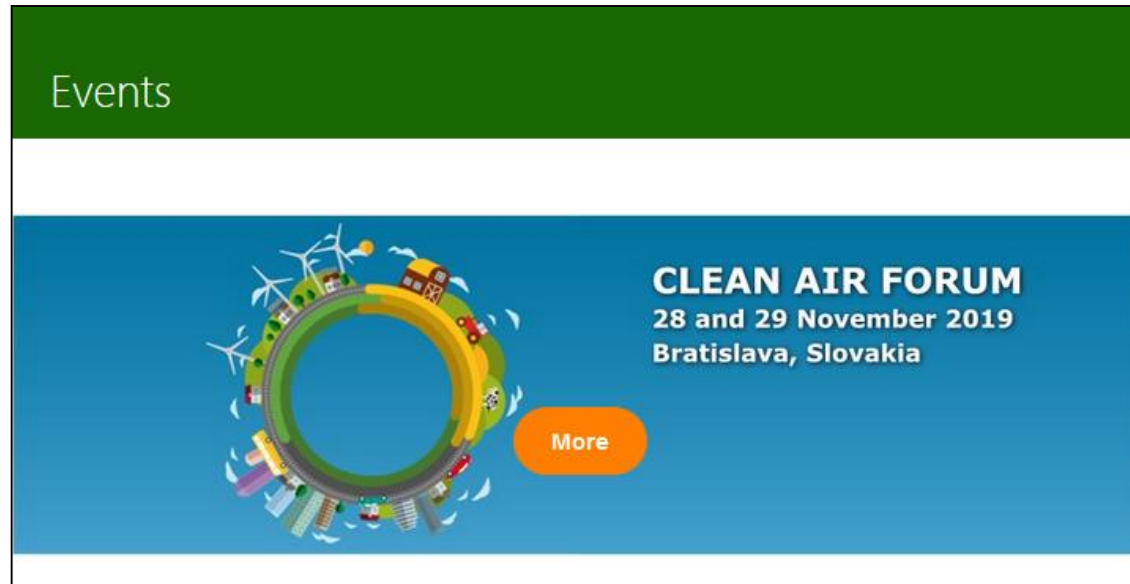


Conference Photo Gallery

[More](#)

Responsive newsletter template

- Section block: Call to action (CTA)



Notification service

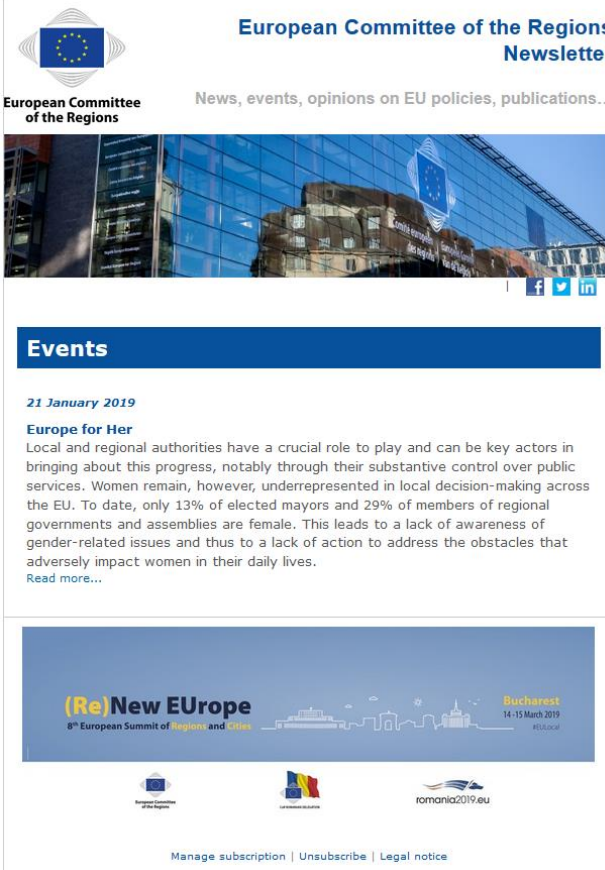
- **Automatically sent** with the content based on subscription choices
- **Template** configured like the newsletter
- **Subscription** based on several criteria
 - Frequency: on publication, daily, weekly
 - Content: item types such as news, events, opinions, etc.
 - Topics of interest: themes, countries, etc.
 - Languages: the service is multilingual.


Notification sent by email

Example


European Committee
of the Regions

[Subscription page](#)



 **European Committee of the Regions
Newsletter**

European Committee of the Regions | News, events, opinions on EU policies, publications...



[f](#) [t](#) [in](#)


Events




21 January 2019

Europe for Her

Local and regional authorities have a crucial role to play and can be key actors in bringing about this progress, notably through their substantive control over public services. Women remain, however, underrepresented in local decision-making across the EU. To date, only 13% of elected mayors and 29% of members of regional governments and assemblies are female. This leads to a lack of awareness of gender-related issues and thus to a lack of action to address the obstacles that adversely impact women in their daily lives.

[Read more...](#)



[Manage subscription](#) | [Unsubscribe](#) | [Legal notice](#)

Notification form

Administrators configure the form

- Frequency: on publication, daily, weekly
- Content: item types such as news, events, opinions, publications
- Topics of interest: you can define your own topics, it could be themes, countries
- Languages: the service is multilingual

More information: [Notification service](#)

Account information

First Name

Last Name

Organisation

How often do you want to receive your CoR Newsletter?
 Daily
 Weekly

Preferences setting

Which type(s) of information do you want to receive?

- Events
- News
- Opinions
- Publications
- Regional news
- Studies

Which topic(s) are you interested in?

- Agriculture and Fisheries
- Citizenship, Governance and Institutional Affairs
- Cohesion Policy, Structural funds and EU Budget
- Consumer Policy, Health and Tourism
- Economic and monetary policy
- Environment, Climate Change and Energy
- Migration and external relations
- Research, Innovation and Digital Single Market
- Social Policy, Education, Employment and Culture

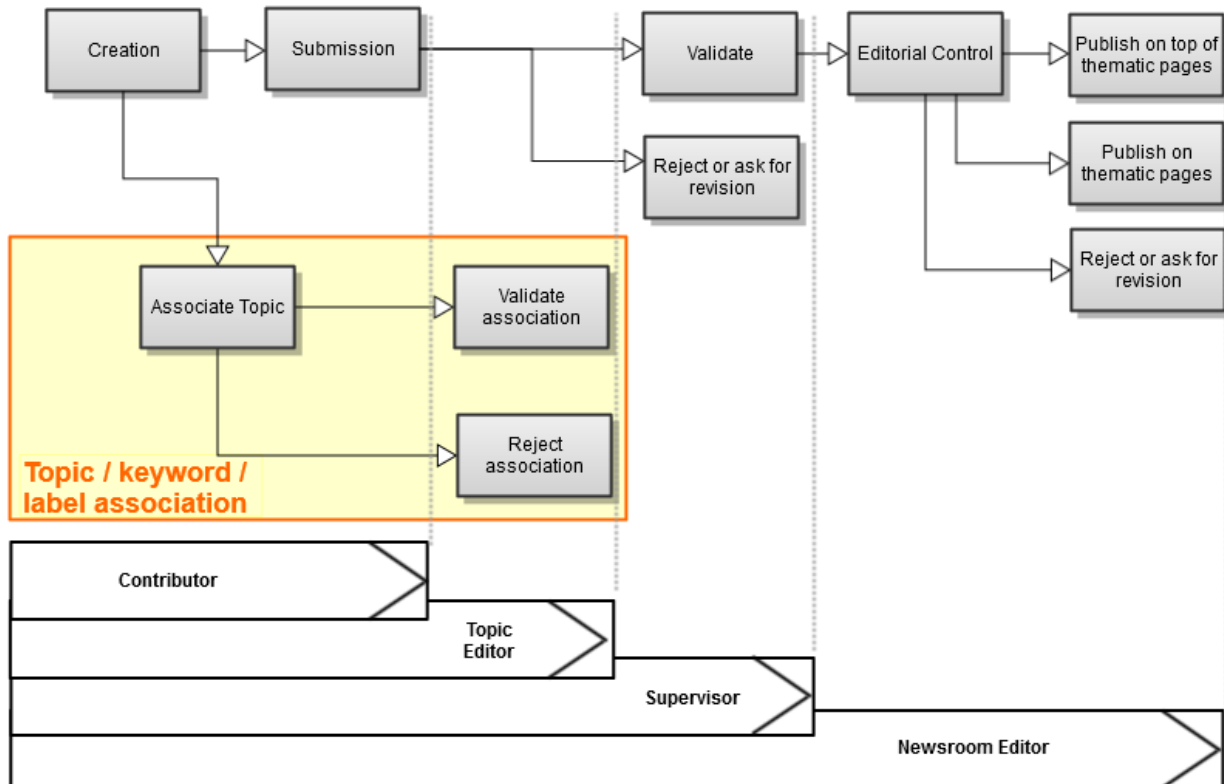
What is/are your preferred language(s)?

<input type="checkbox"/> Bulgarian	<input type="checkbox"/> Irish
<input type="checkbox"/> Croatian	<input type="checkbox"/> Italian
<input type="checkbox"/> Czech	<input type="checkbox"/> Latvian
<input type="checkbox"/> Danish	<input type="checkbox"/> Lithuanian
<input type="checkbox"/> Dutch	<input type="checkbox"/> Maltese
<input checked="" type="checkbox"/> English	<input type="checkbox"/> Polish
<input type="checkbox"/> Estonian	<input type="checkbox"/> Portuguese
<input type="checkbox"/> Finnish	<input type="checkbox"/> Romanian
<input type="checkbox"/> French	<input type="checkbox"/> Slovak
<input type="checkbox"/> German	<input type="checkbox"/> Slovene
<input type="checkbox"/> Greek	<input type="checkbox"/> Spanish
<input type="checkbox"/> Hungarian	<input type="checkbox"/> Swedish

Send me the English version if the article is not translated.

Rights and roles in the Universe

Example of publication workflow



More information:
[Newsroom rights and roles](#)

Signing in

1. Type the URL in your browser

URL: <https://ec.europa.eu/newsroom/login>

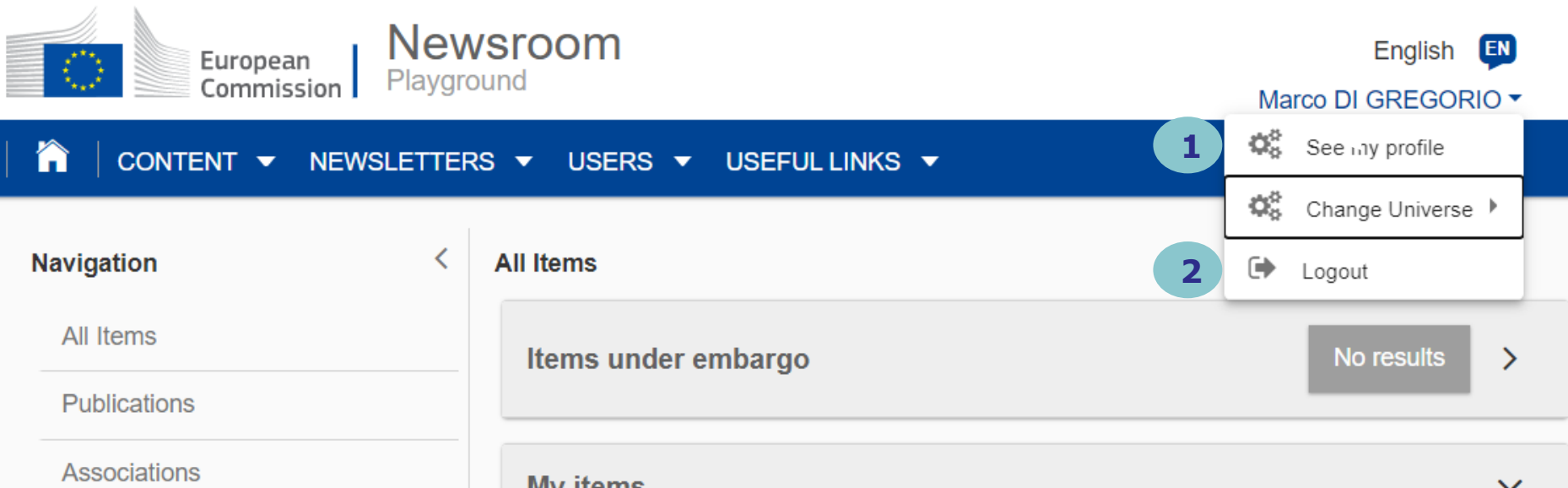
2. Login via EU LOGIN

3. Select your Universe

4. Newsroom Back-office: click on "Go to the item taskpane"
(only accessible with dedicated access rights)

Taskpane

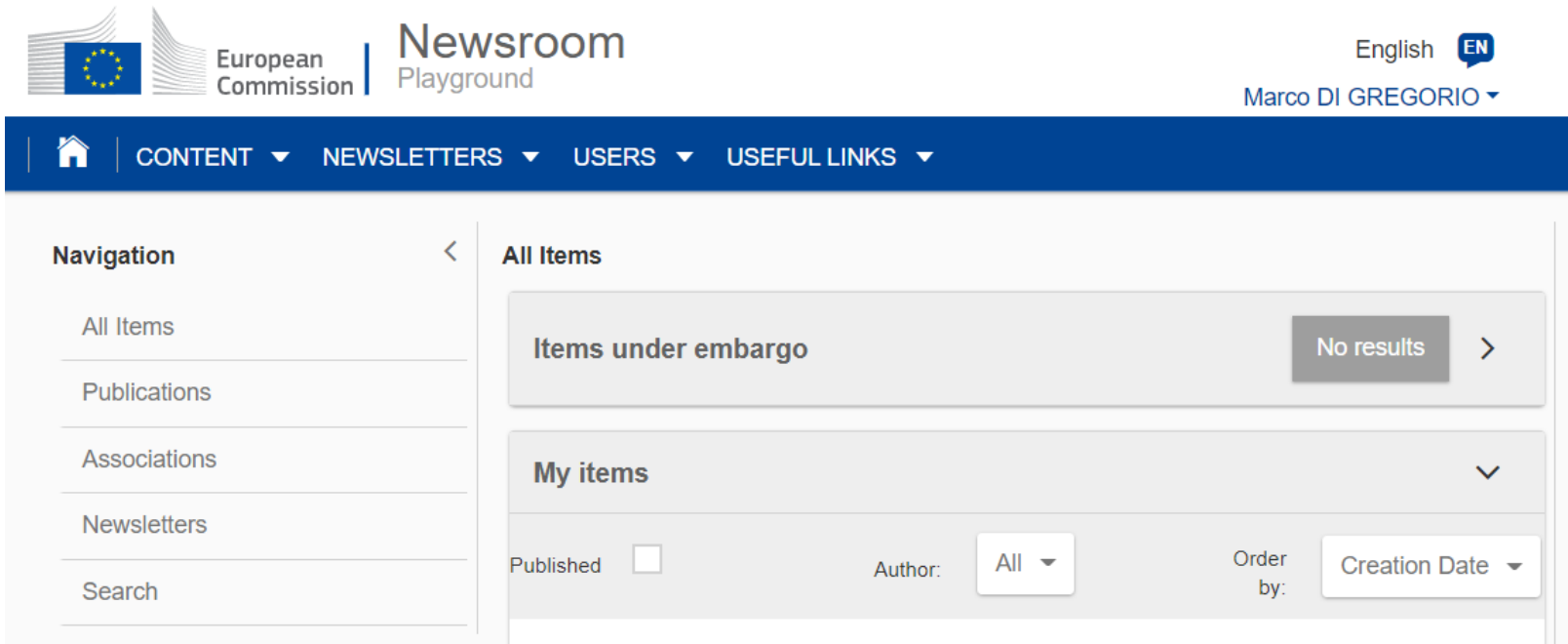
1. **See my profile:** personal information, newsletter subscription
2. **Logout from Newsroom**



The screenshot shows the Newsroom Playground interface. At the top left is the European Commission logo. The main header includes the text "Newsroom Playground" and the language "English EN". The user name "Marco DI GREGORIO" is displayed with a dropdown arrow. A dark blue navigation bar contains a home icon and menu items: "CONTENT", "NEWSLETTERS", "USERS", and "USEFUL LINKS". A user menu is open, showing options: "See my profile" (marked with a red circle '1'), "Change Universe", and "Logout" (marked with a red circle '2'). On the left, a "Navigation" taskpane lists "All Items", "Publications", and "Associations". The main content area shows "All Items" with a section for "Items under embargo" and a "No results" button.

Taskpane

1. **Content:** menu visible to everyone who has access to the back-office.
2. **Newsletters:** dedicated access for newsletter managers.
3. **Users:** Dedicated access for user managers
4. **Useful links:** links to the **Admin Dashboard** and **Documentation** (Newsroom Wiki)



The screenshot shows the Newsroom Playground interface. At the top left is the European Commission logo. The page title is "Newsroom Playground". On the top right, the language is set to "English" with a flag icon, and the user name "Marco DI GREGORIO" is displayed. A dark blue navigation bar contains a home icon and four menu items: "CONTENT", "NEWSLETTERS", "USERS", and "USEFUL LINKS", each with a dropdown arrow. Below the navigation bar, the interface is split into two main sections. On the left is a "Navigation" sidebar with a back arrow and five items: "All Items", "Publications", "Associations", "Newsletters", and "Search". On the right is the "All Items" main content area. It features a search bar with the text "Items under embargo" and a "No results" button with a right arrow. Below this is a "My items" section with a dropdown arrow. At the bottom of the main content area, there are filters: "Published" with a checkbox, "Author:" with a dropdown menu set to "All", and "Order by:" with a dropdown menu set to "Creation Date".

Newsletter: Management

- Requires dedicated rights
- Design, display and template customizable
- Visual identity, banner, header and footer
- Multilingual newsletters
- More information: [Newsletters](#)

Statistics

- Access under request
- Created for Newsroom Editors or Universe administrators
- Contains valuable data about usage, views, subscriptions
- Useful to monitor performance
- Opening rate of newsletters and views per item

best practices & content optimization

- Write **meaningful** full content, **clear** and **concise**.
- Use sections and headings; CAPITAL LETTERS ARE BANNED as well as redundant exclamation marks !!!!!!!!
- Title and teaser should **catch** the attention of the reader.
- Use **bullets** and **numbered lists**.
- Provide the information when you have it.
- More information:
 - [How to write clearly](#)
 - [Claire's Clear Writing Tips](#)

CNECT: best practices & content optimization

- Write items that do not take much **time** to read.
- Use of **anchors**.
- Use appropriate **images**; ask yourself if you really need more images in your content.
- **Planning** helps: last minute rush jobs do not give good results.
- Make sure you have a back-up: **share** your items.
- Use accessible **language** (no jargon or abbreviations).

Tips & Tricks

- Organise your workflow
- Use a publication calendar
- Use the editorial notes instead of emails
- Regularly consult the latest news for updates
- Import or export items using RSS feeds
- Subscribe to the Corporate Newsroom Newsletter

The documentation contains

- Video tutorial
- Comments from users
- User collaboration forum
- Complete guidelines and instructions for the creation of items and guidelines for editors
- Technical information about the application (restricted)
- Governance documents (restricted)

Join the Newsroom community!

- We provide **support**
- We provide **training sessions**
- You can like articles and comment on the **Wiki** pages
- We deliver a **tailor-made solution** for your publications!

Useful links

About page

<https://ec.europa.eu/newsroom/stand-alone/about-newsroom/index.cfm>

Documentation

<https://webgate.ec.europa.eu/fpfis/wikis/display/NEWSROOM>

Top-level page

<https://ec.europa.eu/newsroom/login>

Universe contact points

<https://webgate.ec.europa.eu/fpfis/wikis/display/NEWSROOM/Points+of+contact>

Contact

DG COMM

- Newsroom support L1

Europamanagement@ec.europa.eu

DG CNECT

- Newsroom support L2 & L3

CNECT-NEWSROOM-SUPPORT@ec.europa.eu



European
Commission

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