Social Media
At the European Commission

Strategy Workshop
@PabloPerezA
Slovenia, June 2016
Different platforms, different audiences

General interest
Students and young people
Organisations and campaigns

General interest
Journalists
Think-tanks
NGOs
Leaders

International

Tech-savvy

Professional
Consultancies
Researchers
Staff

Brings together audiences from all platforms
Commissioners get social

28 EU Commissioners on Twitter

20 EU Commissioners on Facebook

17 EU Commissioners blogging
Priority #1 of the Jobs, Growth & Investment

Investment and the EU: supporting jobs and growth

Investment Plan for Europe – country by country

€15 billion Investment Plan for Europe to boost jobs and growth. But what does that mean for your country? What is the context, what has been already done and what can be improved? Check our infographics and country factsheets for all 28 MS. See More

Out now: today's #investEU decisions explained - all related links in one place europa.eu/!Xu64gn #EFSI

Just 50 days after announcing its ambitious Investment Plan for Europe to boost jobs and growth, the European Commission today adopted the legislative proposal for the European Fund for Strategic Investments, which will be established in close partnership with the European Investment Bank (EIB).

The Fund is at the very heart of President Juncker’s Investment Offensive, which will mobilise at least €315 billion in private and public investment across the European Union.
Priority #1 of the Jobs, Growth & Investment
Messaging

The Commission and its Priorities

- Jobs, Growth and Investment
- Digital Single Market
- Energy Union and Climate
- Internal Market
- Economic and Monetary Union
- EU-US Free Trade
- Justice and Fundamental Rights
- Migration
- EU as a Global Actor
- Democratic Change
Messaging

Climate action in your language! Find out more about the causes and consequences of climate change, what the EU is doing and what you can do to help!

Discover EU Climate Action youtube playlist:
https://www.youtube.com/user/EUClimAction/playlists
and our website: http://ec.europa.eu/energy/climate/index_en.htm

30 years ago Spain and Portugal signed the Accession Treaty to become members of the EU.

Today, thanks to the EU’s fundamental principle of free movement, Maria can run a business in Portugal and live in Spain.

La Comisión Europea en España – Representação da Comissão Europeia em Portugal
The government could fix everything that's wrong with the country if they'd simply read my Facebook updates.
@JoseantonioJun: There is a street lamp out on Maestro Antonio Linares street.

@JoseantonioJun @AlabarceJose: Street lamp fixed on Maestro Antonio Linares St, #JunGetsMoving thanks for the report.

@AlabarceJose: Many thanks for letting us know. Tomorrow @elgranespi will replace the broken street lamp #JunGetsMoving

Photo credit: William Powers and Deb Roy
LISTEN AND RESPOND

Jon Worth @jonworth · Nov 10
How can anyone really say that #ttip is being negotiated transparently? Comparison to other trade negs, perhaps, but not with other politics

Cecilia Malmström @MalmstromEU
@jonworth We are looking at ways to increase transparency in TTIP negotiations. Hope to present result very soon. There is nothing to hide

10:28 PM - 10 Nov 2014
Freu mich auf Do, 20.11. Live Chat dpa! Weil Sie fragen können: #dpaLiveChat. Und weil Form zu Thema passt: Digit Wirtschaft & Gesellschaft

17.11.14 14:30
...and that is why we lift on three...

COMMUNICATION

dolignan.com
Putting together the editorial calendar

Spokespersons' Service strategic and press planning 10 priorities

Commission milestones

External events

Social media specific events

International days

News and events from/by the Commission

What are people talking about?

Practical information

Editorial Calendar

Our social media network:

DGs

Representations
INSTEAD OF RISKING ANYTHING NEW, LET'S PLAY IT SAFE BY CONTINUING OUR SLOW DECLINE INTO OBSOLESCENCE.
Key ideas to keep in mind

**Utility is a core strategy.** Innovative apps and catchy YouTube campaigns might attract media attention, but you’ll find success by creating pragmatic, useful content.
Innovation is not tied to large budgets
The biggest **results** come from centralizing social accounts, collaboration, and social governance. From controlling messaging to using social to bring together departments and teams
Europe in my Region

Photo Competition

#EUinMyRegion
*me

posting a funny joke or video or relevant status about the politics in my country

Derpina
Went Shopping

1

4458
980 comments