

# InformEU Capacity building

## 'Quick & Good' - Social media

Top tips for efficient posting

# AGENDA

- **Introduction by DG MARE**
- **Introduction to the topic & objectives of the session**
- **Top tips for efficient posting**
- **Q&A / sharing of experience**
- **Conclusions**

# Objectives of the session

- Provide tips on how to do social media well and quickly
- Provide opportunities for you to share and learn from each other
- Provide practical examples and practice
- Provide easily actionable methods and approaches that can be implemented immediately

# Top tips for efficient posting

- **Keep it short and be concise**
- **Shorten your hyperlinks**
- **Use hashtags (#)**
- **Use emojis**
- **Include visuals**
- **Map relevant accounts**

# Top tips for efficient posting

- **Keep it short and be concise**
  - Increases visibility and engagement
  - You are competing for attention
    - *Make your content easy and quick to digest*
    - *Use bullet points and numbers e.g.*
      - Four = 4
    - *Think about replacing words e.g.*
      - 'and' can be replaced with '&' OR '+'
  - Focus on the main point or information

Combining #fisheries and #sustainability using wind energy! 🌊⚓

The Skravik #CLLD project from @pays\_de\_brest 🇫🇷 aims to reduce the environmental footprint of fisheries by reintroducing #sailing as a way of sourcing food sustainably.

In full [oceans-and-fisheries.ec.europa.eu/news/breton-fi...](https://oceans-and-fisheries.ec.europa.eu/news/breton-fi...)

## SKRAVIK.

**The Skravik project reintroduced sailing to artisanal fishing in Finistère Brittany, promoting wind energy as a sustainable alternative to fossil fuels.**



0:15 | 232 views

## Main information

Topics covered by the story, project name, location, main objective of the project

## Link to further information

🔔 last chance to apply for this round of #BlueInvest coaching

BlueInvest Investment Readiness Assistance is the programme designed for SMEs & startups to scale up innovative projects in the #BlueEconomy & connect with investors

Apply by 7 April [bit.ly/3VBRLdY](https://bit.ly/3VBRLdY)



11:48 AM · Mar 22, 2023 · 1,200 Views

## Main information

Topic of the post, information about the programme, who can benefit

Call to action with link to further information



FAMENET - Fis...  
Post to Anyone



With a little help from the #EMFF, Bord lascaigh Mhara - Ireland's Seafood Development Agency (#BIM) has #developed a #mobile #classroom dedicated to teaching the history, #facts and #opportunities of #aquaculture in #elementary #schools all around #Ireland. To date, the ARC has: Visited 71 #primary #schools. Delivered in-person lessons to 2,627 #students. Attended several public #outreach #events, engaging with 7,155 individuals.

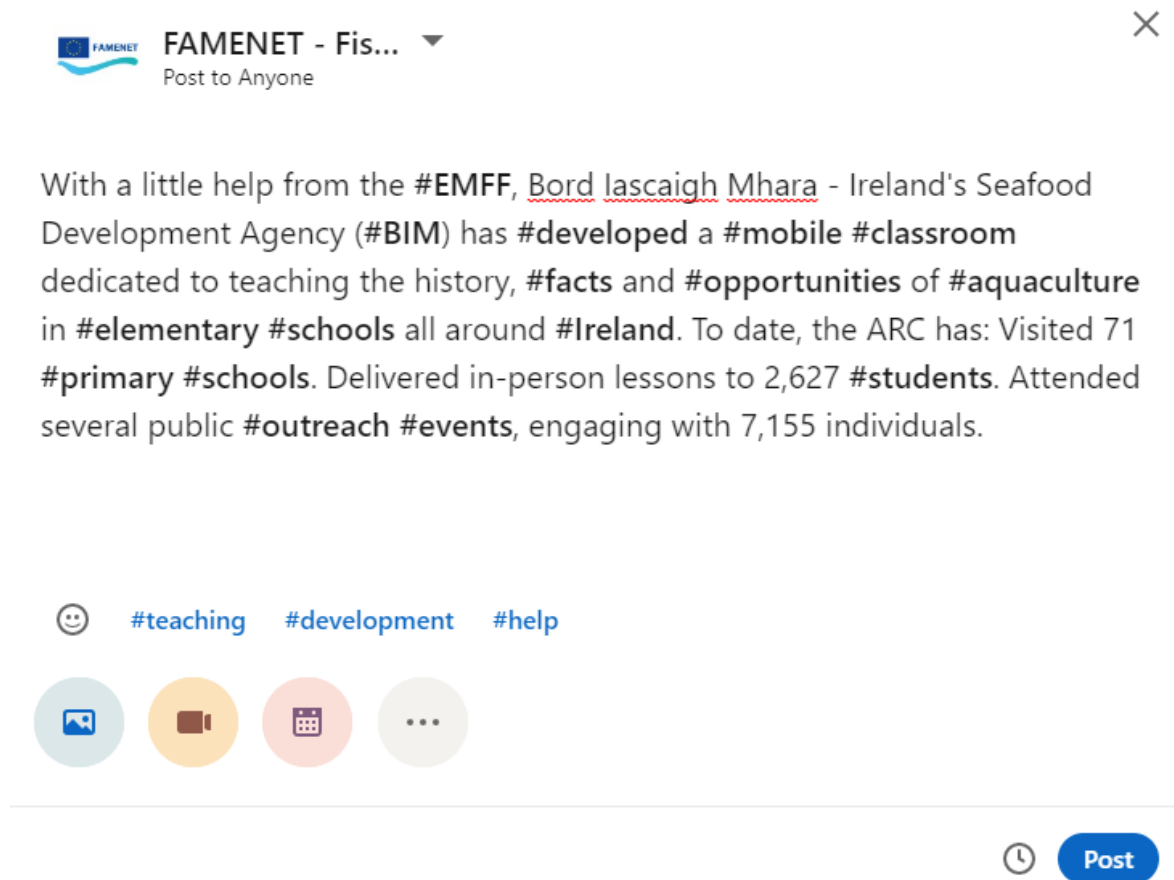


#teaching #development #help



Post



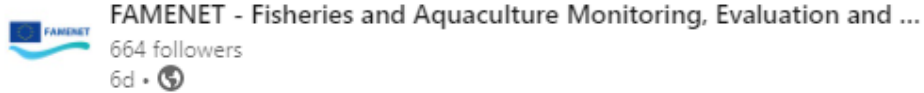


The screenshot shows a Facebook post from the profile 'FAMENET - Fis...'. The post text is: 'With a little help from the #EMFF, Bord lascaigh Mhara - Ireland's Seafood Development Agency (#BIM) has #developed a #mobile #classroom dedicated to teaching the history, #facts and #opportunities of #aquaculture in #elementary #schools all around #Ireland. To date, the ARC has: Visited 71 #primary #schools. Delivered in-person lessons to 2,627 #students. Attended several public #outreach #events, engaging with 7,155 individuals.'

Below the text are several hashtags: #teaching, #development, and #help. There are also icons for adding photos, videos, and a calendar. At the bottom right of the post area is a 'Post' button.

- Not catchy title
- One block of text
- No structure
- Too many hashtags
- No bullets
- No tagging





All aboard the ARC (Aquaculture Remote Classroom)! 🚢📖

With a little help from the [#EMFF](#), [Bord Iascaigh Mhara - Ireland's Seafood Development Agency](#) (BIM) has developed a mobile classroom dedicated to teaching the history, facts and opportunities of [#aquaculture](#) in elementary schools all around [#Ireland](#). To date, the ARC has:

- 📍 Visited 71 primary schools.
- 📍 Delivered in-person lessons to 2,627 students.
- 📍 Attended several public outreach events, engaging with 7,155 individuals.

"We've found that if we improve the base level of knowledge and understanding among younger communities, awareness and knowledge improves drastically." – Máirtín Walsh, BIM



- **Catchy title**
- **Emojis**
- **Better structure**
- **Bullet points for key info**
- **BIM tagged**
- **Limited but relevant hashtags**

# Top tips for efficient posting

## • Shorten your hyperlinks

- Better for character counts, more aesthetically pleasing
- You can make your links trackable, i.e., links clicks, traffic to your website
- Certain platforms will shorten them automatically for you:
  - *LinkedIn - When you share a link longer than 26 characters, it is automatically shortened once you click Post, to make it easier to read.*
  - *Twitter - A URL of any length will be altered to 23 characters, even if the link itself is less than 23 characters long. Your character count will reflect this.*
- Additional tools to shorten your hyperlinks:
  - [Bitly](#)
  - [TinyURL](#)
  - [URL Shortener by Zapier](#)

Combining #fisheries and #sustainability using wind energy! 🌊🌬️

The Skravik #CLLD project from @pays\_de\_brest 🇫🇷 aims to reduce the environmental footprint of fisheries by reintroducing #sailing as a way of sourcing food sustainably.

In full 🌐 [oceans-and-fisheries.ec.europa.eu/news/breton-fi...](https://oceans-and-fisheries.ec.europa.eu/news/breton-fi...)

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The Skravik project reintroduced sailing to artisanal fishing in Finistère Brittany, promoting wind energy as a sustainable alternative to fossil fuels.



0:15 | 232 views

FAMENET - Fisheries and Aquaculture Monitoring, Evaluation and ...  
581 followers  
2w · 🌐

Women on board! 🌊

Women are underrepresented in #fisheries and #aquaculture, accounting for only 3% of crews on EU fishing vessels.


Thanks to #EMFF funding, several projects are addressing this issue in pioneering ways, such as REDMAR II in Spain.

The project promotes #genderequality, and strives to get more women on board fishing vessels through:

- 🔧 Structural changes on board fishing vessels, including cabins and toilets.
- 👩 Promoting the employment of women to vessel owners, sector associations, and educational and gender equality organisations.
- 🔄 Exchanging good practices in relation to #equalopportunities across several networks.

Happy #InternationalWomensDay!

Read more 📄 <https://lnkd.in/ecEfPshq>



You and 28 others · 3 reposts

#EMD2023 - the wait is over!

The call for exhibitors for the European Maritime Day in Brest 🇫🇷 is now open.

Do you want to showcase your project or innovative solutions in the #BlueEconomy at EMD on 24-25 May? Apply by 5 April 🌐 [europa.eu/14rfDDq](https://europa.eu/14rfDDq)

#BeGreenGoBlue



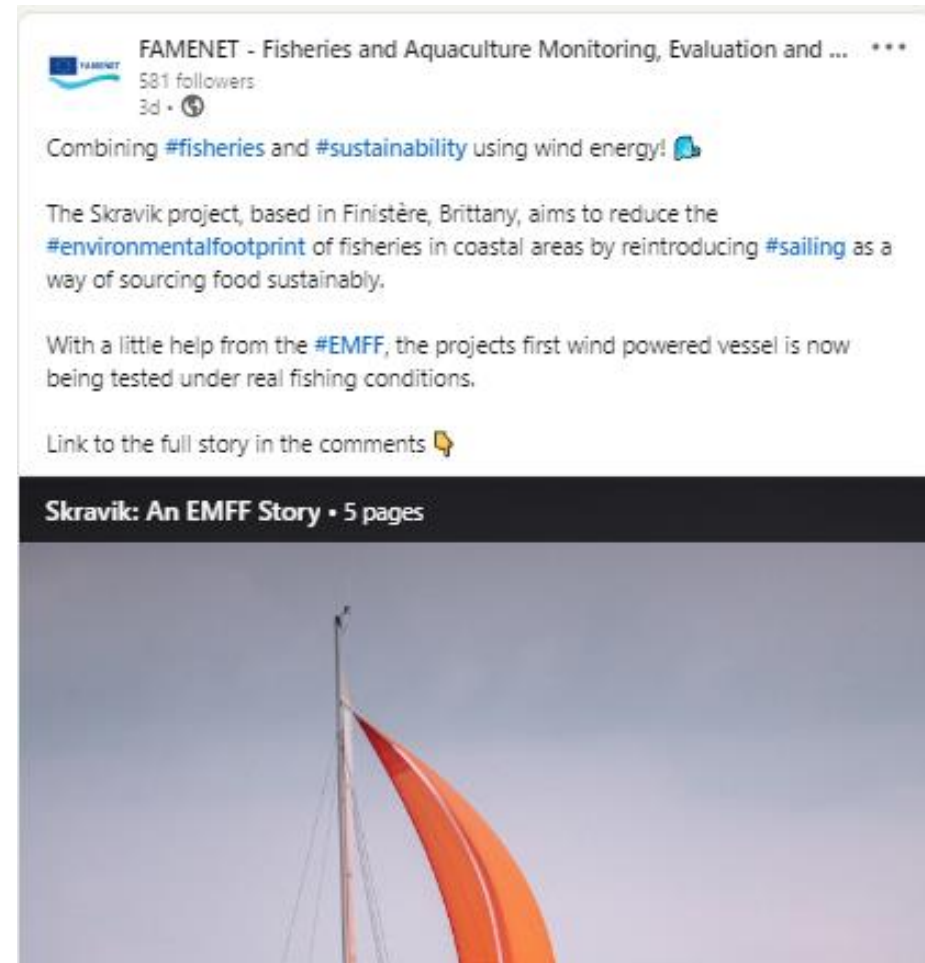
#EMD2023  
**EMD**  
EUROPEAN MARITIME DAY  
**Brest**  
24-25 May 2023

European Commission | MARE | METADRI | Brest

3:58 PM · Mar 22, 2023 · 3,949 Views

# BONUS

- **For LinkedIn:**
  - Try including your links in the comments under your post
  - *'Algorithm penalty'*



FAMENET - Fisheries and Aquaculture Monitoring, Evaluation and ...  
581 followers  
3d • 🌐


Combining #fisheries and #sustainability using wind energy! 🌊

The Skravik project, based in Finistère, Brittany, aims to reduce the #environmentalfootprint of fisheries in coastal areas by reintroducing #sailing as a way of sourcing food sustainably.

With a little help from the #EMFF, the projects first wind powered vessel is now being tested under real fishing conditions.

Link to the full story in the comments 📌

**Skravik: An EMFF Story • 5 pages**



# Top tips for efficient posting

- **Use hashtags (#)**
  - Increases visibility and discovery
  - Can help you research content ideas
  - How many hashtags?
    - *Twitter: 1-3 per tweet*
    - *Instagram: 3-5 per post*
    - *Facebook: 3-5 per post*
    - *LinkedIn: 2-5 per post*
  - Search in trending hashtags for relevant topics
  - Try to use hashtags in the text

# YOUR TURN – Using hashtags

- **What words can become hashtags?**

The EMFAF will support the implementation of the Common Fisheries Policy (CFP) and of the Union's maritime policy along four priorities:

- Fostering sustainable fisheries and the conservation of marine biological resources;
- Contributing to food security in the Union through competitive and sustainable aquaculture and markets;
- Enabling the growth of a sustainable Blue Economy and fostering prosperous coastal communities;
- Strengthening international ocean governance and enabling safe, secure, clean and sustainably managed seas and oceans.

# YOUR TURN – Using hashtags

## • What words can become hashtags?

The [#EMFAF](#) will support the implementation of the Common Fisheries Policy (CFP) and of the Union's maritime policy along four priorities:

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- Enabling the growth of a sustainable [#BlueEconomy](#) and fostering prosperous coastal communities;
- Strengthening international [#oceangovernance](#) and enabling safe, secure, clean and sustainably managed seas and oceans.

## MARE & fund-specific

#EUBeachCleanup  
#EMFAF  
#EMFF  
#EMD2023  
#BlueInvest  
#MissionOcean  
#HorizonEU  
#CLLD  
#tastetheocean  
#EUFunded  
#EU4Algae  
#OceanCalls  
#EU4Ocean  
#EUaquaculture  
#BlueFarmingEU

## Topic / theme specific

#fisheries  
#Aquaculture  
#BlueEconomy  
#algae  
#seaweed  
#SmallScaleFisheries  
#MaritimeSpatialPlanning  
#GreenDeal  
#BlueFarming



# Top tips for efficient posting

- **Use emojis**

- They are a universal language
- Make your posts less text heavy
- Increase engagement
- Be creative
- There are different ways to use emojis:
  - *For Call To Actions (CTA)*
  - *To break up texts*
  - *To convey tone*
  - *To replace text*
  - *For storytelling*

# YOUR TURN – Using emojis

- **What words can become emojis?**

## **PuertAlMar: An EMFF story**

- How can we reduce the carbon footprint of our ports?
- Our latest video on EMFF-funded project PuertAlMar in Spain shows how the carbon footprint of ports can be reduced using innovative structures to recreate lost marine habitats in the Port of Vigo.

# YOUR TURN – Using emojis

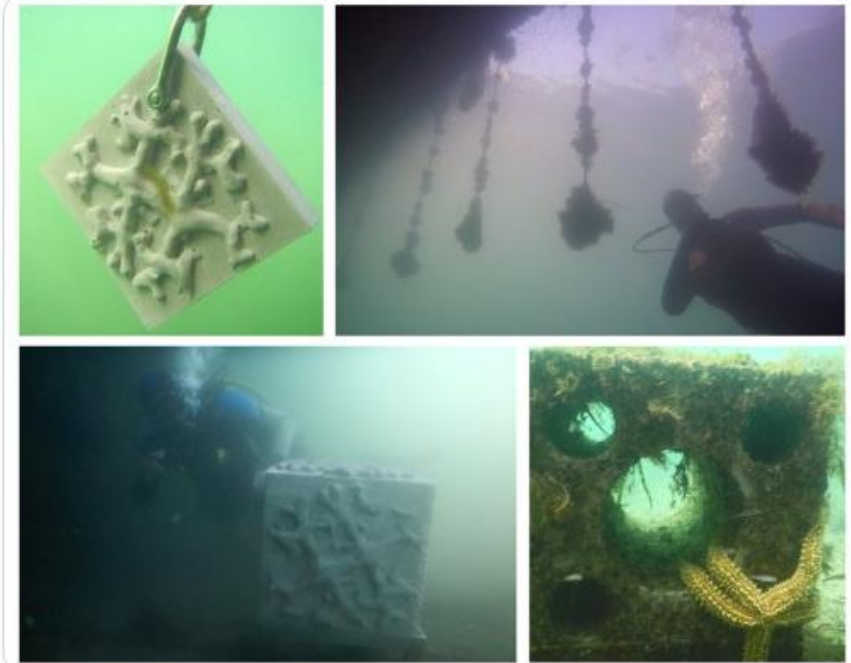
- What words can become emojis?

## PuertAlMar: An EMFF story

- How can we reduce the carbon footprint of our ports?
- Our latest video on EMFF-funded project PuertAlMar in ES shows how the carbon footprint of ports can be reduced using innovative structures to recreate lost marine habitats in the Port of Vigo.

PuertAlMar documents how @PuertoDeVigo aims to reduce its ecological and carbon footprint with #EMFF funding.

In full [ec.europa.eu/newsroom/mare/...](https://ec.europa.eu/newsroom/mare/)



EU Maritime & Fish and 7 others

FAMENET @EU\_FAMENET

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FAMENET

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EU Maritime & Fish @EU\_MARE

Reducing the ecological & carbon of the @PuertoDeVigo is the goal of PuertAIMar!

To help reach these ambitious goals, this #EMFF-funded project from Spain designed innovative structures to recreate lost marine habitats within the port.

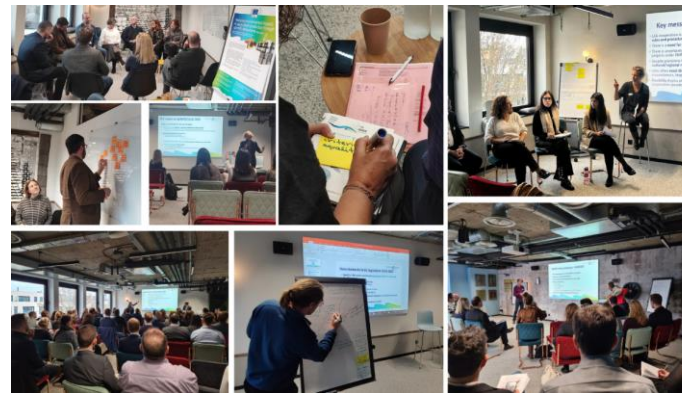
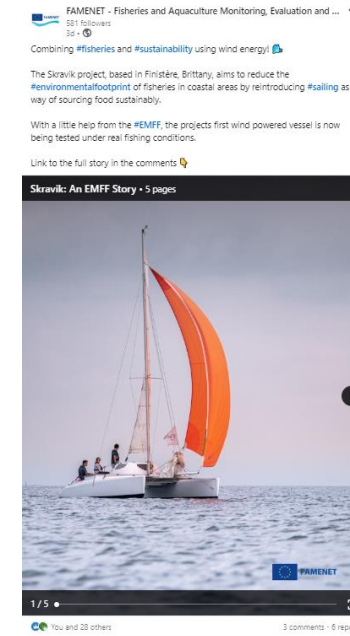
bluegrowthvigo.eu/proyecto/peira... @EU\_FAMENET



# Top tips for efficient posting

- **Include visuals**

- Visual content attracts and engages followers
- Visuals are easily understood by target audiences
- Ideas to include visuals:
  - *Photos (single, compilation or carousel)*
  - *Videos / animations*
  - *Screenshots*
  - *Graphics*



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Link to the full story in the comments 📄



The #EMFF 2021 implementation report is now available!

It includes:

- 🐟 How funding has been used by Member States.
- 🐟 Impact on policy objectives.
- 🐟 Impact on specific topics and themes (e.g., #biodiversity, #climatechange).

Read the full report 📄 [bit.ly/3VXfl4Q](https://bit.ly/3VXfl4Q)



How can #ports reduce their carbon footprint 🌱?

In Vigo 🇪🇸, the #EMFF-funded project #PuertAIMar found solutions combining industrial activities & rich biodiversity in ports.

The story in full 📄📌

#EUBiodiversity

@PuertoDeVigo @uvigo @ComisionEuropea @EU\_FAMENET @EFCA\_EU



# Top tips for efficient posting

## • Map relevant accounts

- Tag relevant accounts in your posts
- Makes tagging correct accounts easier and faster
- Means you can delegate the task to someone with less in-depth knowledge as all they need is access to the list
- Improves your knowledge of the ‘communication landscape’
  - *Who has accounts?*
  - *Where are these accounts?*
  - *How active are they?*

Stakeholder Information						Contact Information		Social media Information					
Country	Name Full name	Name in English	Stakeholder category	Level	Website	General email	Email	Facebook	Facebook followers	Twitter	Twitter followers	LinkedIn	LinkedIn followers
N.A	European Fisheries Control Agency (EFCA)	EFCA	DECENTRALISED AGENCY	European	<a href="https://www.efca.europa.eu/en">https://www.efca.europa.eu/en</a>	N.A	N.A	<a href="https://www.facebook.com/EuropeanFisheriesControlAgency">https://www.facebook.com/EuropeanFisheriesControlAgency</a>	2000	<a href="https://twitter.com/EUCA_EU">https://twitter.com/EUCA_EU</a>	4,887	<a href="https://www.linkedin.com/company/european-fisheries-control-agency/">https://www.linkedin.com/company/european-fisheries-control-agency/</a>	6,058
N.A	Karmenu Vella	Karmenu Vella						<a href="https://www.facebook.com/CommissionerVella?ref=tnm">https://www.facebook.com/CommissionerVella?ref=tnm</a>	12K	<a href="https://twitter.com/KarmenuVella">https://twitter.com/KarmenuVella</a>	35.1K		
Spain	Ministerio de Agricultura, Pesca y Alimentación	Ministry of Agriculture, Fisheries and Food	Ministry	National	<a href="https://www.mapa.gob.es/en/ministerio/default.aspx">https://www.mapa.gob.es/en/ministerio/default.aspx</a>	secretaria.subsecretaria@mapa.es		<a href="https://www.facebook.com/mapagob/">https://www.facebook.com/mapagob/</a>	48K	<a href="https://twitter.com/mapagob">https://twitter.com/mapagob</a>	149.7K	<a href="https://www.linkedin.com/company/ministeriodeagriculturapescayalimentacion/">https://www.linkedin.com/company/ministeriodeagriculturapescayalimentacion/</a>	28,090

## FAMENET stakeholder mapping template:

[https://docs.google.com/spreadsheets/d/1JeMtHNYr1eVR6asScOFsYZp\\_ECEEfVTm/edit?usp=sharing&ouid=105648358898201050001&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1JeMtHNYr1eVR6asScOFsYZp_ECEEfVTm/edit?usp=sharing&ouid=105648358898201050001&rtpof=true&sd=true)





# Mentimeter

# Q&A / Experience sharing

# Conclusions

- **Top tips for efficient posting**
  - Keep it short and be concise
  - Shorten your hyperlinks
  - Use hashtags (#)
  - Use emojis
  - Include visuals
  - Map relevant accounts
- **Share best practices with each other**