

# Facebook Tips & Tricks

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# Content

- **Why Facebook?**
- **DG EMPL on Facebook**
- **Polish your page**
- **Have quality content**
- **Spread your message**
- **Interact with audience**
- **Analyse your results**
- **Don't be shy to pay: Facebook ads**
- **DG EMPL social media activities on EU funds**
- **Let's work together!**
- **Q&A**

# Why social media?



# Our social media presence



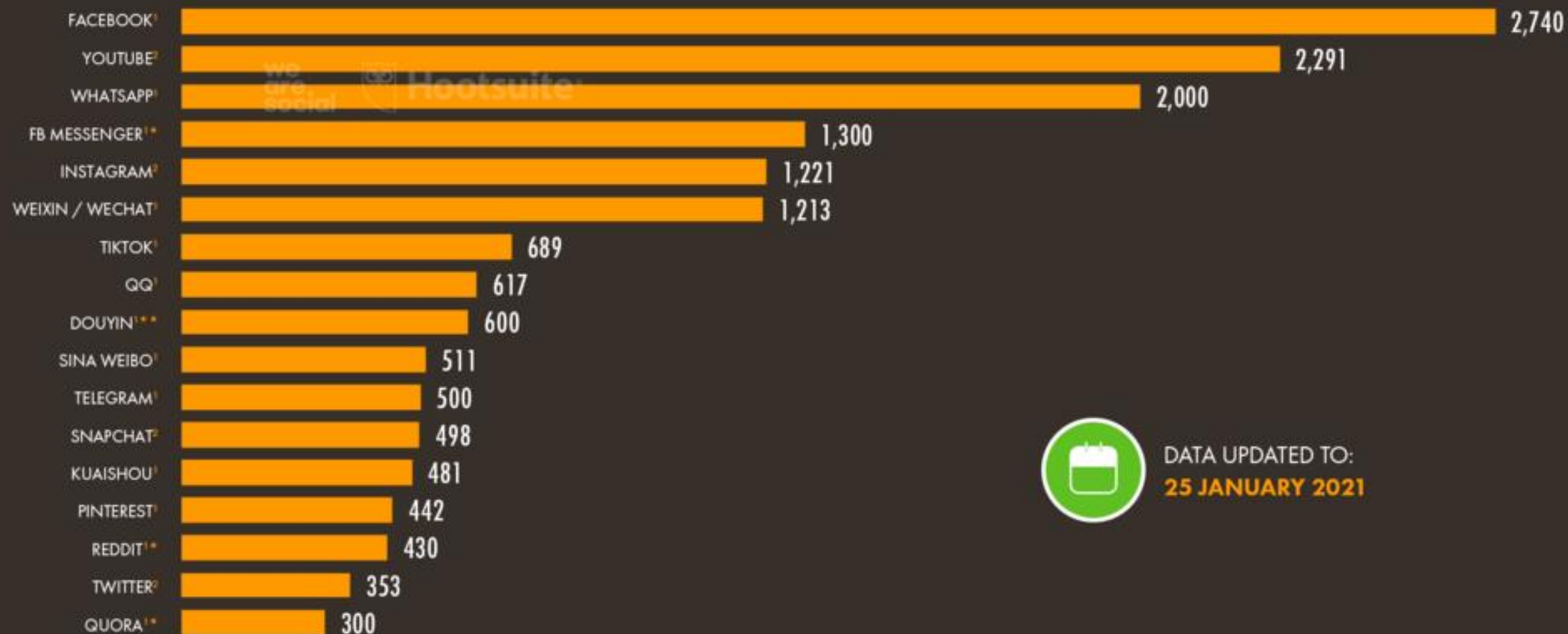
# Our social media presence



JAN  
2021

# THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS\*



DATA UPDATED TO:  
**25 JANUARY 2021**

# Why Facebook?

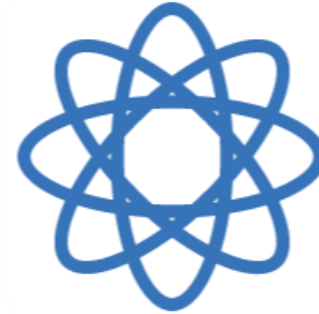
## **VISIBILITY**



## **BUILD COMMUNITY**



## **NETWORK**



## **PARTICIPATION**



**CONNECT WITH  
AUDIENCES THAT WE  
DON'T USUALLY REACH**



# THE EUROPEAN PILLAR OF SOCIAL RIGHTS ACTION PLAN



**EU Social** ✓

@socialeurope · Government organisation

Learn More

ec.europa.eu

Home About Videos More ▾

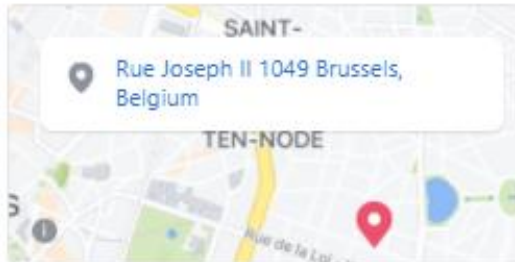
Liked

Message



## About

See all



European Commission

Directorate-General for Employment, Social Affairs & Inclusion

149,156 people like this, including 10 of your friends



Create Post



Photo/Video



Check In



Tag friends



**EU Social** ✓

Just now · 🌐

Empowering Disadvantaged Children in Romania 🇷🇴

👍 This EU project supports 1500 young adults w/ labour market 🇪🇺

👍 It provides much needed financial aid 🇪🇺

Similar projects will come under the new 🇪🇺

Learn more: <https://ec.europa.eu/esf/r>



[www.facebook.com/socialeurope](https://www.facebook.com/socialeurope)







## European Youth

@EuropeanYouthEU · Government organisation

Visit group

Home About Photos More

Liked

Message



### About

See all

Information and opportunities for young people across Europe. This profile is run by the eu European Commission. #EUSolidarityCorps ❤️ #DiscoverEU 😊  
More info <http://europa.eu/youth>

'European Youth' aims to inform people on European Commission initiatives to:  
1) Modernise education and training and make them more relevant to young... See more

261,441 people like this, including 20 of your friends



Create Post



Photo/Video



Check In



Tag

### PINNED POST



European Youth

15 April at 12:01

**T O G E T H E R**, we move forward!  
Together, we learn from each other.  
Together, we grow.  
Together, we feel empowered.  
And together, we enjoy the feelin'

The po... See more

[www.facebook.com/EuropeanYouthEU](http://www.facebook.com/EuropeanYouthEU)





**EURES** ✓

@EURESjobs · Government organisation

Watch Video

Home About Events More ▾

Liked Message Search More

**About** See all

- European Employment Services (EURES)
- The three primary services offered by EURES include:
  - The Job Mobility Portal where you can search for jobs in all EURES Member States. Currently mor... See more
- 298,254 people like this, including 16 of your friends
- 307,049 people follow this

Create Post

Photo/Video Check In

PINNED POST

**EURES** ✓  
31 March at 15:51 · 🌐

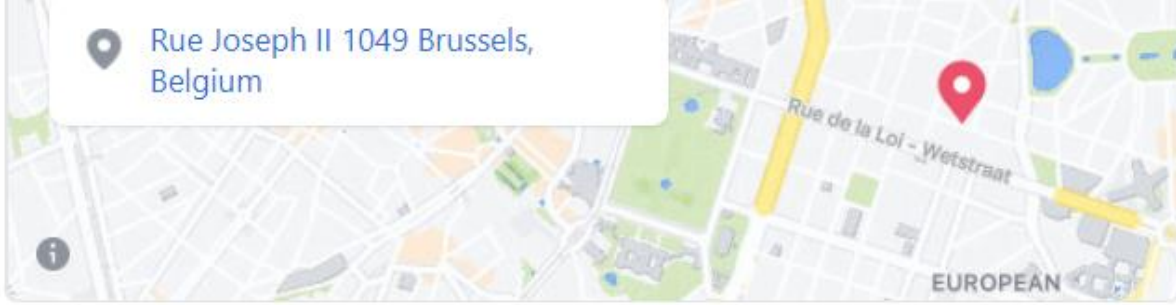
When you have limited experience, w

💡 Tips for writing a resume wher

📄 Focus on #skills rather th> more

[www.facebook.com/EURESjobs/](https://www.facebook.com/EURESjobs/)





## GENERAL

149,155 people like this, including 10 of your friends



158,119 people follow this

139 people checked in here

Government organisation · Public service

## ADDITIONAL CONTACT INFO

<https://ec.europa.eu/social>

1 2 3 4 5 6 7 8 9 10 11

# Polish your page



**EU Social** ✓

@socialeurope · Government organisation

Learn More

[ec.europa.eu](https://ec.europa.eu)

Home About Videos More

Liked

Message

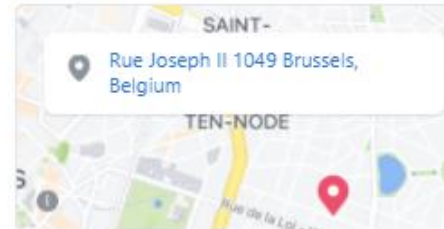
Search

More



### About

See all



European Commission

General for Employment,



Create Post

Photo/Video

Check In

Tag friends



**EU Social** ✓

Just now · 🌐

Empowering Disadvantaged Children in Romania 🇷🇴

👉 This EU project supports 1500 young adults when entering the labour market 🇪🇺

👉 It provides much needed financial aid 💰 and housing services 🏠

Similar projects will come under the new #EUChildGuarantee.

Learn more: <https://ec.europa.eu/esf/main.jsp?catId=67&langId=en...>



CHILDREN



# Have quality content 1/2

## Copy

Catchy, no jargon & acronyms

Not too long

Emoji 😊♂🌍👉🚗☎️🔪❤️☐

Hashtags #EUfunds

Shortened link





The image shows a Facebook post from 'EU Social' dated 22 March at 15:43. The post text reads: 'We are committed to fight #ChildPoverty and #SocialExclusion. Baby's Dowry in Cyprus 🇨🇵 supported by the Fund for European Aid to the Most Deprived has helped more than 1,200 families by providing baby equipment. With the new #EUChildGuarantee, we will step up our efforts. More about the project 👉 [europa.eu/!WF97rV](https://europa.eu/!WF97rV) ✓ #EUfunds #EUChildRights'. Below the text is a promotional graphic with a green background. On the left, it says 'SUPPORTING NEW MOTHERS AND THEIR BABIES' and 'Thanks to the EU support, 'Baby's Dowry' has helped more than 1,200 families by providing baby equipment, beddings, diapers, and baby-care items.' On the right, there is a photo of a smiling woman holding a baby. The graphic also features the European Union logo and the hashtags #EUChildGuarantee and #EUChildRights.



EU Social

14 March

Sophiagård Elmehøj is a social enterprise in  Denmark that gives both a  home and a working community for persons with disabilities.

Head mistress Anja Grage says: "It's important that they see they have a role in society, that society needs the work they can do."

With an EU-guaranteed loan backed by [European Investment Fund](#) Anja was able to purchase another residency house.

<https://www.eif.org/.../case.../easi-sophiagaard-denmark>  #EaSI



# Have quality content 2/2

## Visual & video

Very important!

Clear message

Not much text

Right format

Videos work well

Accessibility: subtitles, captions and ALT text

# Spread your message 1/2

Tagging

Stakeholder mapping

Sharing by email/newsletter

Events

**EU Social** ✓  
9 February · 🌐

A project in 🇭🇺 Hungary is helping Roma students feel more empowered and engaged through 4 programmes:

- an undergraduate skills development programme
- a Roma Integration Studies training programme
- talent management
- enhanced community engagement programme

👉 <https://europa.eu/!pg38rt> ✓ #EUfunds ❤️  
EFOP - Középpontban az ember

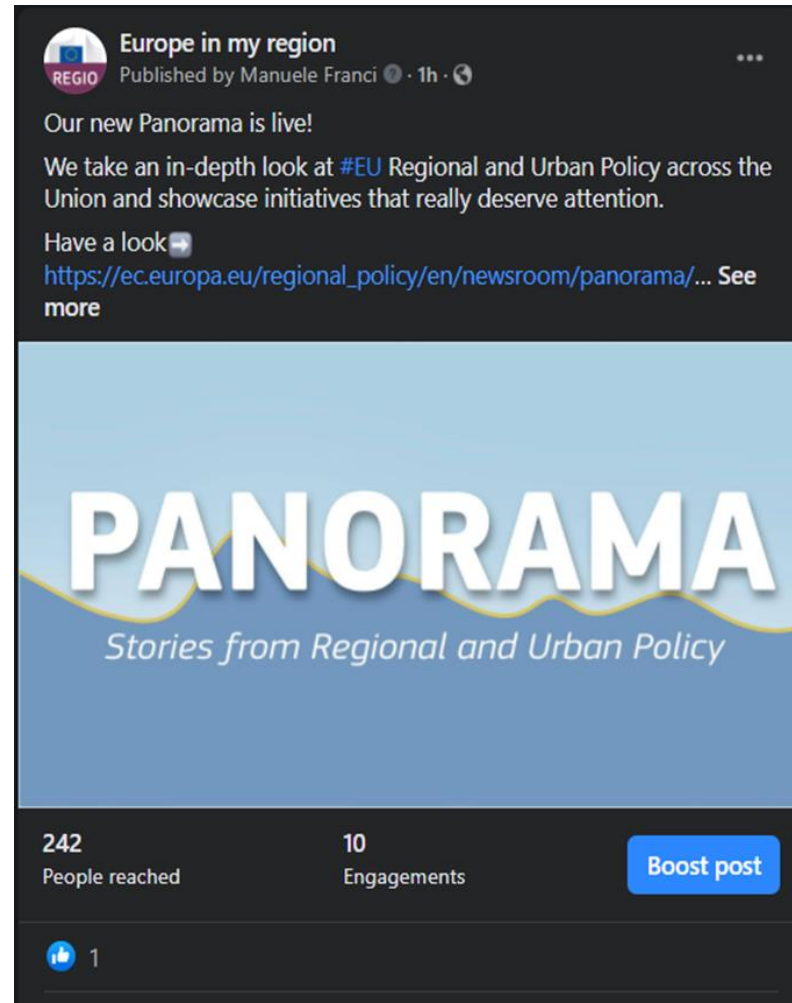
**ENSURING YOUNG ROMA ACHIEVE IN EDUCATION**  
**European Social Fund**  
→ Social inclusion

€360 thousand Hungary

EUROPEAN UNION #EUfunds

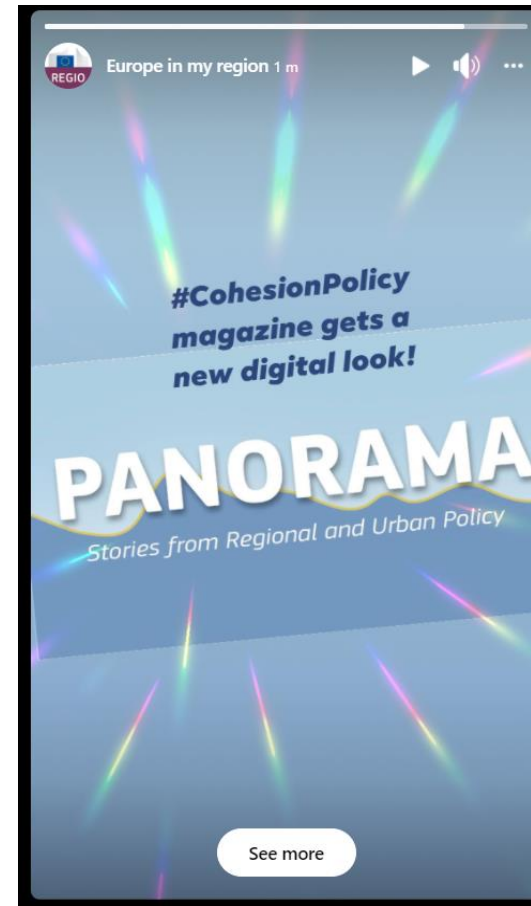
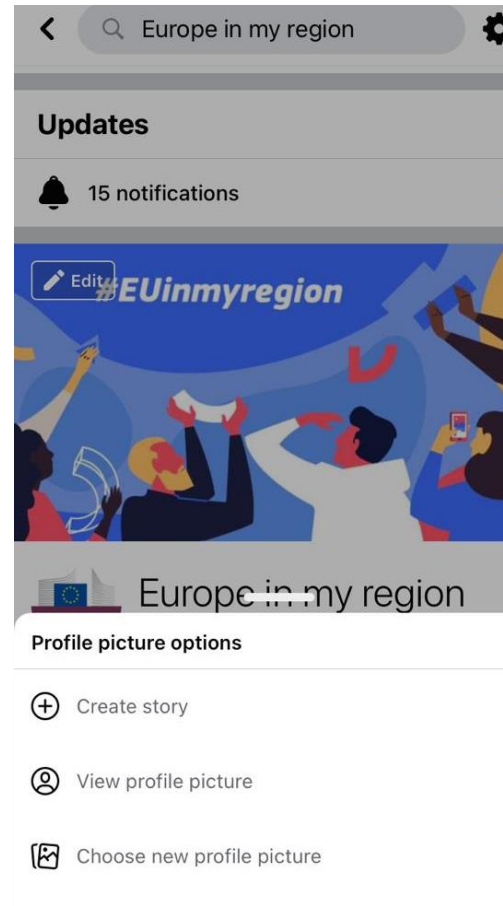
# Spread your message 2/ Dealing with the algorithm

- Four major factors behind the **visibility** of your post in the newsfeed
  - Timing
  - Relationship
  - Content type
  - Engagement



# Boosting organic posts with FB Stories

- *A simple feature bypassing the algorithm*





# Facebook groups – keep your community engaged

The screenshot shows the Facebook group interface for 'Youth4Regions Alumni'. On the left is a 'Manage group' sidebar with options like Home, Admin tools, Member requests, and Group Quality. The main content area features a post from 'Europe in my region' about a new website called 'PANORAMA' for regional and urban policy stories. The post includes a link to the website and has 3 likes and 1 comment. A comment from 'Eleni' asks if they can write a new story. On the right, there is an 'About' section stating the group's purpose, a 'Private' privacy setting, and a 'General group' type. Below that, 'Popular topics in this group' lists '#CohesionPolicy' with 1 post. At the bottom right, a 'Recent media' section displays several images related to regional policy and the European Green Deal.

# Interact with audience: community management, messages, live stream

Saved Replies Create


Search saved replies Sort by Frequently used


**How can we help you?**  
Hello Egri, thanks for getting in touch. How can we help you?


**Job request extra EU - EN**  
As a non-EU citizen, if you have an interest in living and working in the European Economic Area, we suggest you contact the embassy and/or Public Employment Service(s) of the country you want to go to. The following information may also be of use to you: EU Immigration Portal: <http://ec.europa.eu/immigration/> Employment for non-EU nationals: <http://ec.europa.eu/social/main.jsp?catId=470&langId=en> We hope this helps!


**Nationality**  
Dear Egri, in order to help you with your question, I need some more details about you. Where do you live and what is your nationality? Best regards, your EU Social Team

**Who we are**  
Hello Egri, thanks for getting in touch. We are a department of the European Commission that works with Employment, Social Affairs & Inclusion. You can read more about what we do here:

 **Eurowhat? Europass, the tool to manage your career...**  
20 weeks ago · 364 Views  
13

 **The EU skills agenda explained**  
20 weeks ago · 975 Views  
40

 **How social is the European Social Fund?**  
20 weeks ago · 861 Views  
36

 **Entrepreneurship, is this something for you?**  
20 weeks ago · 2.1K Views  
57

# Analyse your results

Post Details Reported stats may be delayed from what appears on posts ✕

**EU Social** Favorites · February 9 · 🌐

A project in 🇭🇺 Hungary is helping Roma students feel more empowered and engaged through 4 programmes:

- an undergraduate skills development programme
- a Roma Integration Studies training programme
- talent management
- enhanced community engagement programme

<https://europa.eu/lpg38rt> #EUfunds ❤️

EFOP - Középpontban az ember

**5,898** People Reached

**115** Engagements

### Performance for Your Post

**5,898** People Reached

**86** Reactions, Comments & Shares 📊

<b>65</b> Like	<b>44</b> On Post	<b>21</b> On Shares
<b>4</b> Love	<b>4</b> On Post	<b>0</b> On Shares
<b>1</b> Wow	<b>0</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>16</b> Shares	<b>13</b> On Post	<b>3</b> On Shares

**29** Post Clicks

<b>6</b> Photo Views	<b>5</b> Link Clicks	<b>18</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

# Don't be shy to pay: Facebook ads



EU Social  Sponsored 

At the Porto Social Summit on 7-8 May, EU Member States, institutions, social partners and civil society will get together and ...see more



2021PORTUGAL.EU  
**Porto Social Summit |**  
EU2021PT

[LEARN MORE](#)



EU Social Sponsored



At the Porto Social Summit on 7-8 May, EU Member States, institutions, social... [More](#)

[Learn More](#)



Instagram

EU Social Sponsored



[Learn More](#)

# DG EMPL social media activities on EU funds

## WARM LUNCH Tackling food poverty

**Fund for European  
Aid to the most deprived**

Bulgaria

Every day the project provides food to nearly **60,000** people



**EU Social** Published by Eliska Kolinkova · 30 March at

Helping vulnerable children is at the core of the #EUChildGuarantee.

In Extremadura 🇪🇸 the EU project mitigates the children with disabilities:

- subsidies to hire caregivers
- 1300 families benefited

More similar projects will follow. Learn more 🙌 <https://europa.eu/tvc36vc>

## EDUCATION AND HEALTH MITIGATING THE SOCIAL IMPACTS OF COVID-19

The EU helps children with disabilities mitigate the social impact of the pandemic and provides subsidies to hire caregivers.



## SUPPORTING DIGITAL SKILLS

**European Social Fund**  
→ Digital inclusion

€250 thousand

Luxembourg

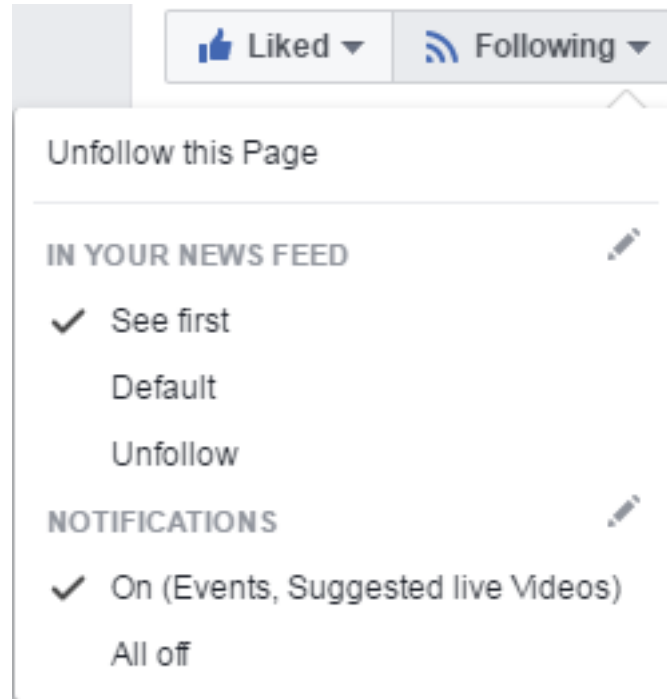
#EUfunds



# Let's work together!



Start by...  
liking EU Social!



# Spread our content



# Be our eyes and ears





Any questions or comments?



# Keep in touch



[ec.europa.eu/](https://ec.europa.eu/)



[europa.eu/](https://europa.eu/)



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[@EuropeanCommission](https://www.facebook.com/EuropeanCommission)



[European Commission](https://www.linkedin.com/company/european-commission)



[europeancommission](https://www.instagram.com/europeancommission)



[@EuropeanCommission](https://www.medium.com/@EuropeanCommission)



[EUTube](https://www.youtube.com/EUTube)



[EU Spotify](https://www.spotify.com/eu)

# Thank you



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