



Europe in my region

#EUinmyregion new service demo: Mini digital campaigns

Presented by the DG REGIO Campaign team
and representatives of the WPP consortium

23/06/2022





Welcome to this webinar!

Agenda

- Part 1: Social media activities – **What's on offer?**
- Part 2: **Demo** – Budget request and creative support
- Part 3: Q&A

We invite you to **take the floor** with your questions and comments!



Part 1: Social media activities – What's on offer?





What's on offer?

- Since June 2021: revamped service “[JotForm](#)”
- Motivation:
 - Lighter/automated
 - Flexibility
 - Cost-efficiency
 - Professionalization



This form is your access to the financial envelope made available by DG REGIO to Managing Authorities as part of the services offered under the “Europe in my region” campaign. The aim is to facilitate the promotion of your social media activities in relation to co-funded projects, and #EUinmyregion initiatives.

The revamped support scheme gives access to paid ads on Facebook and/or Instagram via Facebook Business Manager. When introducing your request, please make sure it relates to social media boost in the form of mini campaigns, promotion of events, or other targeted initiatives (rather than for the promotion of a single post or a one-off publication). For more guidance, you have the possibility to (re)watch the first part of our #EUinmyregion social media webinar, dedicated to the budget allocation system.

On top of this financial allocation, we also offer the possibility to benefit from creative support to brand and edit your pictures, and to provide you with best-suited social media assets. Based on existing pictures, you can request static assets or GIFs in various formats (square, horizontal/header, vertical/story) tailored to your needs.

Your request will be processed by DG REGIO. Once approved, it will be followed up by a paid social media specialist from the WPP consortium in charge of the campaign, who will indicate a budget and provide ad hoc guidance.

Please provide your professional information:

Date of the request *

Date

What institution do you represent? *

Local, regional or national authority that is making the request.

Name *

First Name

Last Name

Email *

example@example.com





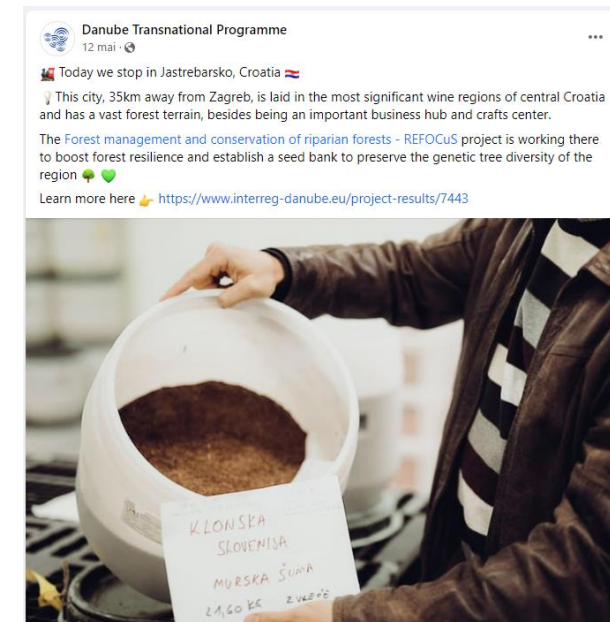
How has it been used to far?

- **No set budget** but activity-based
 - Depending on promotion foreseen (objective, target audience, number of posts...)
 - While maintaining equity between MAs
- **26 requests** covering **18 different MS**:
 - AT, BE, BG, CZ, DE, DK, EL, FR, HU, HR, IE, IT, MT, NL, PL, SE, SI, SK)



How has it been used to far?

- Examples – promotion of: events, projects, videos...
- Additional requests/top-ups welcome





Upgrade: Mini digital campaigns

- Additional **creative support** in complement to budget support
- Offer to **brand and package your existing pictures** for your social media promotion (static or GIF in various formats)
- Fill in the **same form** as the one to request budget



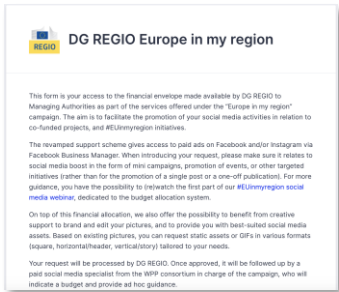
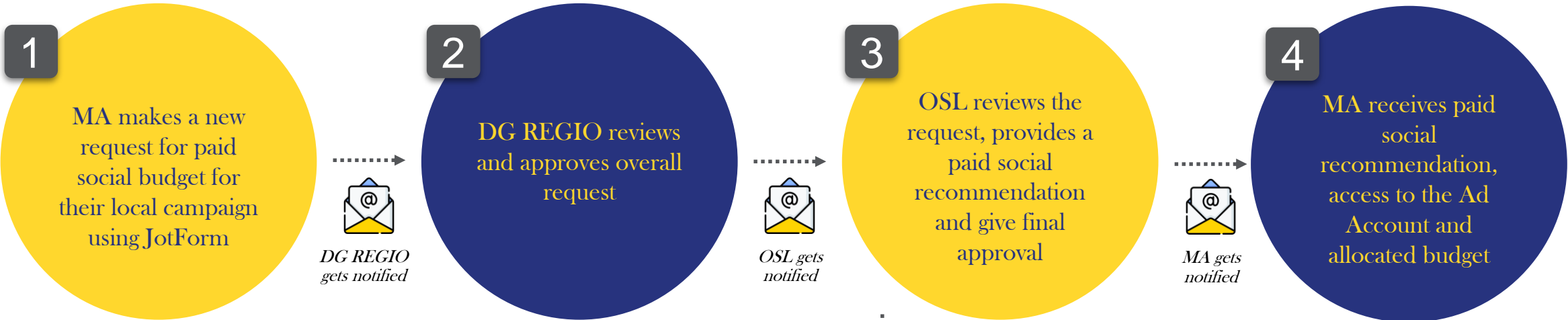
Part 2: Demo - Budget request and creative support





Requesting paid social budget

Process Overview



OC gets notified

If creative support has been requested, OC to get in touch with MA





Let's see it in practice





Creative support

What is it?

Additional service offering the possibility to:

- Brand and edit your picture
- Create best-suited social media assets

Assets

Based on existing pictures:

- Static visuals
- GIFs

Formats

- Square
- Horizontal/header
- Vertical/story

- Upload the **source files** (it will smooth the process and diminish time span between request and delivery)
 - Take into account **2-5 working days** for production (depending on requested asset)



Europe in my region

Static Visual – Square format



Roadshow
across
Flanders



#EUinmyregion





Europe in my region

Static Visual – Square format



EUconnect

#EUinmyregion





GIF - Square format





Europe in my region

Static Visual – Square format





Europe in my region

GIF - Square format





Europe in my region

Static Visual – Story format





GIF - Story format





Europe in my region

Static Visual - Horizontal format





Examples of issues

Business Manager
ID is not valid

Invitation to
Business Manager
has not been
processed

My Ad is rejected
because it's deemed
political/cause-based

Paid social
recommendation
wasn't received





Reminders

Provide Ad Account access preferences and fill out all important fields



Use Lifetime budget



Follow the shared naming convention



Share your content for inspiration



Leverage EUIMR branding



Mandatory



Great to have





Reminders

- Remember to use the allocated budget for social media promotion.



Part 3: Q&A



Thank you for your attention!

