



# Using LinkedIn for EU-funded Project Communication

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COMM.A1



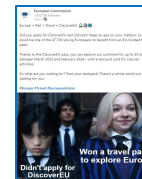
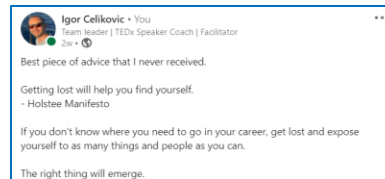
# WHY WHAT HOW WHEN

## YOUR PURPOSE

### TOPIC 1

### TOPIC 2

### TOPIC 3



Week 6 - 20-26 February

Activity	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Topic 1	1h	1h	1h	1h	1h	1h	1h
Topic 2	1h	1h	1h	1h	1h	1h	1h
Topic 3	1h	1h	1h	1h	1h	1h	1h
Reflection	1h	1h	1h	1h	1h	1h	1h

# Purpose

## WHY?

- Statement about what you stand for
- Defines who you are talking to
- Specific and tailored
- Defines success

Coaching young professionals who are interested in working for the EU about how to write cover letters and CVs and how to prepare for the interviews in the EU institutions.

Helping small NGOs in Italy  
and Spain who receive EU  
funding to communicate  
effectively on social media.

# Topics

## WHAT?

- Help you focus on your message
- Bring value to LinkedIn users
- Solve an important problem
- Fit your purpose

How to write effective cover letters and CVs

Sharing opportunities for employment with the EU institutions

Give examples of job interview questions and good answers



Share principles of effective communication (why, what, how, when)

Showcase good examples of EU project communication from Spain and Italy

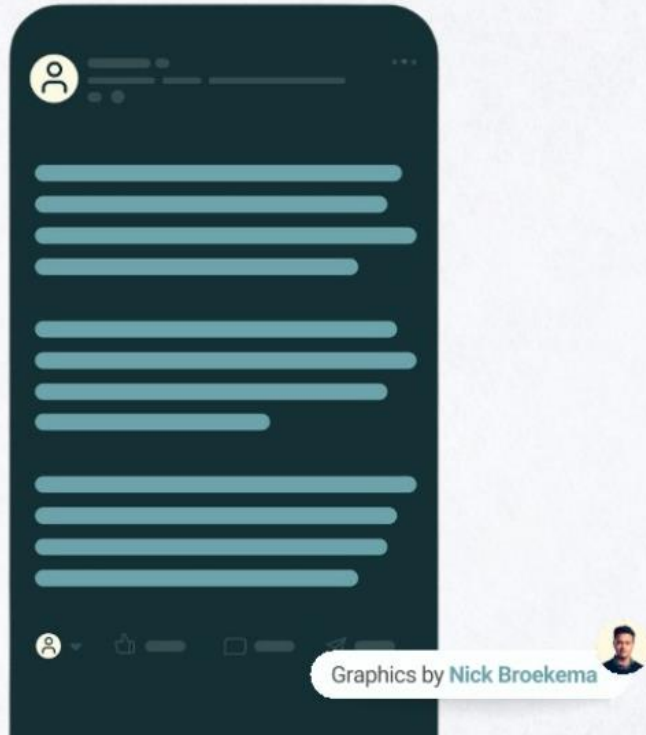
Explain how NGOs who use social media reach their goals

# Formats

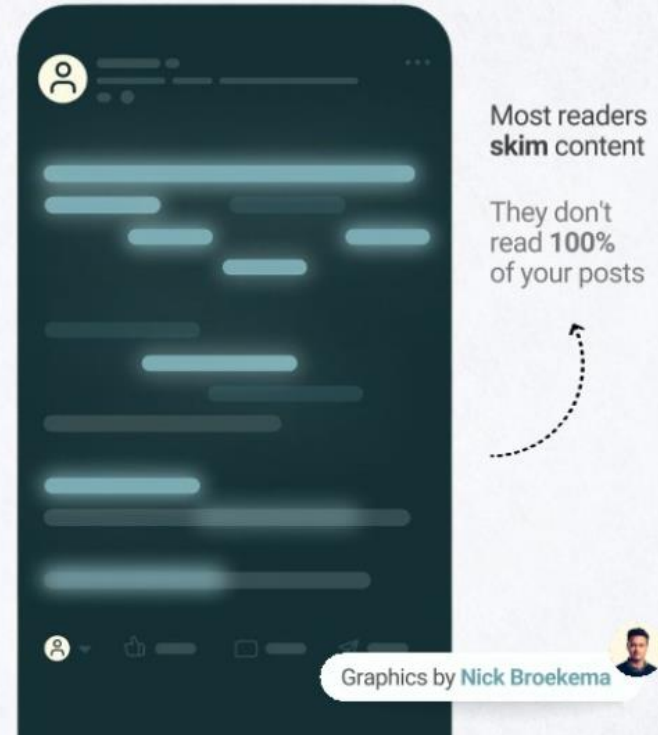
## HOW?

- Textual or visual post
- Formatting the copy
- Carousel or video
- Call-to-action

# This is how **you** read your post



# This is how **others** read your post





European Commission

1,632,712 followers

6mo • 🌐

🌱 Imagine a factory producing solar panels that can cover the annual energy consumption of 2 million households. This is EU-funded Tango project.

Thanks to the Tango project, the 3sun in Catania, Italy, will become the largest factory in Europe producing a new generation of solar panels.

We need to scale up the domestic production of solar panels to achieve our goal of doubling our solar photovoltaic capacity by 2025 and almost quadrupling it by 2030.

Solar energy and other renewables are crucial for REPowerEU, our plan to phase out Russian fossil fuels.

📌 Don't miss the State of the Union speech by President von der Leyen on 14 September to hear more about our plans for REPowerEU even further. We will be live on this page and EbS.

Discover more on our TANGO project here 📄 <https://europa.eu/CJKfth>

[EU Environment and Climate](#)

[#REPowerEU](#) [#SOTEU](#) [#InnovationFund](#)





European Commission

1,632,709 followers

1mo • 🌐



Europe + Rail + Travel = DiscoverEU 🧑🎒📖

Did you apply for DiscoverEU last October? Keep an eye on your mailbox: you could be one of the 47,700 young Europeans to benefit from an EU-funded travel pass!

Thanks to the DiscoverEU pass, you can explore our continent for up to 30 days between March 2023 and February 2024 – with a discount card for cultural activities.

So what are you waiting for? Pack your backpack! There's a whole world out there waiting for you.

[#Europe](#) [#Travel](#) [#EuropeanUnion](#)





European Research Executive Agency (REA)

25,253 followers

5mo • 🌐

+ Follow ...

? Are you communicating your #EU-funded project? 😊

#Communication is important to:

- 👉 share best practices
- 👤 promote your #eufunded project's activities & results
- 💡 raise citizens' awareness
- 🏭 generate market demand
- 👥 fulfil legal obligations

To tick  all these boxes, a solid communication strategy is key. We advise you to set clear objectives that are adapted to different audiences.

Ask yourself:

- 😞 What is my main message?
- 😞 What is my target audience?
- 😞 Which channels should I use to reach my audience?

Nowadays digital communication is key. We recommend you to:

- 💻 Build an attractive website
- 👤 Be active on #socialmedia, such as Twitter or LinkedIn
- 📧 Keep your followers updated via #newsletters & #factsheets

Follow these links for more communication advice:

- ➡ <https://europa.eu/!Y3VJKD> (informative flyer)
- ➡ <https://europa.eu/!nCfkQP>

#HorizonEU #ResearchImpactEU #EUscience #InvestEUresearch  
#ShapingEuropeTogether #europeanprojects #researchgrant  
#researchimpact #EUFunded #eufunding #eufunds #partnershipsofthefuture  
#renovationwave #Science



**Jasmin Alić** • Following

Storyteller for Fortune 500 Brands | Founder, Hey Jay

1w •



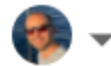
1-minute copywriting course:

- If it feels like writing, rewrite it.
- If it doesn't sound natural, rewrite it.
- If it sounds like you're selling, rewrite it.
- If it doesn't spark any emotion, rewrite it.
- If it sounds too long, it probably is too long.
- If it isn't very specific, it's probably very vague.
- If it's written for everyone, it's meant for no one.

Congrats, LinkedIn friend! You're a copywriter now. 🏆

Mirna Smidt and 1,098 others

377 comments · 23 reposts



Like



Comment



Repost



Send



**Igor Celikovic** • You

Team leader | TEDx Speaker Coach | Facilitator

2w • 



Best piece of advice that I never received.

Getting lost will help you find yourself.

- Holstee Manifesto

If you don't know where you need to go in your career, get lost and expose yourself to as many things and people as you can.

The right thing will emerge.



# Planning

## WHEN?

- Take time to plan your actions
- Consistency beats frequency
- Diversify your content
- Constantly adapt

# Post goal

# SO WHAT?

- Teach
- Inspire
- Entertain
- Call for action

**You start like this**  
**Ready?**

# Complete your profile


## About

Online communications specialist and project manager with more than 10 years of experience in managing online and offline campaigns from start to finish.

I'm a:

- Digital native with extensive experience in digital communication strategy and implementation (web, social media and video)
- Designer who designs processes and ways to achieve goals
- Networker who connects people both online and offline, because I believe that by bringing people together we can create positive change
- Experienced events organizer and community manager
- Team leader with multiple years of management experience
- Firm believer in a user-centered design
- Curious individual who relentlessly tries new things and approaches.

And I'm always looking for new ideas and projects I can contribute to. If you have such a project, give me a shout.



**Igor Celikovic**  
Team leader | TEDx Speaker | Coach | Facilitator  
Brussels, Brussels Region, Belgium · [Contact info](#)  
500+ connections

[Open to](#) [Add profile section](#) [More](#)

European Commission  
Alma Mater Studiorum – Università di Bologna

### Analytics

Private to you

- 138 profile views**  
Discover who's viewed your profile.
- 7,642 post impressions**  
Check out who's engaging with your posts.
- 52 search appearances**  
See how often you appear in search results.

## Recommendations

Received Given

- Herve Tunga** · 1st  
Software Engineer | Scrum Master | Soft-skills Trainer | Learning Designer and Process Facilitator Expert | Life Coach  
July 17, 2015, Herve worked with Igor on the same team
- I worked with Igor from 2012 on the effort to develop Social Media presence of the Leadership Summer School Project. In charge of the virtual communication, Igor demonstrated great skills in designing, developing and implementing social media communication strategies for the various information campaigns we created. ...see more
- Colin Hensley** · 1st  
Creating business and communication strategies  
July 7, 2015, Colin worked with Igor but they were at different companies
- I met Igor while he was coordinating the TEDxBrussels volunteer team in 2014. I was immediately impressed by his professional but very accessible way of leading a team. His enthusiasm and drive was infectious for all of the members, and consequently the event was a great success. Since then I have stayed in touch, and have benefited from his willingness to share his extensive knowledge of all things digital.
- Charlelie Jourdan** · 1st  
Helping specialists translate complex ideas into appealing narratives, by using a complete system to communicate.  
July 5, 2015, Igor was Charlelie's client
- Igor is a goal-oriented and organised professional who manages to motivate people in order to achieve great results. I had both the opportunity to be led by him as a volunteer on TEDx Brussels, where he was managing more than 30 people simultaneously and then later on to work with him on the production of digital tools. He was both focused on what we needed to do and open to recommendations - which made working with him a great experience. ...see more

Show all 4 received →

# Comment and add value

Most relevant ▾



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Team leader | TEDx Speaker Coach | Facilitator

2d ...

Every day, choose your "one thing".  
That one thing should be something important.  
It should inspire you. And challenge you.  
Put your time and energy on it.  
You will accomplish it.  
It will be rewarding.

Better to accomplish one important thing than 20 irrelevant tasks.

Like ·  1 | Reply



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Team leader | TEDx Speaker Coach | Facilitator

3d ...

My tips for LinkedIn newbies:

Sort out your profile first  
Comment on posts and give value

Completely agree that posting is not everything.

Like ·  1 | Reply

+ Follow

 Message

More

**Forget all the rules**  
**Almost.**

# Follow others to learn more about LinkedIn

- <https://www.linkedin.com/in/richardvanderblom/>
- <https://www.linkedin.com/in/aliciajasm>  
[in/](#)



Thank you