

Twitter Tips & Tricks

Eliska Kolinkova & Elina Rutkovska, DG EMPL
4 October 2021



Are you an active Twitter user?

Say YES or NO in the chat

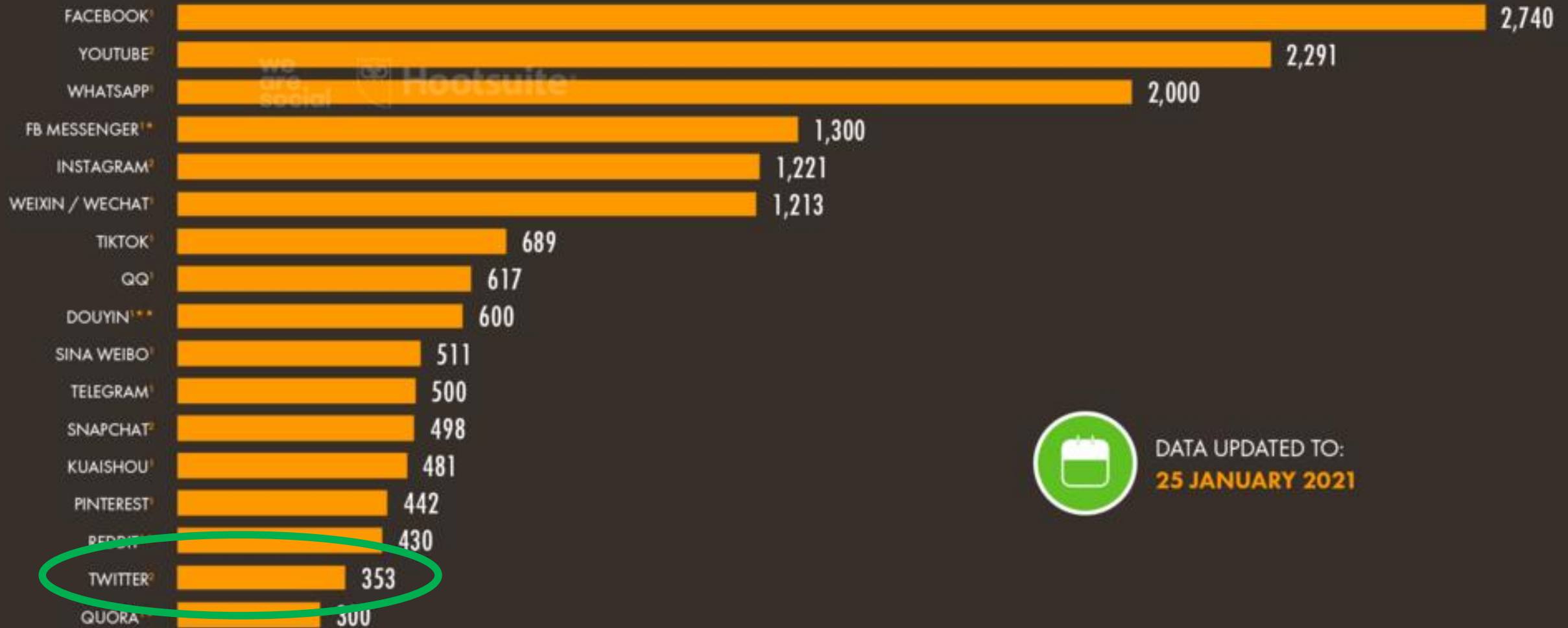
Content

- **Why Twitter?**
- **Making your tweet succeed**
- **Twitter features that can help**
- **Community management & ads**
- **Q&A**

JAN
2021

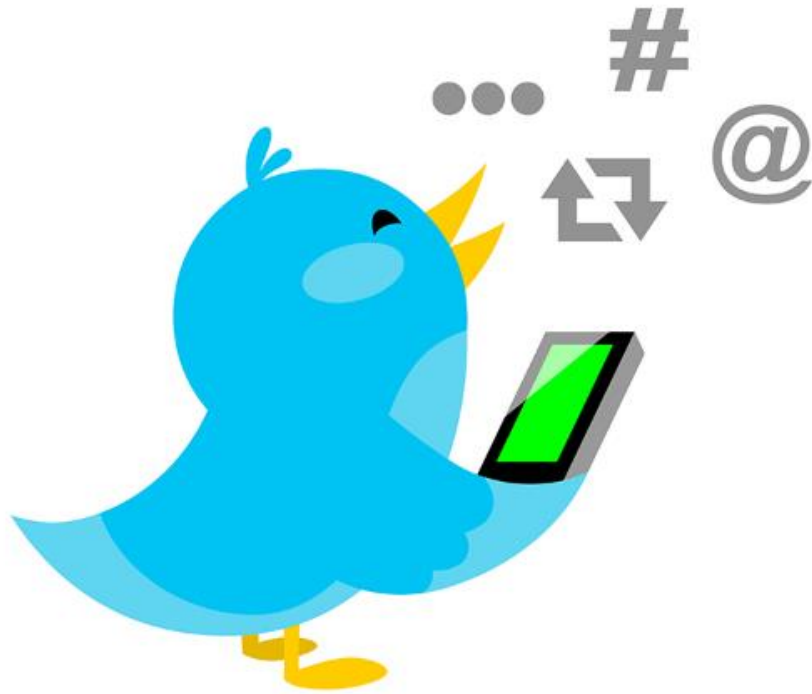
THE WORLD'S MOST-USED SOCIAL PLATFORMS

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 Twitter?



- Stakeholders (public administrations, NGOs, civil society, academia and media)
- In the EU, most users are in France and Spain, less in new Member States

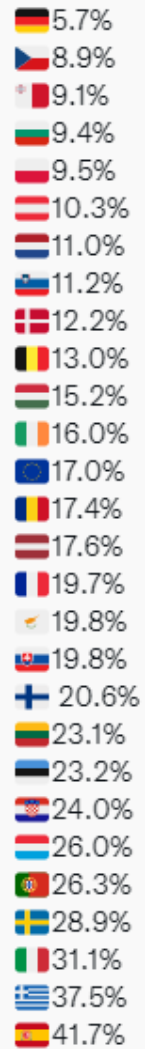
Why people go to Twitter

Reason	Share of respondents
To get news	48%
To get entertainment	48%
To keep contact with friends and family	34%
To follow brands / companies	33%
To strengthen professional network	14%
Other purposes	12%

Source: Statista



EU Social @EU_Social · Sep 3, 2020
EU-27 #youth #unemployment in July 2020:



via
[@EU_Eurostat](#)

648 14.7K 8K

Content on Twitter

280 characters

Or emojis

Add a link... or not?

Be interesting and understandable!



EU Social   @EU_Social · Jun 8

The European Social Fund Plus for 2021-2027 is ADOPTED! 🎉

The [@Europarl_EN](#) gave the final approval today.

With the budget €99.3 billion, the ESF+ will remain the main funding instrument for investing in people during the next 7 years.

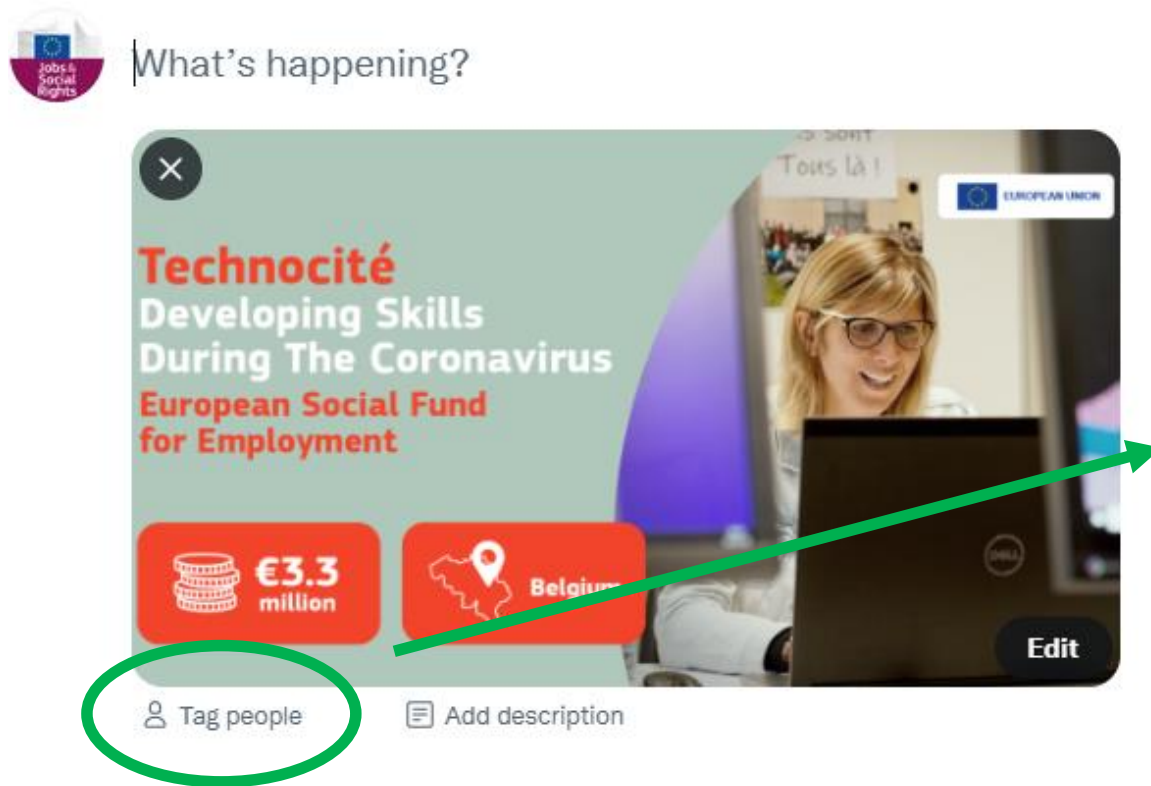
europa.eu/!wU83V [#EUfunds](#)








Handle

Hashtag

Tagging in photos



× In this photo

-  **EC Representation BE** 
@EU4BE Follows you Following
Officiële Twitter van de Europese Commissie in België. Twitter officiel de la Commission européenne en Belgique. #EU4BE
-  **Wallonia**
@WhyBelgium Follow
Officially representing Southern Belgium in UK & Ireland, promoting its heritage, food, beers, festivals, markets, culture, Spa, golf, friendliness & quirkiness
-  **EUinmyRegion** 
@EUinmyRegion Follows you Following
Regional & Urban Policy dept of @EU_Commission #CohesionPolicy #EUinmyRegion #ESIFopendata facebook.com/euinmyregion instagram.com/euinmyregion RT#endrsmt
-  **Digital Wallonia** 
@digitalwallonia Follows you Follow
Digital Wallonia. Stratégie, plateforme et marque de la Wallonie numérique digitalwallonia.be. #digitalwallonia Powered by @ADN_Wallonie
-  **Actiris**
@ActirisBrussels Following
Au cœur de l'emploi #emploi #Bruxelles De weg naar werk #arbeidsbemiddeling #Brussel Persberichten / Communiqués de presse

Visuals

Videos & GIFs



Photos from projects



Tweet composer

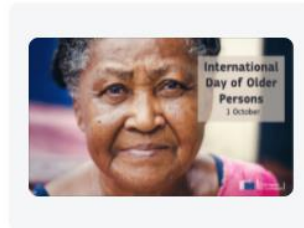


Canva

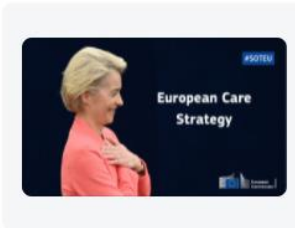
Canva Home Templates Features Learn Search Canva

- Recommended for you
- All your designs**
- Shared with you
- Brand Kit
- Content Planner
- Create a team
- All your folders
- Trash

All your designs



International Day of Older Persons
New Twitter Post • Edited 23 hours ago



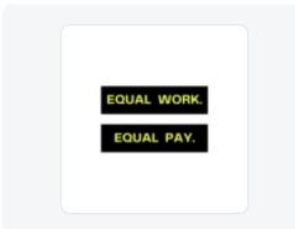
#SOTEU
New Twitter Post • Edited 8 days ago



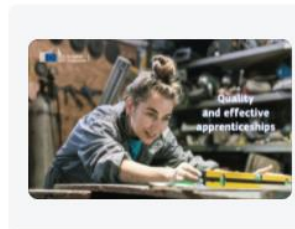
Intranet thumbnail
380 x 284 px • Intranet



European Local Job Forum: workin...
New Twitter Post • Edited 11 days ago



Black and Yellow Diversity Repres...
Facebook Profile Frame • Edited 13 days a...



Putting into practice the European...
New Twitter Post • Edited 17 days ago

Page 1 - Add page title

Page 2 - Add page title

+ Add page

Events: Live tweeting & Moments

EU Social @EU_Social · Sep 15
🔴 Live NOW!

President [@vonderleyen](#) is delivering her 2nd State of the Union address. #SOTEU

Follow updates in the thread 📖 🔔



Ursula von der Leyen @vonderleyen
2021 State of the Union

1 14 28

Show this thread

EU Social @EU_Social · Sep 15
🟢 Higher climate ambition comes with more social ambition.

This must be a fair green transition and this is why we proposed the new Social Climate Fund to tackle the energy poverty that already **34** million Europeans suffer from !

- President [@vonderleyen](#), #SOTEU #EUGreenDeal



← #SOTEU 2021



European Commission @EU_Commission
September 15, 2021
#SOTEU 2021
Live with us again the best #SOTEU moments!

"Let's be inspired by Beatrice Vio. If it seems impossible - then it can be done. You can achieve whatever you believe in. That is the future of Europe. Let's make it stronger together! Viva l'Europa!"

Ursula von der Leyen

Photo via ItalyinEU
Photo via @ItalyinEU

Share your thoughts

Ursula von der Leyen @vonderleyen · Sep 15
Looking at the state of the Union, I see a strong soul in everything we do.
In the crisis of a century, we chose to go it together. As one Europe.

Messages: connect with colleagues



- Promote your posts
- See relevant campaigns from colleagues

Notifications

← **Nicolas SCHMIT** ✓
5,043 Tweets

THE EUROPEAN PILLAR OF SOCIAL RIGHTS
ACTION PLAN

Nicolas SCHMIT ✓
@NicolasSchmitEU Follows you

Member of the European Commission in charge of Jobs and Social Rights
[@EU_Social](#)
[#VdLCommission](#)

📍 Luxembourg 🌐 [ec.europa.eu/commission/com...](#) 🗓️ Born December 10
📅 Joined April 2012

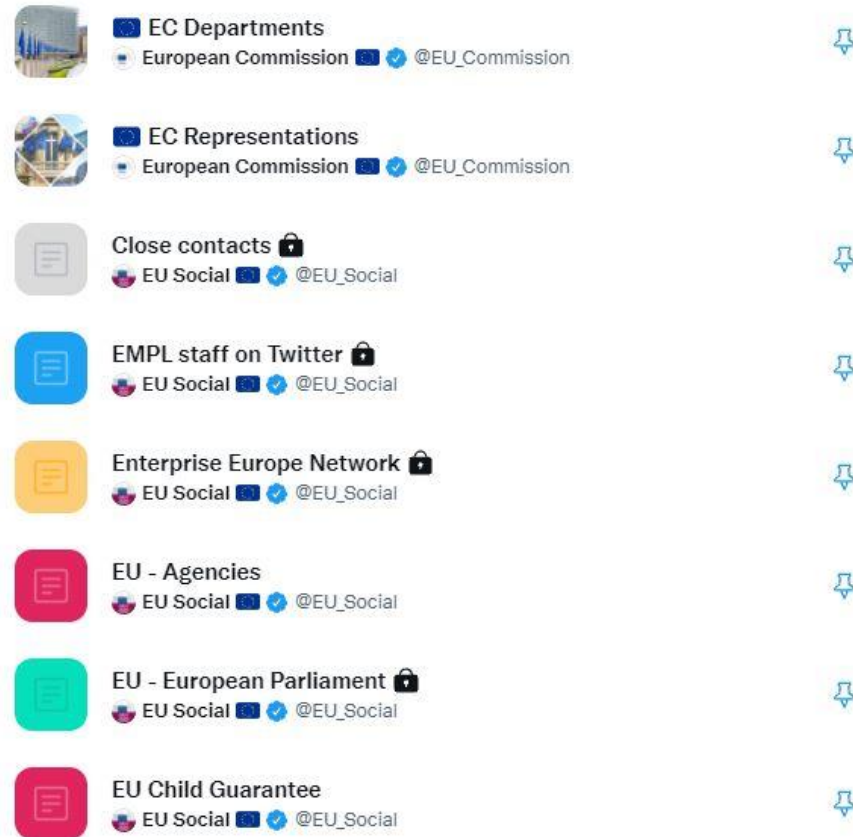
791 Following 13.9K Followers

👤 Followed by EU Reform Support 🇵🇹, 2021Portugal.eu, and 459 others you follow

- Don't miss important tweets in your feed

Bookmarks and lists

Your Lists



The screenshot displays a list of eight Twitter lists. Each list entry includes a square icon, the list name, the creator's name and handle, and a lock icon indicating privacy status. The lists are:







- EC Departments**: Created by European Commission (@EU_Commission), public.
- EC Representations**: Created by European Commission (@EU_Commission), public.
- Close contacts**: Created by EU Social (@EU_Social), private.
- EMPL staff on Twitter**: Created by EU Social (@EU_Social), private.
- Enterprise Europe Network**: Created by EU Social (@EU_Social), private.
- EU - Agencies**: Created by EU Social (@EU_Social), private.
- EU - European Parliament**: Created by EU Social (@EU_Social), private.
- EU Child Guarantee**: Created by EU Social (@EU_Social), private.

- Public and private lists
- Topic lists
- Useful for tagging, stakeholder mapping, sending direct messages on the topic

Twitter Media Studio

Shared Media

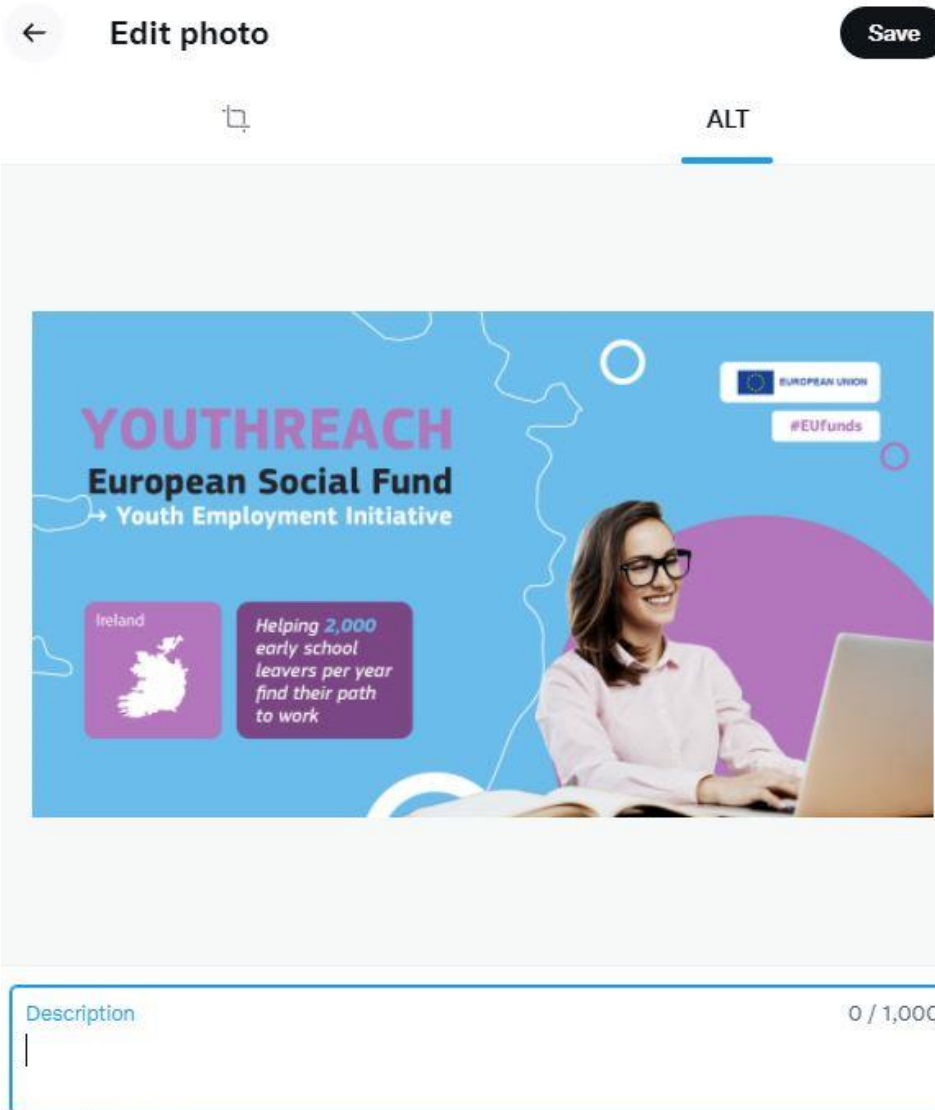
Upload Media

Media	Type	Shared by	
	SELFIE WBL launch - Coming soon.mp4 Sep 21, 2021 video	 EU_ScienceHub	Tweet
	PCC_LEDNS_7C_01_TheWorldLeader... Sep 6, 2021 video	 WeThe15	Tweet
	113 sec English safe Aug 20, 2021 video	 WeThe15	Tweet

Accessibility



EU Commission in Ireland



What is alt text?

Analytics

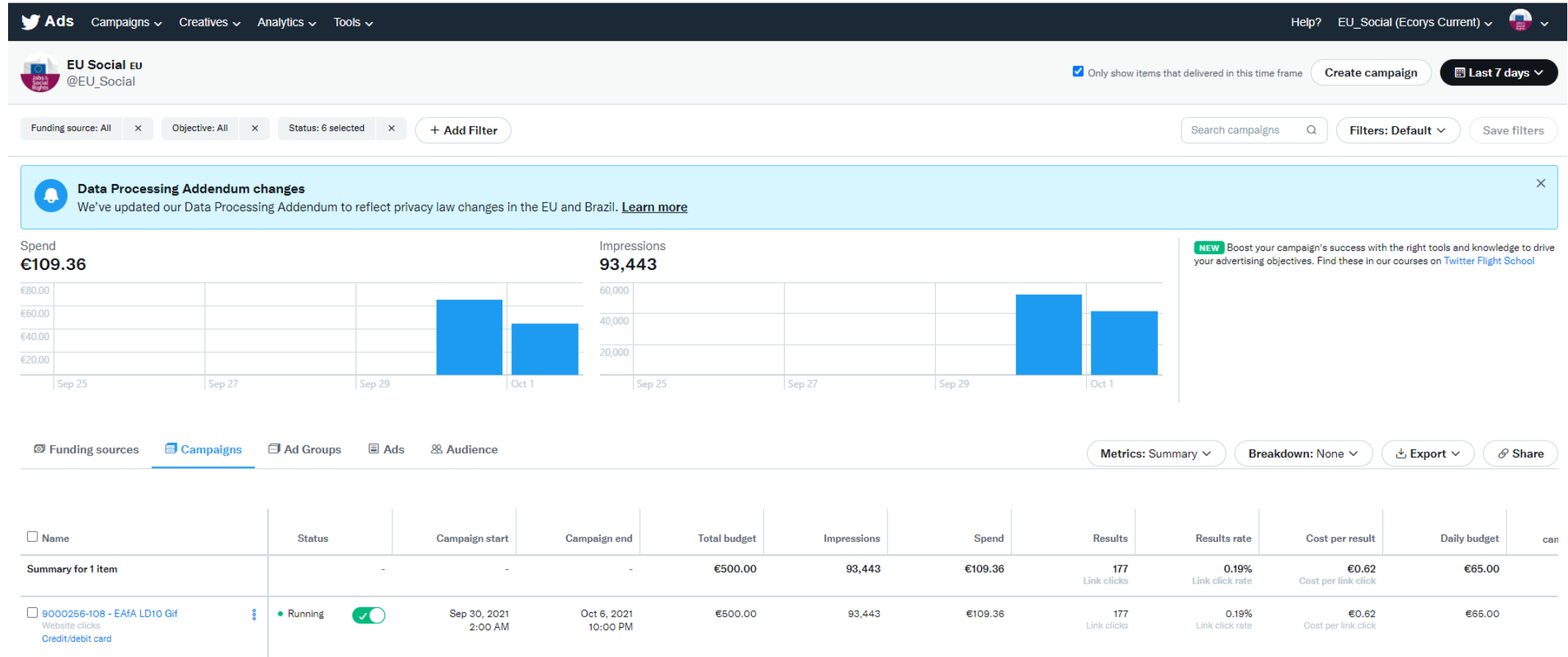


- Detailed statistics
- See the top tweets, impressions, engagement rate, likes, replies, retweets, top followers

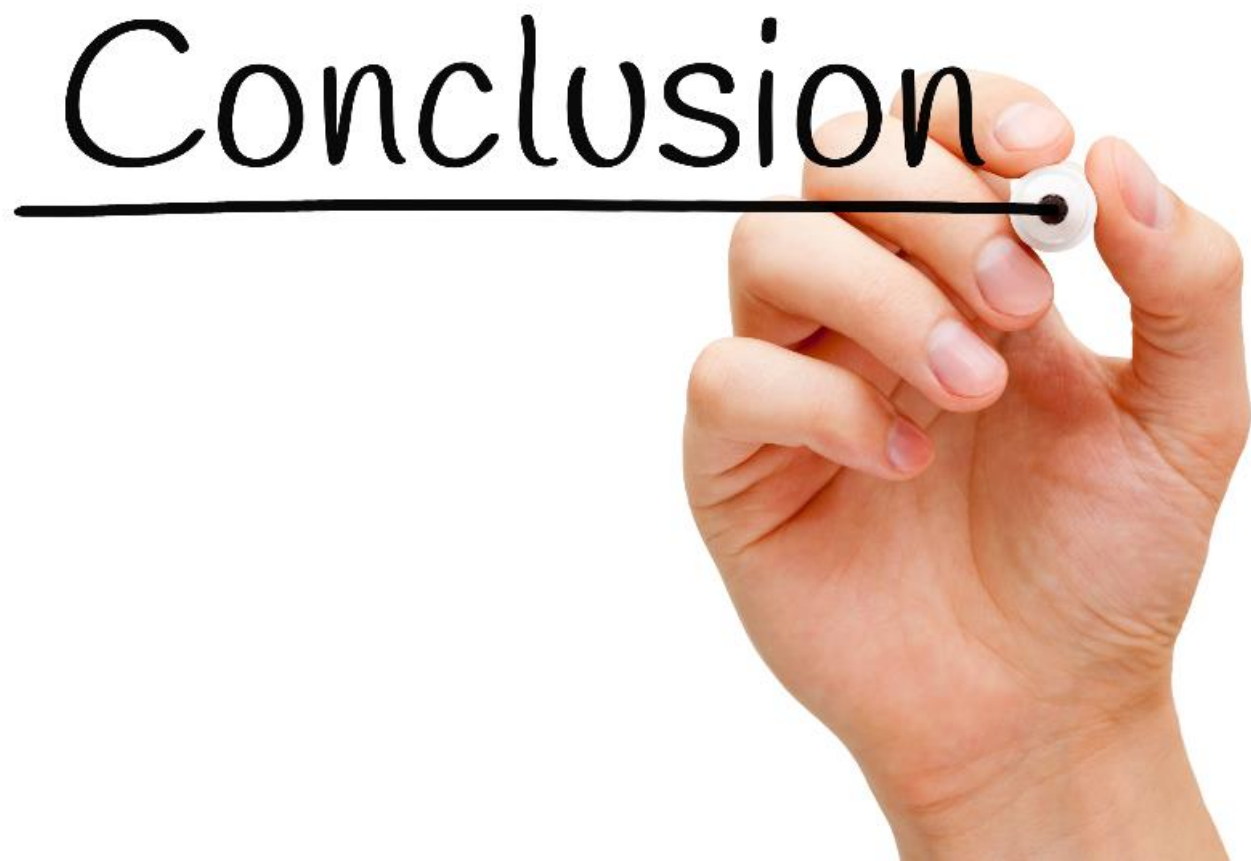
Community management

- Being present
- Likes & retweets
- Answering comments
- Replying to messages

Pay to be seen: Twitter ads



Conclusion

A hand holding a white marker is shown underlining the word "Conclusion" which is written in a black, cursive-style font. The background is plain white.

Any questions or comments?



Keep in touch



ec.europa.eu/



europa.eu/



[@EU_Commission](https://twitter.com/EU_Commission)



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



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



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



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



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

Thank you



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: [element concerned](#), source: [e.g. Fotolia.com](#); Slide xx: [element concerned](#), source: [e.g. iStock.com](#)

