



5th Communications and Visibility Workshop

Session 2: EU Social Media Guidelines

EU International Partnerships

Liane Riordan – European Commission

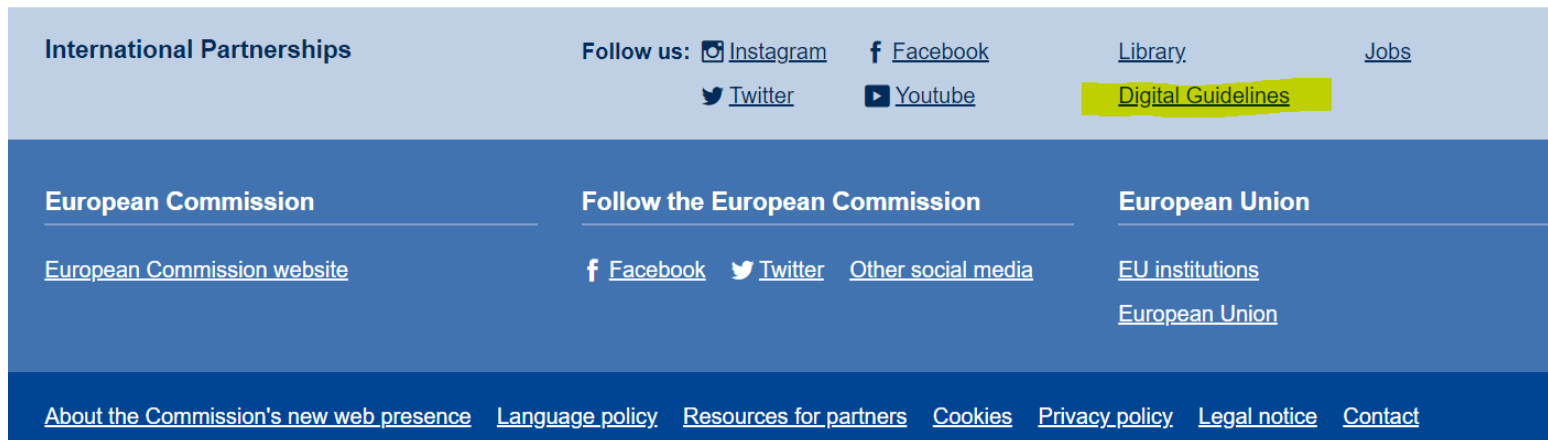
1. Overview of the EU social media guidelines – Digital content production guidelines
2. Social media dos and don'ts
3. Campaigns: How to plan a successful campaign?

EU International Partnerships Branding

DIGITAL GUIDELINES Purpose

- Streamlining the digital content production
- Supporting online communication on all levels
- Verbal and visual storytelling

Where to find the Guidelines?



The screenshot shows the footer of the European Commission website. It is divided into three main sections: 'International Partnerships', 'European Commission', and 'European Union'. The 'International Partnerships' section includes social media links for Instagram, Facebook, Twitter, and Youtube, along with links for 'Library' and 'Jobs'. The 'Digital Guidelines' link is highlighted in yellow. The 'European Commission' section includes the 'European Commission website' link and social media links for Facebook, Twitter, and 'Other social media'. The 'European Union' section includes links for 'EU institutions' and 'European Union'. At the bottom, there is a row of links: 'About the Commission's new web presence', 'Language policy', 'Resources for partners', 'Cookies', 'Privacy policy', 'Legal notice', and 'Contact'.

International Partnerships	Follow us: Instagram Facebook Twitter Youtube	Library Jobs Digital Guidelines
European Commission	Follow the European Commission Facebook Twitter Other social media	European Union EU institutions European Union
About the Commission's new web presence Language policy Resources for partners Cookies Privacy policy Legal notice Contact		



Tone of voice

Our tone of voice and our choice of imagery need to be decisive, communicate positive progress and inspire action for what we need to do next.


[More details >](#)



Content types and approaches

We focus on: Stories and storytelling, Informative content, Inspiring content and Social media content.

[More details >](#)



Photography

Powerful photography requires skill and planning to capture the right shot, and should be considered a key component of any story.

[More details >](#)



Video

Whether human-centred or information-driven, video plays an important role in communicating both policy messages and impact.

[More details >](#)

Tone of Voice principles

Expression of our personality

- **Professional yet human**
- **Complete yet concise**
- **Sincere yet positive**

Characteristics:

Human, inclusive, inspirational, ambitious, bold, expert, trusted



Type of content and approach

Stories and Storytelling

Informative content

Inspiring content



eu_partnerships Culture matters! It shapes open, thriving and inclusive societies! Do you agree with us? ⚡

Do you know Yared Zeleke? The Ethiopian filmmaker was invited to the Cannes Film Festival with his feature film Lamb which was co-funded by the EU. It was the first time a film from his country was selected in the festival's 68-year history. 📽️👤

Yared grew up listening to the stories of his grandma. The EU supports the creative industry in African, Caribbean and Pacific (ACP) States so that people like Yared can tell their own stories and make their voices heard. 🗣️



Liked by louisehagendijk and 151 others

Photography

- The power of images: Captures attention - Key component of a story of post
- Approach: Inspiring, Bold, Respectful, Empowering
- Getting the right shot
- **Code of conduct:** Dignity, model release form, intellectual property rights
- [Legal requirements](#)



Video

- Why video matters: We are visual beings, helps to remember, important to communicate policy messages and impact
- Approach: Human-centred (storytelling) / Information-driven
- Planning your production: Script / Storyboard / shots & images / Statements / Soundbites
- Checklist: purpose /audience /distribution /key messages /length / format / Style / Approval
- [Legal requirements](#)



Storytelling

- At the core of our work
- Cross-channel material
- Cross-partnership material



19 MAY 2021

Nurturing the climate-smart generation, one school at a time

🌐 Cambodia

Ecosystems and biodiversity

Education



05 MAY 2021

Breaking gender stereotypes brings out children's full potential

🌐 Vietnam

Education

Gender equality and empowering women and girls



29 APR 2021

Myint, a migrant worker who has found the key to empower others

🌐 Myanmar, Thailand

Migration and forced displacement

Employment and decent work

Gender equality and empowering women and girls



17 DEC 2020

Reaching Malaysia's women migrant workers amid COVID-19 crisis



17 DEC 2020

New mobile application brings Indonesia's budget into the hands of citizens



01 DEC 2020

The Fading of the Iban Longhouse Culture in East Malaysia

🌐 Asia | Malaysia

Lao PDR - Training teachers from ethnic minorities

Published on 25 January 2021

Share on     

Every child has the right to quality education. This cannot be possible without trained and qualified teachers.

It is estimated that globally almost 69 million new teachers are needed each year to reach the 2030 education goal of universal primary and secondary education. This 'teacher gap' is more pronounced among vulnerable populations – girls, children with disabilities, refugee and migrant children, and poor children living in rural or remote areas.



In Lao PDR, 64% of the population live in rural areas where poverty is high and access to basic services is limited. Furthermore, Lao is one of the most ethnically, culturally and linguistically diverse countries, with 49 officially recognised ethnic groups and more than 200 sub-groups. Many of them live in remote and hard to access locations and communicate predominately in their own mother tongue. When they first start school, many children in remote villages have never been exposed to Lao language, which is the official instruction language.



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Laos



eu_partnerships Why does education matter?

- It promotes individuals' development
- It's a fundamental human right
- It's a powerful equalizer

Laos is one of the most ethnically, and linguistically diverse countries, with 49 officially recognised ethnic groups. Many of them live in hard to access locations and communicate predominately in their own mother tongue, never being exposed to Lao language before school.

To address these challenges, together with @australianaid and partners, we support the training and deployment



Liked by sratchaphruek and 175 others

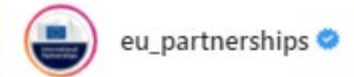
JANUARY 26



European Commission

Share your latest favourite post

- Either your own channels
- An organisation you follow
- EU International Partnerships 😊



eu_partnerships



eu_partnerships For sustainable cocoa free from child labour

The EU Sustainable Cocoa project works with Côte d'Ivoire, Ghana and Cameroon, the world's biggest cocoa producers, to make sure no children are in child labour in cocoa supply chains.

That's just one example of what the EU is doing to #EndChildLabour. Since 2008, the EU has supported 150 projects targeting child labour in 65 countries, for more than €200 million.

Today, we discussed with key actors how to step-up action to end child labour for good. We must address its root causes by tackling poverty, inequalities, increasing access to



Liked by sratchaphruek and 170 others

JUNE 17

Social media dos and don'ts

Cutting through the noise – Making yourself heard!

- Know your **audience** – Who are they? When are they active? What do they expect from you?
- Know your **channel** – Tailor your content



- Technical and informative; Good to engage with experts in a given topic, stakeholders, NGOs, media; Gives the opportunity to collaborate with high profile personalities.



- Good at driving user interaction when content sparked a conversation; Offers a great tool for LIVE content; The right platform to reach and engage with diverse audiences.



- Visuals are core : get a good visual/photo and you have it all; Offers a great tool for making LIVE content: stories and LIVE videos; The use of the right hashtags will boost reach and engagement.

More do's

- **Be value driven** – Own your narrative
- **Engage** your audience – Meaningful interaction (Quizz / Lives / Replies)
- **Be active** – at least 3/5 posts a week
- **Boost** your content – Target your audience – Best quality content is better promoted

Don't

- **Don't: Dive in too fast** (plan, analyse, recycle)
- **Don't: Sensationalise** - don't suggest that a situation or person is helpless.
- **Don't: Use jargon** - the audience is interested in the story, not the acronyms. If you need to use acronyms, spell them out in the first instance, even if you are sure readers know what they mean.
- **Don't: Present yourself as a saviour** - the hero of the story is the person it focuses on, not the donor or organisation.
- **Don't: Overdo it with emojis or over simplify**

SOCIAL MEDIA CAMPAIGNS

- In order to plan for a successful campaign, you need to look into the following key areas:
- **Objectives & KPIs** - Your main goals and indicators to measure success
- **Audience** – Who are you targeting? Who do you want a behaviour change from?
- **Budget** - What's your total available media spend?
- **Content** - What assets (videos, stills, etc.) do you want to promote?
- **Media Laydown** - Budget allocation, specific objectives, structure, timings, etc.

Examples: #YouthSoundingBoard

- YOUTH EMPOWERMENT: Top priority of Commissioner Jutta Urpilainen
- PURPOSE: CREATE ADVISORY BOARD / PARTICIPATORY ROLE 4 YOUTH
- 4000 applications from more than 150 countries
- 25 members selected
- Partnerships: UNICEF / European Youth Association

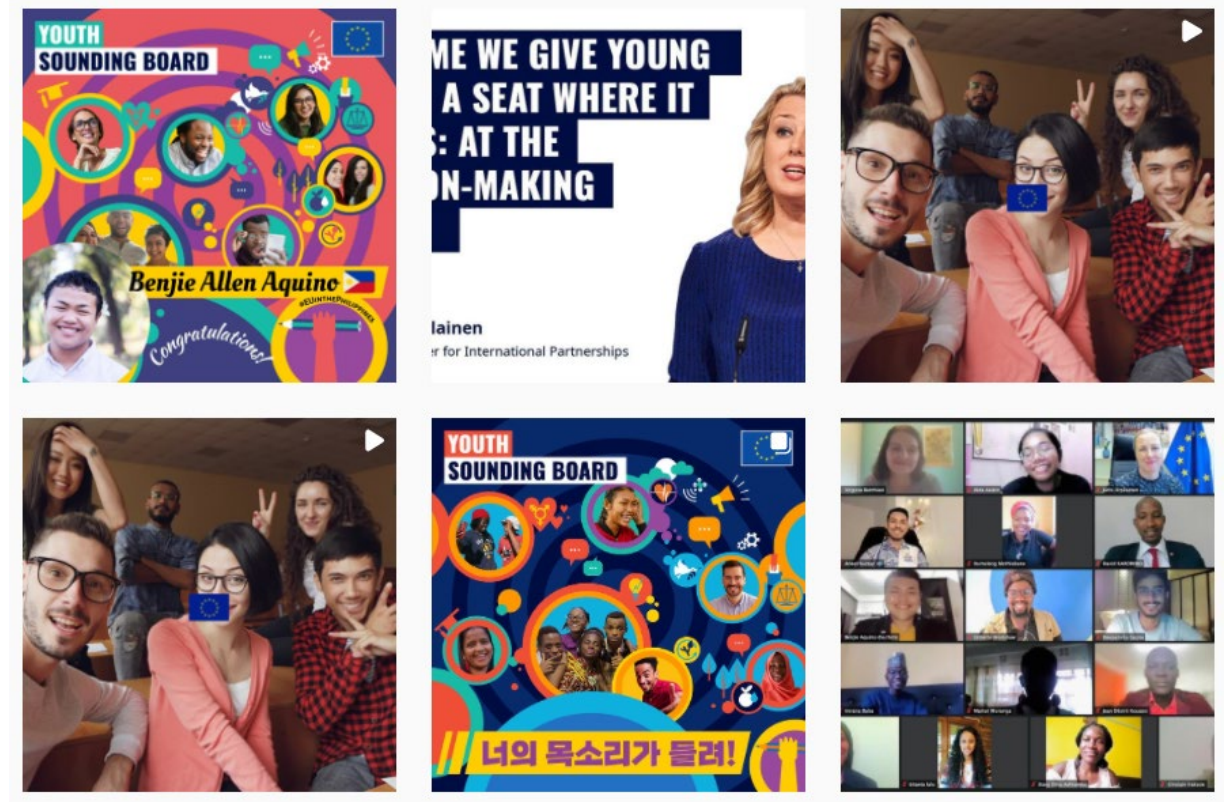
#YouthSoundingBoard – Its success

PARTNERSHIP:

- Multiple platforms and distribution channels
- Role of Delegations
- Youth engagement

VISUAL STYLE:

- Young
- Colourful
- Dynamic
- In line with EU INTPA Brand



Useful links

- [Digital content production guidelines | International Partnerships \(europa.eu\)](#)
- [Digital Style Guide](#)
- [EU flag rules](#)
- [Requirements for EU External Actions](#)
- [Copyright and model releases](#)

Keep in touch



ec.europa.eu/international-partnerships/



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



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



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



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

To submit material, to give feedback on the guidelines or for more information on how to apply our digital guidelines, please contact us at [_INTPA-WEB@ec.europa.eu](mailto:INTPA-WEB@ec.europa.eu)

Thank you!

Liane Riordan

INTPA. 02: Political Strategy and Communicatio



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