



# Europe Direct Information Centres:

*Good practice in social media*







# Contents

<b>Introduction .....</b>	<b>3</b>
<b>1. Most-used social media.....</b>	<b>6</b>
NO1OUT Photo Contest .....	8
Botoşani Eurochannel .....	14
Using Twitter and LinkedIn to attract attention .....	18
<b>2. Frequency of presence in social media .....</b>	<b>22</b>
Blog Europe Direct Barcelona 'A place for reflection on the Europe we want' .....	24
Gateway to the EU using Facebook and other social media .....	28
<b>3. Purpose of presence on social media .....</b>	<b>36</b>
The Eurobitácora Blog .....	38
EU Signpost .....	42
Voluntary Groups in Komotini .....	46
Promotion of European/World Days and Weeks .....	50
<b>4. Interactive features of web tools.....</b>	<b>54</b>
RSS Feeds on EDIC Santarém website .....	56
Toolbar for sharing information with several social networks .....	60
<b>5. Co-operation between EDICs.....</b>	<b>64</b>
1+1=3 .....	66
<b>6. Future activities .....</b>	<b>70</b>
<b>7. Conclusions .....</b>	<b>71</b>







# Introduction

## Aim of the catalogue

The e-catalogue on Web 2.0 tools has been produced to **promote good practices among the Europe Direct Information Centres (EDICs)** on the correct use of Web 2.0 tools, both for communication with groups of citizens on European issues and for the promotion of their respective activities. In addition, the Web 2.0 tools represent a good opportunity to communicate with young people who are very enthusiastic about using social networks.

The description and promotion of 12 good practices in this e-catalogue should help other EDICs to apply similar initiatives when using Web 2.0 tools. Therefore, each good practice includes information on tips and tricks which have contributed to the success of the action, and also on the resources necessary to perform the action so that it can be replicated by Network members.

## Rationale and work of the PEWG

The Pan-European Working Group (PEWG) on Web 2.0 tools was created in 2010. Twenty-two experts from the EDICs were selected on the basis of the quality of their proposal, including their expertise in the use of Web 2.0 tools, resulting from a call for expression of interest which was open to all EDICs.

The PEWG on Web 2.0 tools has a three-fold mission:

- The creation of a knowledge base using a **bottom-up approach** to identify and promote the experiences and multiple sources of expertise available within the Europe Direct Network;
- The creation of knowledge in **tangible outputs** to enable all Europe Direct Network members to benefit from it;
- The creation of '**pools of expertise**' within the Europe Direct Network, with the support of the PEWG members who could act as contact points for further assistance to fellow Network members.





The creation of the e-catalogue on Web 2.0 tools has been based on these principles:

- The **bottom-up approach** has been used for the collection of good practices for the e-catalogue. All Network members were given the opportunity to propose their own good practices during a consultation which was conducted between October and November 2010.
- The e-catalogue represents a **tangible product** which will be distributed on-line to all EDICs. The content of this catalogue will also be promoted during major Europe Direct Network events (Annual General Meeting, national and regional meetings, training sessions).
- The members of the PEWG on Web 2.0 tools, the EDIC members involved in the good practices in this e-catalogue, the coordinators of this initiative in DG COMM and ESN will be the '**pools of expertise**' within the Europe Direct Network in order to help EDICs to implement similar activities in their local environment.

## Aim and data of the survey on EDICs and social media

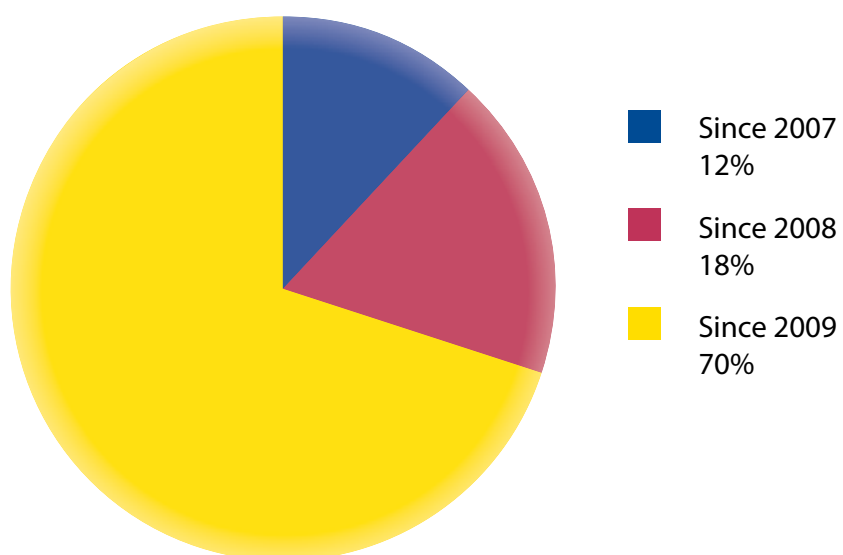
The collection of the good practices on social media was part of a general survey which aimed at identifying the main trends among the Europe Direct Information Centres in the use of social media within the context of their regular activities.

The general survey on 'EDICs and social media' was run from October to mid November 2010. A group of **112 EDICs** responded to the survey, which represents a significant number considering that the use of social media is a **recent trend** within the EDIC Network.

As shown in chart 1, 70 % of the respondents started using social media back in 2009, while 12 % of the respondents belong to the group of users with more than three years of experience.



**Chart 1: Start of social media use in EDIC activities**





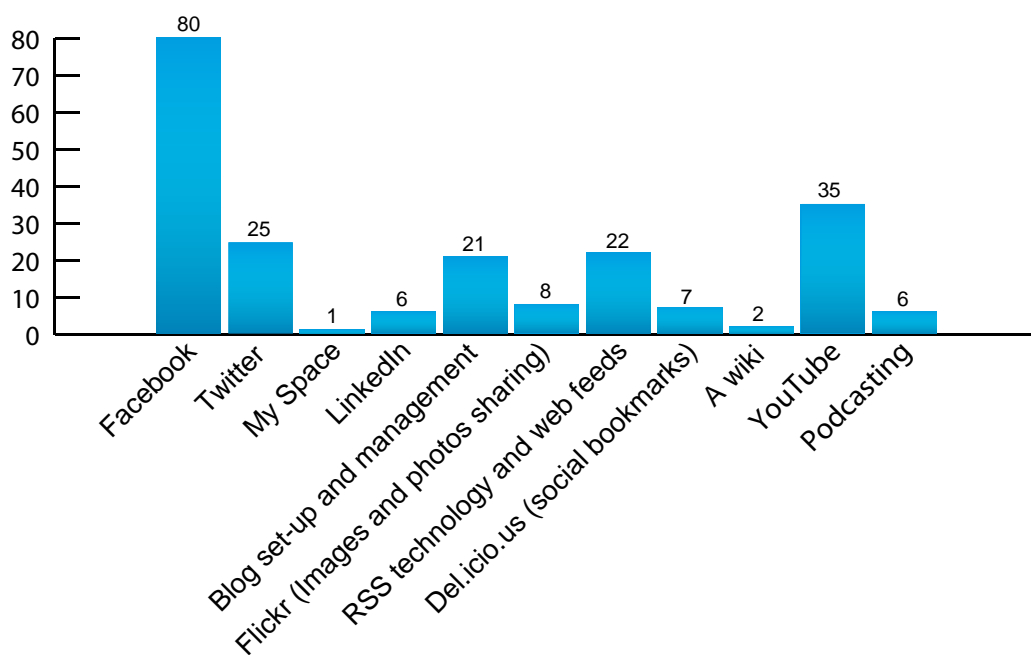
# 1. Most-used social media

In response to one of the survey questions asking which social media had already been used by EDICs, a large majority of the respondents (71 %) answered that they had been using Facebook.

The use of YouTube was reported by one-third of the respondents (32.5 %). Members of the Network are also accustomed to using Twitter accounts (22 %), RSS technology and web feeds (20 %), and blogs (19 %).

The full list of social media channels and the number of EDICs reporting their use is presented in chart 2. The respondents were offered the possibility of mentioning at least 1 and maximum 5 of the proposed social media tools.

**Chart 2: Typology of social media**



The results of this question reflect the early stage of social media use within the EDICs. The most popular, and probably the most intuitive social media are the most frequently mentioned (Facebook, YouTube) in order to raise awareness of and communicate EDIC activities. We can also assume that these social media tools are often used because they are used by EDIC staff members in their private lives too (e.g. Facebook) and because they are easy to use (no specific training required).





Three good practices have been selected to illustrate how EDICs are using those social media which appeared to be the most popular within the Network – Facebook, YouTube and Twitter:

## ► *NO1OUT Photo Contest*

**EDIC Firenze** (Italy) organised an on-line photography contest dedicated to the topic of the European Year. In 2010, the theme focused on 'New and old poverties in Europe'. The photos were uploaded on the EDIC's Facebook page. The winning pictures were selected by an ad hoc group on Facebook comprising more than 3 500 members who acted as a 'popular jury'. This action has generated enormous visibility for the EDIC account on Facebook, and because of the resulting huge communication impact, EDIC Firenze is continuing this type of initiative during 2011.

## ► *Botoșani Eurochannel*

**EDIC Botoșani** (Romania) is using a video channel on YouTube to broadcast local and regional information about Romania's integration within the European Union. The channel, which is freely available on the internet, has proved to be quite popular as the number of visitors continue to grow, reaching about 1 100 000 total views in December 2010. The large audience is the result of proactively combining local and European topics which impact on citizens' lives in Romania. In addition, the EDIC uses different on-line social networks such as Facebook, Twitter, e-mails, etc. to promote the playlists.

## ► *Using Twitter and LinkedIn to attract attention*

**EDIC LTO Noord** (the Netherlands) started to explore networking 'new style' by using LinkedIn to inform a specific group of people about upcoming activities and/or news from Brussels. It has also been using Twitter to 'tweet' what certain key players are saying on current EU affairs. The use of both social media has enhanced the visibility of EDIC LTO Noord when it comes to communicating on EU issues.





## NO1OUT PHOTO CONTEST

### *Brief description of the action including outputs*

Europe Direct Firenze organised an on-line photography contest dedicated to the topic of the European Year. In 2009, the topic was urban creativity, while in 2010 the theme focused on 'New and old poverties in Europe'. The photos were received at EDIC Firenze via e-mail then its staff members selected the best ones and uploaded them on its Facebook page. The selection of the winning pictures was done by an ad hoc group comprising more than 3 500 members who served as a 'popular jury'. The winning photo in the 2010 contest received more than 700 votes ("Like" preferences).

For more information see:

- NO1OUT Photo contest 2010:  
<http://www.edfirenze.eu/2010/08/no1out-photo-contest/>
- Video on Facebook:  
[http://www.facebook.com/group.php?gid=97506604919&v=app\\_2392950137](http://www.facebook.com/group.php?gid=97506604919&v=app_2392950137)
- Pictures on Facebook:  
<http://www.facebook.com/group.php?gid=133917949955941&v=photos>
- Flickr:  
<http://www.flickr.com/photos/edfirenze/sets/72157624810894418/>
- 2009 "Imago Europae" Urban Creativity:  
<http://www.facebook.com/group.php?gid=97506604919&v=photos>
- YouTube video:  
<http://www.youtube.com/watch?v=KrYj4rgMTdU>



## Typology of social media

- ✓ **Facebook**
- ✓ **Twitter**
- ✓ **Blog**
- ✓ **Flickr**
- ✓ **YouTube**

## Typology of information disseminated

- ✓ **General information on EU**
- ✓ **Information related to the activities of your EDIC**
- ✓ **Information related to topical EU policy developments**
- ✓ **Information on EU actions of interest to youth/students**

## Inputs/Resources

One team to coordinate the dissemination of the contest, reception of the photos and dissemination of the results:

1. Preselection of the team and the technical jury;
2. Availability of internet access and an account on Flickr, Facebook, YouTube;
3. Use of free Photo Story software to create a movie and Picnik on-line photo editing to create a logo for the contest and the flyers;
4. Administrative team to manage the payment of the prizes to the photo contest winners.





### *Impact of the action*

With this activity EDIC Firenze was able to raise awareness about the European years and to stimulate an interest in European policies. The EDIC promoted creativity and innovation through the use of photography. Facebook was used as a European channel to enable this initiative to become international.

### *Methodology/process*

This contest is now in its third edition (the first one did not use the social network), and thus could benefit from a real multiplier effect as the participants in the first edition promoted the second edition, and so on. Thus, Europe Direct's social network contacts increased, which contributed to the success of the following editions.

### *Tips and tricks for the success of the action*

1. Create a calendar with all the phases of the contest;
2. Look for a thematic forum, photo blog, photo group on Facebook or Flickr, etc. to promote the contest;
3. Make many contacts via social networking and ask other ED members to promote the contest in their countries, for example by translating the competition rules in different languages;
4. Coordinate the contest in an effective way: animate the dedicated Facebook group and inform them in due course about the various phases so that all participants can follow the process well;
5. Be creative and have fun!

### *Problems encountered*

Some people questioned the picture chosen to receive the 'popular prize' and left some unfriendly comments. This is because the choice is based on many different aspects and not only on the technical quality of a picture (as judged by a technical jury).

Fortunately, this has not affected the overall success of the contest.

## Contact details (for further information)

**Contact Person:**

Serena Barilaro

**Host Structure:**

Europe Direct Firenze

**Address:**

Vicolo Santa Maria Maggiore 1 – 50122, Firenze

**Country:**

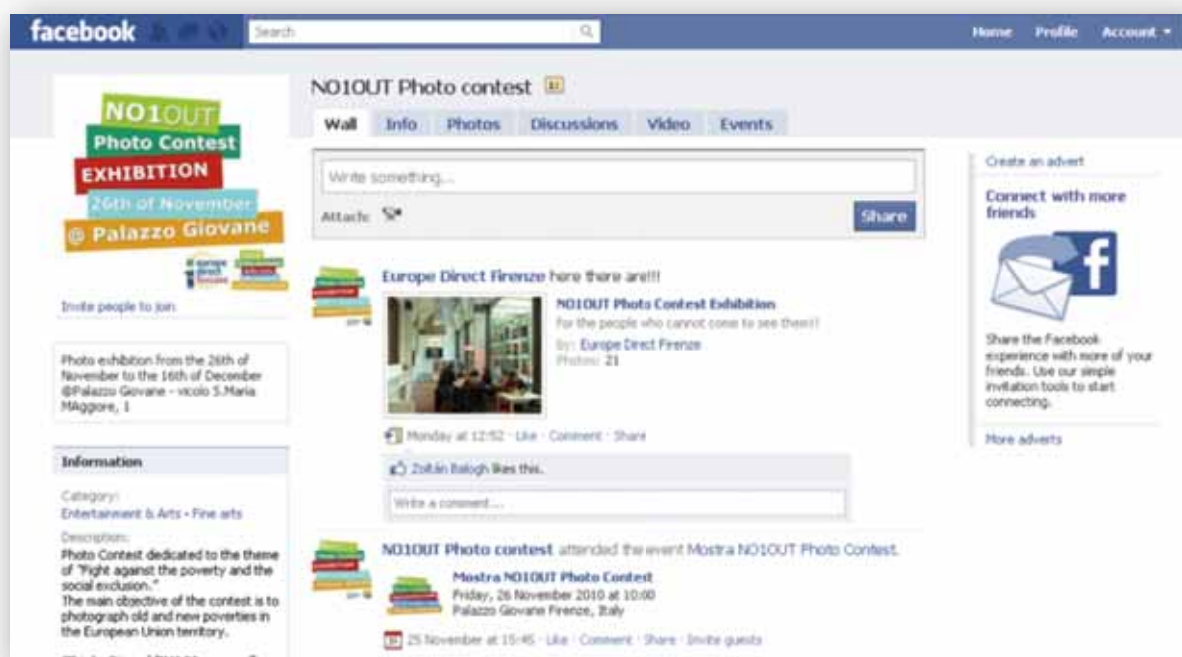
Italy

**Tel. (EDIC):** +39 (0)55 218310 or +39 (0)55 2616798

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**www. (EDIC):** [www.edfirenze.eu](http://www.edfirenze.eu)

## Illustrations







Concorsi & Tirocini
Eventi
Finanziamenti
Formazione
Notizie
On Air
Progetti
Ricerca partner
Ultime dall'Europa

# Europe Direct Firenze

## NO1OUT Photo contest

Scritto da [Serena In Eventi](#), [Progetti](#) il 4 agosto 2010 | nessuna risposta

7 giugno 2010 10:00 - 15 novembre 2010 10:00

In occasione dell'Anno Europeo 2010, il coordinamento toscano Europe Direct, centro di informazione e comunicazione dell'Unione Europea, bandisce il Concorso fotografico "NO1OUT", terza edizione di "MIAGO europea", quest'anno dedicato al tema della "Lotta alla povertà e all'esclusione sociale".

L'obiettivo primario del concorso è fotografare vecchie e nuove povertà in Europa. Si chiede ai partecipanti di mostrare e quindi denunciare la sua foto una situazione di povertà o esclusione sociale riscontrata nel territorio europeo.

work in progress



MY CHILDHOOD - from Bulgaria

The poverty and social exclusion is multidimensional process that's why the world organizations are focused on this problem solving.  
A big part of Bulgarian people live under the level of social poverty. The reasons for this are the economical crisis, unemployment, life in an outlying districts etc.

On the picture I sent, I express my vision how one small boy can find something good among the rubbishes on the dump. This boy is there with his parents, tramps of many years that try to find something useful on this dump.  
The boy found a small toy - car and made his own open-air kindergarten despite the rubbishes that surround him. The child's thinking succeeded to set aside from the environment and to find his unique place in this hard and brutal world.

From the album:  
The 80 SELECTED - NO1OUT  
Photo Contest by Europe Direct  
Firenze

Also in:  
Groups: NO1OUT Photo contest

Share

Tag this Photo

Report this Photo



## NO1OUT Photo contest

Wall Info Photos Discussions Video Events

Write something...

Attach:

Share

Create an advert

Connect with more friends

Share the Facebook experience with more of your friends. Use our simple invitation tools to start connecting.

More adverts

**Europe Direct Firenze** the results of NO1OUT Photo contest!!

And the winner is ... - Europe Direct Firenze  
www.edfirenze.eu

Le votazioni sono terminate, la comunità di Facebook iscritta al Gruppo NO1OUT Photo contest (oltre 3700 membri) ha dirottato l'ultimo "M place" e così il 15 ottobre alle ore 13 abbiamo potuto dichiarare:

Monday at 10:19 · View post

**Etabetta Neri** Bellissimo concorso e AUGURI ai vincitori.....  
Ringrazio tutte le persone che hanno votato la mia foto e Europe Direct Firenze per averci offerto questa possibilità.

Monday at 09:44 · Comment · Like · Flag

Katala Seremia and Europe Direct Firenze like this.

Europe Direct Firenze grazie alle seguaci nella prossima edizione!! >:]

Monday at 12:40 · Like · 3 person · Flag

Write a comment...

**Europe Direct Firenze** From the Popular Jury the winner is...

**THE 90 SELECTED - NO1OUT Photo Contest**  
MY CHILDHOOD - from Bulgaria

The poverty and social exclusion is multidimensional process that's why ...

Vote for your favourite till 15th of October using the "I like" button! Read the regulation to: <http://www.edfirenze.eu/2010/08/no1out-photo-contest/>

by: Europe Direct Firenze  
See more

16 October at 20:45 · Comment · Like · Share · Flag

**Information**

Category:  
Entertainment & Arts - Fine arts

Description:  
Photo Contest dedicated to the theme of "Fight against the poverty and the social exclusion".  
The main objective of the contest is to photograph old and new poverties in the European Union territory.

("Third edition of 'IMAGO europae'")

~~~~~

Concorso fotografico dedicato al tema della "lotta alla povertà e all'esclusione sociale".  
L'obiettivo primario del concorso è fotografare vecchie e nuove povertà in Europa.

("Terza edizione del concorso IMAGO Europae")

~~~~~

Concorso fotografico "NO1OUT"...

(read more)

Privacy type:

flickr® by Yahoo!

Home Visita guidata Registrati Esplora Carica

Non hai effettuato l'accesso. [Entra](#) [Aiuto](#)

Cerca nell'Album di Europe Direct Firenze [Ricerca](#)

**Album di Europe Direct Firenze**

Set Gallerie Tag Persone Archivi Preferiti Profilo

**How to vote:**

HOW TO VOTE ON **facebook**

1. JOIN THE **NO1OUT** GROUP

2. LOOK AT **THE 80 SELECTED** ALBUM

3. USE **APPLY TO VOTE** till Oct 15 1 pm

Look at: [www.facebook.com/group.php?gid=133917949955941&v=photo](http://www.facebook.com/group.php?gid=133917949955941&v=photo)

Tutti i diritti riservati

Inviato il 1 set 2010

2 commenti

**the look**

The photo was taken in August 2008, in Copsa Mică city - Romania. Child mortality here is the...

Tutti i diritti riservati

Inviato il 1 set 2010

0 commenti

**NO1OUT Photo Contest**

82 foto

261 visualizzazioni

**Events**

21 foto

95 visualizzazioni

**VIVERE DI MUSICA**

**Village's Pub**





## Botoșani Eurochannel

<http://www.youtube.com/user/raducaj>

### *Brief description of the action including outputs*

This good practice concerns a video channel for broadcasting local and regional information about the integration of Romania within the European Union while maintaining its national identity. The channel's motto – For a European Romania! – was inspired by a governmental agency's website.

Europe Direct Botoșani, together with the Association for Consumer Protection Botoșani (ACP Botoșani) is the editor of the channel. The administration is managed by Radu Căjvăneanu, the coordinator of EDIC Botoșani. The video channel was originally established in November 2006. Its general orientation, however, became more European when the EDIC took charge of its content in 2009.

According to statistics, the number of visitors continued to grow between 2009 and 2010 to reach about 1 100 000 (total) views in December 2010. The large audience is the result of proactively combining local and European subject matters.

### Typology of social media

#### ✔ YouTube

### Typology of information disseminated

- ✔ Information related to the activities of your EDIC
- ✔ Information related to topical EU policy developments
- ✔ Information on EU actions of interest to citizens
- ✔ Information on EU actions of interest to youth/students
- ✔ Information on EU actions of interest for enterprises
- ✔ Information on EU actions of interest to unemployed
- ✔ Information about the actions of the EU concerning communication, science, environmental and biodiversity protection, consumer care, Circus campaign
- ✔ The EDIC publishes press releases regarding these actions illustrated by videos from the Commission's Audiovisual service. *Note: the EDIC has a small number of videos specific to each subject previously mentioned*





## *Inputs/Resources*

1. Digital camera Panasonic DCM- ZX1 or something similar;
2. Computer with internet access (medium speed and memory);
3. Free video, photo and audio editing programs downloaded from the internet or provided with the hardware components (Adobe Photoshop edition decouverte, Real Player, Picassa, Digital voice editor, Windows Movie Maker);
4. A team of one to three people plus some students from the Multimedia Eurojournalism course;
5. Memory cards, voice recorder, laptop and mobile phones for colleagues working on the project.

## *Impact of the action*

General impact from all uploaded videos on 21 December 2010: total views - 1 100 000; daily views: approximately 3 800.

The channel is accessed by 51 % men and 49 % women. Age categories: 13-17 years – 30 %; 18-24 years – 14 %; 25-34 years – 10 %; 34-45 years – 17 %; 45-54 years – 12 %; 55-64 years – 16 %; over 65 years – about 1 %. Popularity on YouTube (in Romania): 0.16 %.

The YouTube community engagement, by country, in Europe, expressed in the percentage of how many times viewers have rated, designated as favourite, or commented on the videos: Romania – 61.9 %; Portugal – 29.3 %; Italy – 4.1 %; Greece – 1.4 %; Switzerland, the Netherlands, UK, Germany – 0.68 % each. Globally – a remarkable presence: Japan – 1.3 %.

787 of the 1 299 videos posted between 26 November 2006 and 21 December 2010 have a predominantly European theme. In order to recognise their European content easily, they were grouped by the EDIC into four functional lists of 200 videos each. They were called: "Euro Botoșani", "Euro Botoșani 1", "Euro Botoșani 2" and "Euro Botoșani 3".

There were approximately 360 000 views of videos with European themes by the end of December 2010. These included videos about the activities of EDIC Botoșani, APC Botoșani, the Europe Direct network in Romania and/or Europe, and videos published by the European Commission.





### *Methodology/process*

Staff members of the EDIC make a selection of events which can be covered by the video-channel. These are chosen from the meetings to which the EDIC is invited to participate as co-organiser, sponsor or media partner. The Europe Direct network general meetings, at European and national level, are also taken into account.

1. The following equipment is needed for the video-recording: fully charged batteries, empty memory sticks, a laptop for data transfer and uploading on the internet.
2. The filming technique is unconventional, similar to that of other YouTube users, rather than the approach used in TV filming.
3. The EDIC uploads the videos regularly – preferably on the same day of the recording – as the highest ratings occur during the first few days (or even hours) of the event.
4. The coordinator prepares playlists with the videos covering a certain event. Moreover, in order to offer complete coverage of an event, blogs are created which incorporate the video playlists and other audio playlists and photo galleries of the event. The aim of these blogs is to popularise the event which will thus gain greater visibility with the help of the internet search engines. These blogs can also target the interested audience – participants, organisers, etc. – both easily and efficiently.
5. The EDIC uses different online social networks such as Facebook, Twitter, e-mails, etc. to promote the playlists and the associated blogs.
6. The majority of the videos are made by the host association. Some are downloaded from the European Commission's Audiovisual Service. These videos are selected according to their newsworthiness and cinematographic expression. Videos are sometimes used to illustrate a Commission or a European Parliament press release. The coordinator translates the descriptions of the videos into Romanian and provides a Romanian title. Then the videos are uploaded on the association's channel, always indicating the source, respecting the conditions of use. Some of these adapted videos prove popular, getting as many as 10 000 views per video.

### *Tips and tricks for the success of the action*

1. Anticipate the progress of the event. Always be in the right place at the right time;
2. Frontal images are preferable to profiles;
3. When recording, get close to the sound source (loudspeakers, amplifiers);



4. Have a policy for any comments you receive about the information and videos you post. Try to follow the EUTube guidelines. Let your on-line viewers know that you encourage comments which respect a few simple rules (no predatory behaviour, threats or harassment, no xenophobic or hate speech, no spam, etc). If they have specific questions regarding the EU, redirect them to communicate with the experts at the Europe Direct Information Centre.
5. Pay attention to the batteries: when it is cold outside, keep your camera somewhere warm (in your inside pocket). If it is hot, the batteries can overheat which may adversely affect the recording.

### *Problems encountered*

Some of the technical equipment proved insufficient for the task. Buying simple and efficient video and photo-editing software in Romania is difficult, and the internet connection operates at a relatively low speed. Also, copyright conditions for the use of music and images can cause problems sometimes. Maintaining the current video channel requires a continuous effort and considerable creative and intellectual resources.

### Contact details (for further information)

**Contact Person:**

Radu Căjvăneanu

**Host Structure:**

Consumer Protection Association Botoșani

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(Central Market, Fruit hall) Botoșani, CP 710356

**Personal address:**

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**www. (EDIC):** <http://europedirectbotosani.ro/>





# Using Twitter and LinkedIn to attract attention

## *Brief description of the action including outputs*

LinkedIn is useful for Europe Direct LTO Noord to inform a specific group of people about upcoming activities and/or about news from Brussels. This is networking 'new style'.

Twitter is used to attract attention from a much wider audience, e.g. the current debate about the financial perspectives of the EU, the future of the CAP, and regional policies all provide opportunities to tweet what certain key players are saying.

### Typology of social media

- ✔ **Twitter**
- ✔ **LinkedIn**

### Typology of information disseminated

- ✔ **General information on EU**
- ✔ **Information related to the activities of your EDIC**
- ✔ **Information related to topical EU policy developments**
- ✔ **Information on EU actions of interest to citizens**
- ✔ **Information on EU actions of interest to youth/students**
- ✔ **Information on EU actions of interest for enterprises**
- ✔ **Information about agriculture and food policies**



## *Inputs/Resources*

1. Time;
2. Information: In other words, ensure access to the latest information through printed media, e-newsletters and the internet; must be a credible source of information;
3. Have a clear purpose in mind when putting messages on LinkedIn and Twitter. Know your audience/network so they are more likely to re-tweet your messages;
4. Discipline – social media only work if you use them regularly;
5. Work with others who tweet, so you can re-tweet each others' messages and get a kind of 'buzz'.

## *Impact of the action*

These initiatives contribute to increase the visibility both of the Europe Direct Information Centre and the host organisation.

## *Methodology/process*

This means getting to know new social media. Inform yourself about how it works and how you can use it efficiently.

Do a trial period. Ask some of your colleagues/partners to subscribe and, after a while, ask their opinion. Do not be afraid to experiment!

After a while, scale up. But do not overdo it, otherwise people may get overloaded. Follow a strategy in your approach. Better one good message a week than five average ones per day.

## *Tips and tricks for the success of the action*

Whether it helps or not, the EDIC cannot assess yet.

But:

1. The EDIC LTO Noord does get questions from its network thanks to the tweets and its LinkedIn network;
2. It raises the profile of the EDIC (and as a person responsible for an EDIC, too);
3. Learning-by-doing helps.





### *Problems encountered*

- Spend time on re-tweeting messages as this helps to produce some 'buzz';
- It is important to have access to supporting infrastructure. The EDIC sometimes has the impression that every EDIC has to reinvent the wheel;
- It would be helpful, for instance, if some of the information which is published on the intranet (such as activities) could be disseminated automatically via the social media.

## Contact details (for further information)

**Contact Person:**

Klaas Johan Osinga

**Host Structure:**

Farmers' organization LTO Noord – Europe Direct Zwolle/Drachten

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The Netherlands

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**www. (EDIC):** <http://www.ltonoord.nl>

**twitter:** KJOsinga

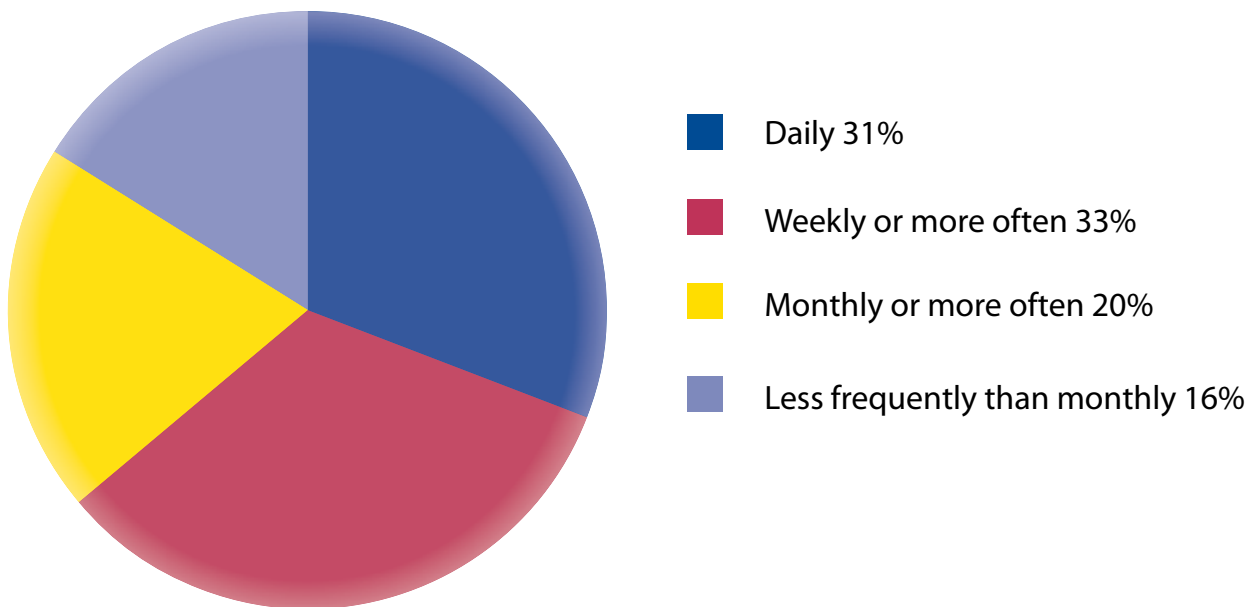




## 2. Frequency of presence in social media

When questioning EDICs on how frequently they use social media, it appears on the one hand that two-thirds of the respondents (64 %) are using social media at least on a weekly basis, as is shown in chart 3. On the other hand, only a small minority of the respondents (16 %) is using social media less than once a month.

**Chart 3: Frequency of social media use**







Two good practices have been selected to illustrate that effective use of social media requires good, regular availability, at least on a weekly basis if not more often:

### ► *Blog Europe Direct Barcelona 'A place for reflection on the Europe we want'*

**EDIC Barcelona** (Spain) publishes a blog with articles on different subjects and policies related to the European Union, and provides space for the exchange of knowledge and information. At least once a week the EDIC updates the content of the blog, including regular monitoring of posts during the week. The blog attracts an average of 150 visitors a month.

### ► *Gateway to the EU using Facebook and other social media*

**EDIC Basilicata** (Italy) offers a real 'Gateway to Europe' by combining several Web 2.0 tools. The EDIC is disseminating information through Facebook (its account has more than 1 000 friends), a web portal (with a database on European news), RSS (links to several other websites), YouTube (with videos of the EDIC), LinkedIn profile (with 179 connections) and a Twitter profile (to promote particular activities). The professional presence of EDIC Basilicata on all these media requires a weekly if not daily monitoring of EU information to find topics of interest for the target groups following these media, as well as to analyse citizens' feedback.





# *Blog Europe Direct Barcelona 'A place for reflection on the Europe we want'*







## *Brief description of the action including outputs*

Europe Direct Barcelona is maintaining a blog with opinion articles on different subjects and policies related to the European Union, and providing space for the exchange of knowledge and information.

### **Typology of social media**

#### **Blog**

### **Typology of information disseminated**

-  **General information on EU**
-  **Information related to the activities of your EDIC**
-  **Information on EU actions of interest to citizens**
-  **Information on EU actions of interest to youth/students**
-  **Information on EU actions of interest to women**
-  **Information on EU actions of interest to unemployed**

## *Inputs/Resources*

1. Articles from the staff of the International Relations Directorate from Diputació de Barcelona;
2. Articles from students;
3. Articles from citizens;
4. Articles from the academic world.



## *Impact of the action*

The EDIC received feedback from people who read the blog and made comments and suggestions:

- On average 3 comments per article;
- On average 150 visitors a month.

## *Methodology/process*

Europe Direct Barcelona regularly updates the content of the blog with articles and opinions and moderates it. Its staff members try to promote the use of its blog by associating it to every action or intervention the centre has over the course of the year. The EDIC is focusing on young people as the target audience for its blog.

## *Tips and tricks for the success of the action*

1. Update the information regularly;
2. Select information of interest to the citizen;
3. Use an attractive design;
4. Work in a dynamic and active way;
5. Be friendly and interactive.

## *Problems encountered*

Sometimes, the posting of new papers/articles on-line takes a lot of time.





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## Illustration





## *Gateway to the EU using Facebook and other social media*

### *Brief description of the action including outputs*

Europe Direct Basilicata offers a real 'Gateway to Europe' by making use of several Web 2.0 tools which currently exist, many of which are social networks. To be more specific, the EDIC disseminated information by using the following tools:

1. Facebook profile: EDIC's Facebook account currently has more than 1 120 'friends' and this number is increasing every day (about 50-70 new friends each month): [http://www.facebook.com/profile.php?id=100000696594547&v=app\\_2344061033#!/profile.php?id=100000696594547](http://www.facebook.com/profile.php?id=100000696594547&v=app_2344061033#!/profile.php?id=100000696594547);
2. Web portal: This portal contains more than 70 000 pages and is updated daily with 20-30 new items of information. It also has a database of European news ranging from job opportunities to information on citizens' rights, studies, concours, exchanges and mobility offers, leisure and sport activities, calls for proposal and partnership opportunities: [www.synergy-net.info](http://www.synergy-net.info);
3. RSS: This link provides a direct connection with other websites, i.e. with the intranet of the Italian Representation: <http://www.synergy-net.info/default.cfm?fuseaction=modulo&obj=13326>;
4. YouTube account: All EDIC Basilicata videos are published here: <http://www.youtube.com/user/EURONETpz?feature=mhum>;
5. LinkedIn profile: The EDIC has 179 connections: [http://www.linkedin.com/profile/edit?id=70730151&trk=hb\\_tab\\_pro\\_top](http://www.linkedin.com/profile/edit?id=70730151&trk=hb_tab_pro_top);
6. Twitter profile: The EDIC only uses its Twitter profile for promoting particular activities: <http://twitter.com/#!/EUROPEDIRECTBAS>.



## Typology of social media

- ✓ **Facebook**
- ✓ **Twitter**
- ✓ **LinkedIn**
- ✓ **RSS technology and web feeds**
- ✓ **YouTube**
- ✓ **Web portal**

## Typology of information disseminated

- ✓ **General information on EU**
- ✓ **Information related to the activities of your EDIC**
- ✓ **Information on EU actions of interest to unemployed**
- ✓ **Information on EU actions of interest to youth/students**

## Inputs/Resources

1. Human resources: Three different people from the office of EDIC Basilicata are tasked with managing social network activities;
2. Financial resources: The costs of EDIC's staff – nothing else;
3. Technical resources: Only internet access and a camera;
4. Logistics: Everything is managed directly in the office of the EDIC;
5. The EDIC uses all the information that it receives from its networks (the EDIC is connected to about 30 European different networks). Obviously, all the information is posted in Italian.

## Impact of the action

1. Facebook profile: EDIC Basilicata currently has more than 1 120 friends, a number which is increasing everyday (about 50-70 new friends each month);
2. Web portal: The EDIC has about 25 000 visitors per year;
3. RSS: This is an automatic connection so its success depends entirely on interested visitors and/or websites;
4. YouTube account: Hundreds of visitors watched the EDIC's videos last year;
5. LinkedIn profile: The EDIC has 179 connections;
6. Twitter profile: This is a new tool which is only used for promoting particular EDIC activities (at the moment its impact is not significant).





### *Methodology/process*

1. Facebook profile: The work of EDIC Basilicata is done in a professional way: approximately four to 10 new notices/information are published daily;
2. Web portal: About 20-30 fresh news items are uploaded daily;
3. RSS: Interested users can enter their address and will immediately receive news from the EDIC by e-mail or on his/her website;
4. YouTube account: All the videos, cartoons, etc. are posted in one account;
5. LinkedIn profile: This profile is used to generate more contacts for the EDIC;
6. Twitter profile: This is only used for promoting particular EDIC activities.

### *Tips and tricks for the success of the action*

1. Success depends on the right choice of information: a lot of effort is put into its selection;
2. Every ED centre can use these tools provided that the information is updated daily, as we do;
3. All the above-mentioned tools show that it is possible to use Web 2.0 as a simple, easy and direct way to disseminate information.

### *Problems encountered*

None





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## Illustrations

Facebook

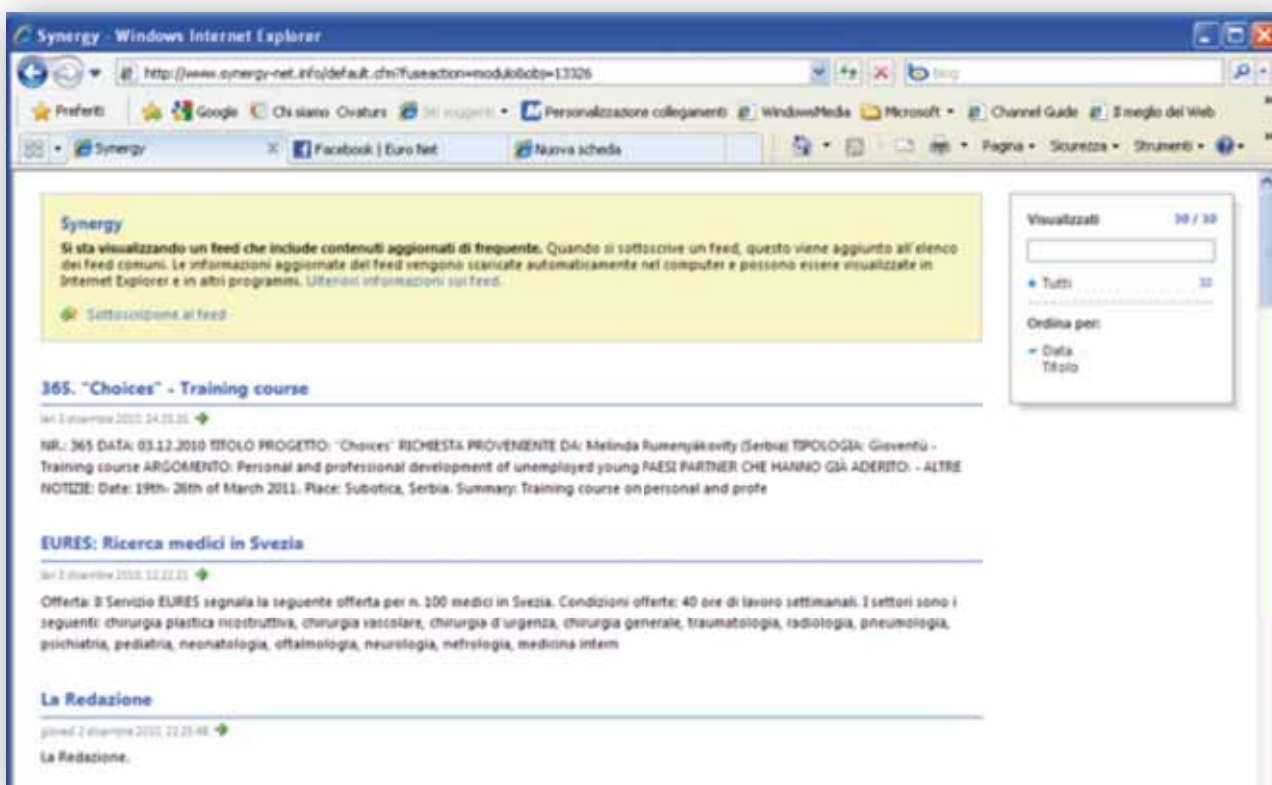




## Web portal



## RSS

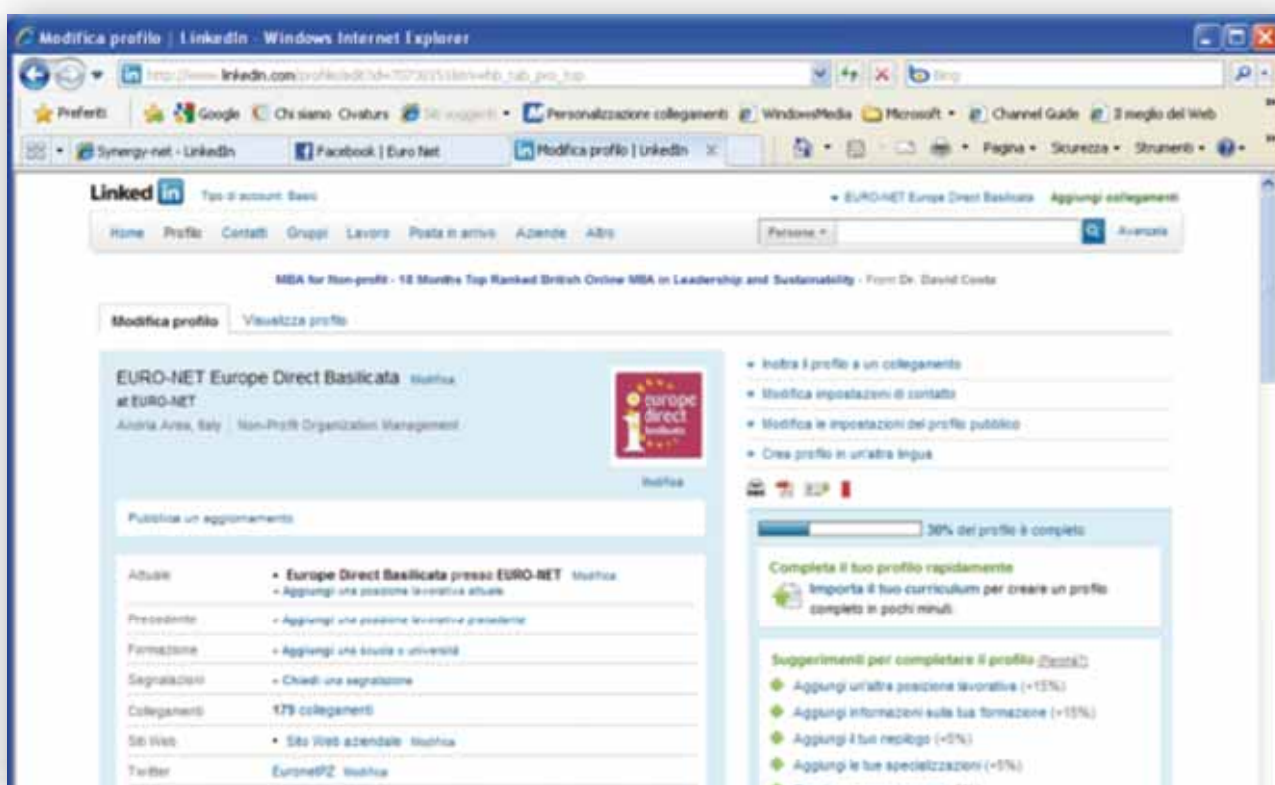




## YouTube

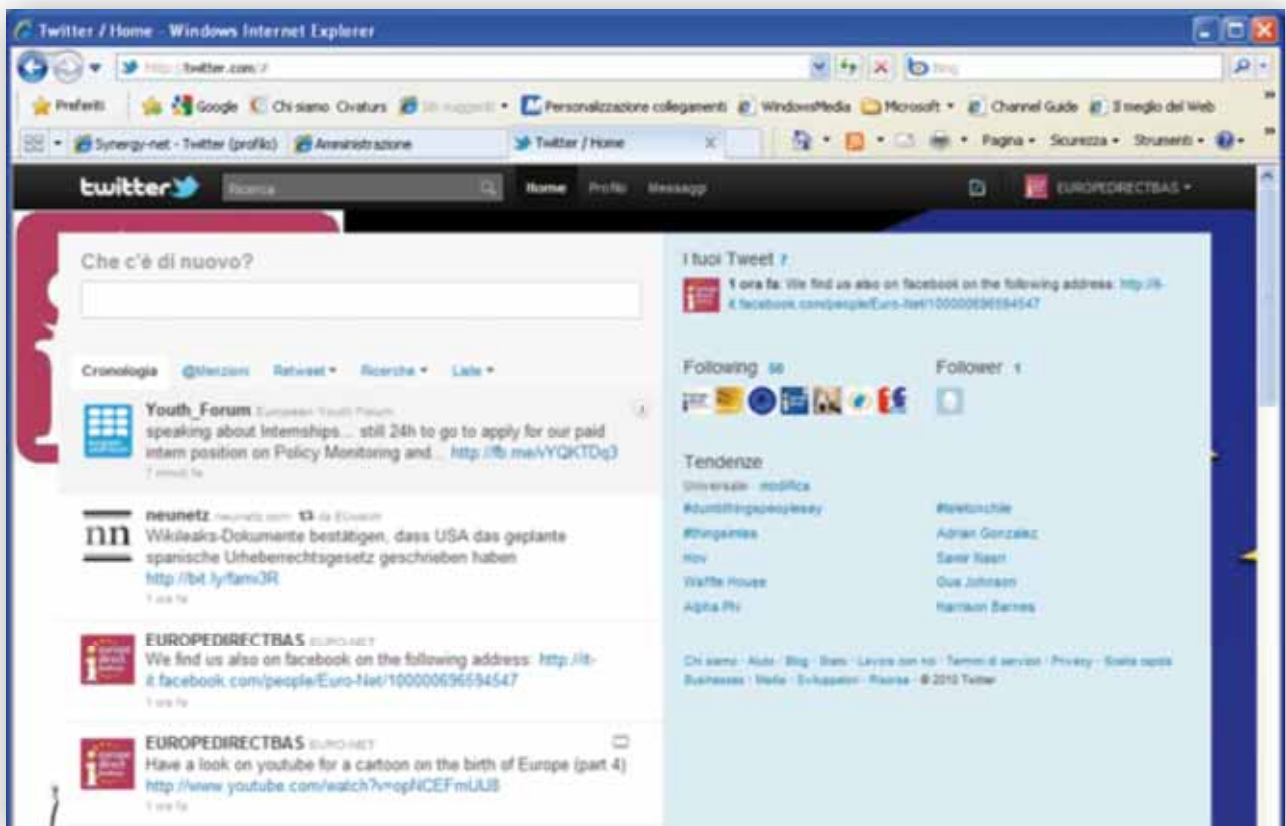


## LinkedIn





## Twitter





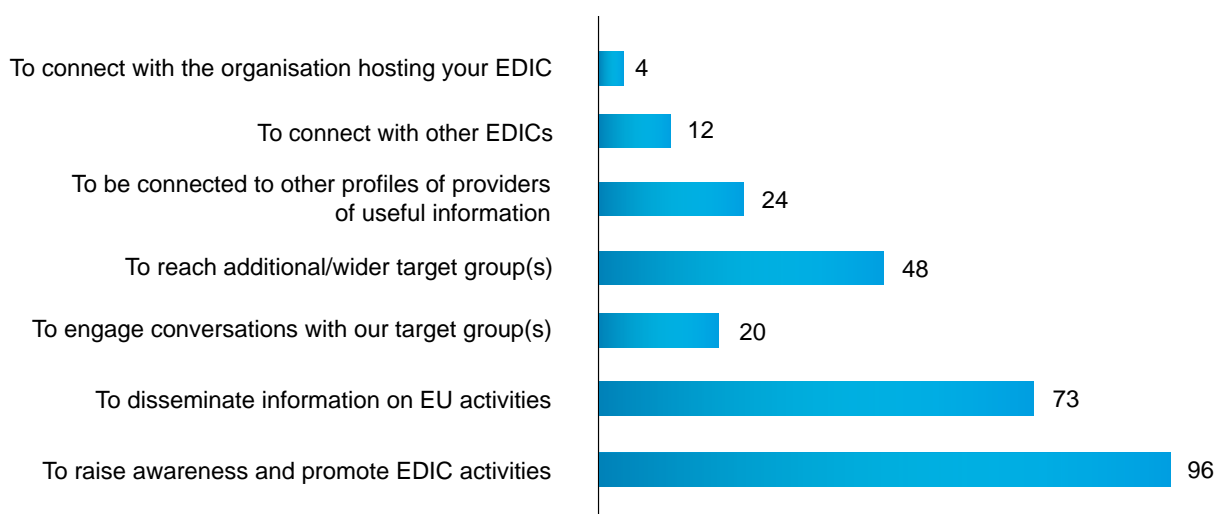


# 3. Purpose of presence on social media

There are three main reasons why EDICs are using the social media, as shown on chart 4:

- Awareness-raising and promotion of EDIC activities (86 %);
- Dissemination of information about EU activities (65 %);
- Reaching additional/wider target groups (48 %).

**Chart 4: Reasons for using social media**







The following examples represent good practice in each of the main categories: awareness-raising, dissemination of EU information, and reaching additional target groups.

## ► *The Eurobitácora Blog*

**EDIC Madrid** (Spain) manages a blog which includes information about the EDIC's activities, European Union activities, and information on EU actions of interest to citizens. The blog is updated daily or at least every two or three days, and includes photos, videos and podcasts to make it more attractive to the users. The active management of the blog contributes to promoting the EDIC's expertise as well as to the dissemination of EU information of interest to different types of audiences.

## ► *EU Signpost*

**EDC Prague** (Czech Republic) has initiated this project in order to organise and structure information which is available via the enormous number of on-line information sources concerning the European Union. To provide a better insight into these sources, the Centre has developed a tool to search for web sources by using keywords (tags) and short comments. The EU Signpost service offers organised and structured access to a broad base of web sources, which are currently updated by staff at the Centre.

## ► *Voluntary Groups in Komotini*

**EDIC Komotini** (Greece) is using Facebook to communicate quickly and easily with a group of more than 100 active volunteers, and to ensure the coordination of the Europe Direct Komotini voluntary groups. Furthermore, the volunteers have the opportunity not only to be kept informed about the activities of the EDIC but also to become more active members by uploading news and photos of their events.

## ► *Promotion of European/World Days and Weeks*

**EDIC Valencia** (Spain) experienced very positive results by using Facebook to disseminate information about European and World days/weeks. There were two main reasons why this social media platform proved successful: by raising awareness about the subject of the day or week, and by inviting people to participate in these activities. The key to success is to select good information resources in order to share interesting details about the activities of the day/week.





# The Eurobitácora Blog

## *Brief description of the action including outputs*

In addition to a more informative web page and several online services, such as an alert service, Europe Direct Comunidad de Madrid has a blog – <http://cdecomunidaddemadrid.wordpress.com/> – in which information is included about the activities of the EDIC, European Union activities, and information on EU actions of interest to citizens, as well as the content of its databases. It includes a 'Delicious' profile in which selected links to different information resources is offered.

The blog is available from the website of the EDIC: <http://www.madrid.org/europa>

### Typology of social media

#### ✔ Blog

### Typology of information disseminated

- ✔ General information on EU
- ✔ Information related to the activities of your EDIC
- ✔ Information on EU actions of interest to citizens
- ✔ Information on EU actions of interest to youth/students

## *Inputs/Resources*

1. Several members of EDIC's staff take charge of the blog, one at a time.
2. The blog is hosted on an external server, through an external software (WordPress) which is very easy to use.
3. Updates do not require a huge amount of time and human resources so it does not take resources away from other tasks.





### *Impact of the action*

The main results include a great improvement regarding the online presence of the EDIC and the involvement of just a few resources. In addition, the blog is a good alternative to the more institutional web page and offers closer communication with citizens.

### *Methodology/process*

Every two or three days, a member of staff selects and writes a post about any information of interest to the users of the EDIC, including images, photos, pdf files and links. He/she also moderates any comments from users.

Free blog editors, such as WordPress, are very easy to use and do not require any specific training for the staff. The main aspect to consider is the information the EDIC wants to communicate to its readers/users.

### *Tips and tricks for the success of the action*

1. Use a language as close to the readers as possible;
2. Update the blog daily or at least every two or three days;
3. Include as many photos, videos and podcasts as possible to make the blog more attractive to the readers.

### *Problems encountered*

No problems encountered.





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## Illustrations





## EU Signpost

### *Brief description of the action including outputs*

This project of the European Documentation Centre (EDC) Charles University in Prague was inspired by the huge amount of on-line information sources about the European Union. To provide a better insight into these sources, the EDC Prague investigated the use of a pre-structured list of on-line annotations. Its aim was to provide users with a tool to search for web sources by using key words (tags) and short comments.

The result, an EU Signpost tool, runs on the platform of a free social network service 'delicious.com' and contains a high number of web links to EU projects, initiatives, institutions and organisations. Each link is tagged and has a brief comment in Czech. Another way to retrieve information is by using predefined categories based on a specific activity (e.g. co-operation, study), place (e.g. Czech Republic, EU), area of interest (e.g. law, culture) or type of user (e.g. university student, teacher, NGO).

### Typology of social media

✓ **Del.icio.us**

### Typology of information disseminated

- ✓ **Information on EU actions of interest to citizens**
- ✓ **Information on EU actions of interest to youth/students**
- ✓ **Information on EU actions of interest to women**
- ✓ **Information on EU actions of interest for enterprises**
- ✓ **Information on EU actions of interest to unemployed**



## *Inputs/Resources*

1. One person to upload new links (tags and comments) and to check and update older links. The alternative is to provide the whole network of EDs/libraries, etc. with a simple manual (indicating how to mark standardised tags in order to keep the structure of tagged links arranged properly, etc.) to enable them to access the service on delicious.com by adding their own links;
2. The person in charge should actively search for new sources of interest to different audiences (such as students, seniors, workers, companies, etc.) and add them to the service. Checking, deleting, or updating older information is also part of the job;
3. There are no special technical skills required as delicious.com platform is not difficult to use; you just have to formulate tags and comments in a clear and understandable way.

## *Impact of the action*

Delicious.com platform does have one disadvantage: there is no "I like" option as there is on Facebook, so it is hard to measure the direct impact on users. The EDC Prague has implemented the service on its webpage for the benefit of its users.

The EDC is currently considering promoting the service by distributing info leaflets and/or by mentioning interesting links added to the service on our planned Facebook profile (in the future).

## *Methodology/process*

In the first phase, staff members of the EDC collected a broad basis of web sources to feed the service and, in the follow-up phase, searched for new interesting sources to update the collection of links (once a month is usually more than enough). The process of adding new links is in three parts: adding standardised tags, adding other descriptive tags, and adding comments (annotations). Standardised tags are meant to maintain a clear structure of the links and to create special categories (according to activity, place, area of interest and type of user). Descriptive tags provide further detailed info about the source, and comments describe the aim of the activities.





### *Tips and tricks for the success of the action*

1. Wide portfolio of relevant info sources;
2. Regular update of the links;
3. Simple and organised structure (the uniform use of *standardised tags*, simple and *descriptive tags*, brief and understandable *comments*).

### *Problems encountered*

Although Delicious.com is one of the most widespread bookmarking services, its layout is not user-friendly enough (according to several users). Moreover, recently staff of EDC Prague heard some rumors about cancelling the Delicious services. The EDC is currently considering these problems and testing similar platforms suitable for its service – e.g. Diigo.com seems to be very good. Fortunately, the transfer of the links between delicious.com and other services is simple, in most cases, because Delicious.com is commonly used as a standard for online bookmarking services.



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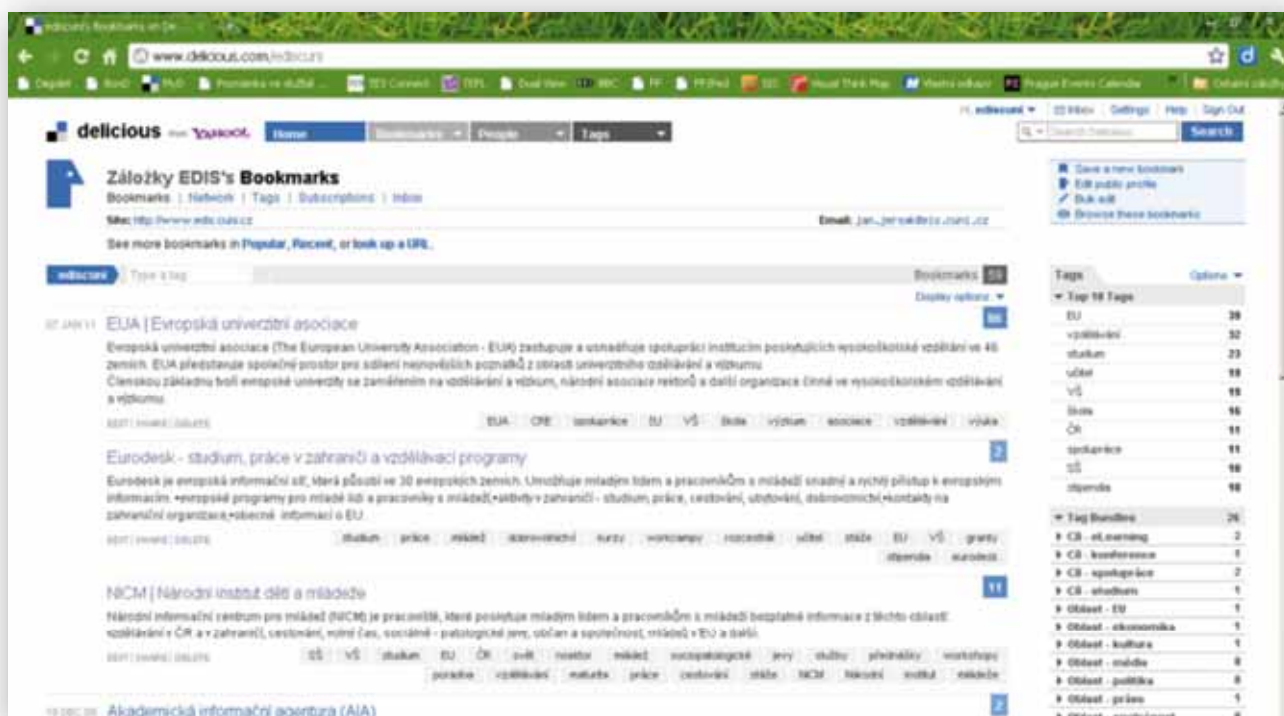
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## Illustration







# Voluntary Groups in Komotini

## *Brief description of the action including outputs*

This action is focused on the use of Facebook as a tool to communicate with volunteers and to support the coordination of the Europe Direct Komotini voluntary groups. After discussion with its volunteers, the EDIC Komotini decided to create a Facebook group as a means of using this popular communication tool to increase its efficiency. Facebook is the main tool that the EDIC uses to inform its volunteers about its activities, to receive feedback and to disseminate EU information. It has more than 100 members who are active volunteers and who made a conscious decision to become member of this group. It is a tool that gives its volunteers a chance to exchange ideas and to make proposals regarding new initiatives. Facebook provides an opportunity to make 'new friends' and to become better aware of the latest developments.

### Typology of social media

✔ **Facebook**

### Typology of information disseminated

- ✔ **Information related to the activities of your EDIC**
- ✔ **Information on EU actions of interest to citizens**
- ✔ **Information on EU actions of interest to youth/students**

## *Inputs/Resources*

1. EU information which is frequently updated and focuses on the volunteers' interests and the needs of the voluntary groups;
2. Comments posted by youngsters and news related to their activities;
3. The coordinator of the voluntary groups (or an EDIC staff member) must be active on a daily basis or for about 20 minutes three times per week.





### *Impact of the action*

Two years after the creation of this group, the EDIC noticed that an increasing number of Facebook users are learning about its activities and its role. In addition, it is clear that young people now feel part of the EDIC and therefore they contribute to its actions and communication priorities. Hence, this Facebook group is a tool that makes youngsters more proactive, enables them to share information and to increase the effectiveness of their initiatives. Furthermore, it is a tool that helps the EDIC staff to keep in touch with volunteers when they are not in Komotini (holiday periods) or when they leave Komotini and are no longer active volunteers (most of the volunteers are university students). Consequently, this tool promotes networking and facilitates the exchange of experience between members. Last but not least, it helps the EDIC to disseminate information more quickly. For example, the EDIC no longer requires a full day to contact volunteers to invite them to a meeting. Instead, EDICs staff members can write and send a message in just five minutes.

### *Methodology/process*

As far as the administration of the group is concerned, the coordinator of the EDIC voluntary groups (an EDIC staff member) is responsible for accepting new members. The reason for this is to support the communication between the groups of active volunteers and to disseminate information focused on their interests and their needs. Thus, the volunteers have the opportunity not only to be kept informed about the activities of the EDIC but also to become more active members by uploading news, photos of EDIC events, comments and proposals on EU issues. The coordinator must use Facebook on a daily basis or three times a week for 20-30 minutes so as to make comments, provide information and answer questions.

It is worth noting that for a year the groups were not very active so EDIC's staff had to try harder to convince volunteers that the tool had been created for them and to give them an incentive to use it. In addition, at the beginning the EDIC staff had to familiarise themselves with the benefits of Facebook and had to include it in their daily programme.





### *Tips and tricks for the success of the action*

1. Encourage volunteers to use the groups as the main communication tools;
2. Please bear in mind that Facebook does not replace personal contact, but enhances it.

### *Problems encountered*

No problems were encountered.

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## Illustration





# Promotion of European/World Days and Weeks

## *Brief description of the action including outputs*

The action comprises disseminating information about European days/weeks and world days/weeks in order to raise awareness about the subject of the day or week and/or to invite people to participate in related activities. Europe Direct Valencia also gives information about the activities organised by the local government – every year, the city hall in Valencia organises some activities during Mobility Week – or by other institutions or associations.

For example, EDIC Valencia announced the 'European Day of Languages' and the 'Week against Poverty'. Sometimes, these initiatives are not well known by citizens, only by civil associations or NGOs. The EDIC considered Facebook as the right 'place' to disseminate information about such events so as to reach the maximum number of people.

### Typology of social media

✔ Facebook

### Typology of information disseminated

- ✔ Information related to the activities of your EDIC
- ✔ Information on EU actions of interest to citizens
- ✔ Information on EU actions of interest to youth/students
- ✔ Information related to topical EU policy developments



## *Inputs/Resources*

1. Human resources: one person to update the information on Facebook;
2. Organisation: it is advisable to prepare a sort of calendar and to develop a good knowledge of the information resources;
3. Technical resources: the person in charge should have a good awareness of the possibilities offered by Facebook. This means that he/she should be able to upload web links, images, videos, etc.
4. Information: this is the key! The person in charge should be very well informed about the activities to be promoted. Therefore, he/she should be able to search for this kind of information and to know which institutions are promoting these special events/dates.
5. Another key factor is to motivate and involve people in participating in the events.

## *Impact of the action*

Since EDIC Valencia started to give information about these types of event, it is interesting to see that people, using the option “I Like”, are expressing their interest in these initiatives. Facebook is a very useful tool as people tend to communicate information about, for example a world day or a European week, by word of mouth.

As mentioned earlier, these events are generally not so well known by citizens. Facebook is the fastest and the cheapest tool to get people interested in such events, which are usually very relevant social topics, such as AIDS, human rights, environment or poverty. The more people the EDIC can reach, the more people will get involved!

## *Methodology/process*

The methodology is not complicated. The key is to have good information resources able to provide interesting details about the activities or the topic of the day.

Once the information has been gathered, the link is attached on EDIC’s “wall” with a brief explanation of what the topic is about. If a specific activity has been organised, that is announced as well. In addition, updates are made of any interesting/relevant topics on EDIC’s website.





### *Tips and tricks for the success of the action*

1. Good information resources;
2. Structure the information;
3. Fresh news: daily updating of information;
4. Try to motivate and inspire;
5. A good knowledge of the social media, in order to use it as best as possible.

### *Problems encountered*

So far no problems have been encountered.

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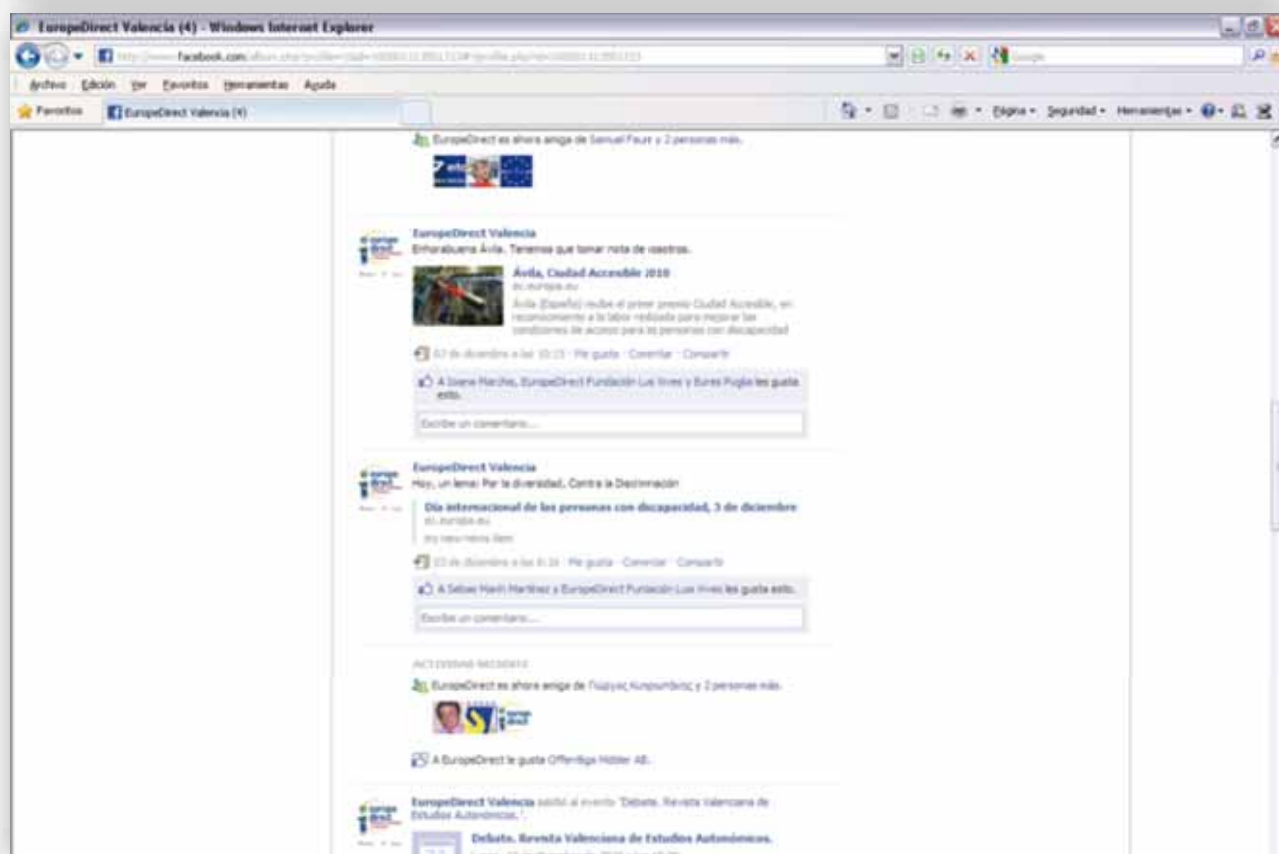
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**www. (EDIC):** <http://www.europedirect-valencia.info>



## Illustrations

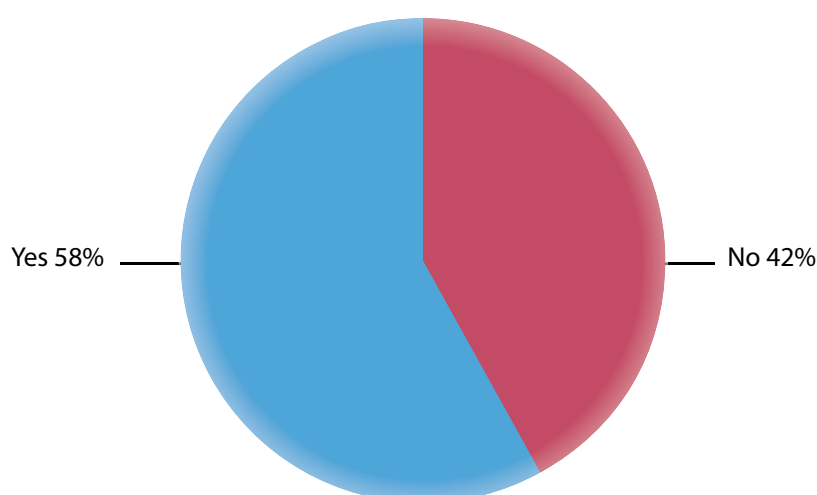




## 4. Interactive features of web tools

“If your EDIC runs a website, does your website contain any feature to allow active participation of citizens through questions, comments, voting or recommendations”? This question was raised to check whether EDICs communicate interactively with their target groups. It appears that the majority of the respondents have incorporated interactive elements in their websites so as to communicate in real time with their target groups, as is shown in chart 5.

Chart 5: Interactivity of EDIC websites



The following **interactive features** have been reported on EDIC websites:

- On-line forms to enable citizens to submit information requests (the most frequently reported feature);
- Possibility to register for events;
- Possibility to post comments on articles/blogs;
- Possibility to order information material on-line;
- Consultations on topics of interest for citizens;
- Feedback form on EDIC events/services;





- Topic of the month with Q/A services;
- Voting options;
- Picture galleries with comments;
- Polls on specific issues available on the website;
- Short surveys;
- Quiz.

The two good practices below illustrate interactivity on EDIC websites, which also requires good technical knowledge:

### ► *RSS Feeds on EDIC Santarém website*

**EDIC Santarém** (Spain) has incorporated RSS feeds technology on its website which alerts visitors each time the website is updated. Visitors can click on the RSS feeds icon to subscribe to this feature. Then, each time the website is updated with news, funding or partnership opportunities, the visitor will be alerted automatically.

### ► *Toolbar for sharing information with several social networks*

**EDIC Aveiro** (Portugal) is working on a web toolbar for sharing information with all types of social networks. The toolbar presents several advantages as it contributes to the dissemination of various content on different social networks. So far, the EDIC has created the possibility of sharing content on its website with Twitter and Facebook.





## *RSS Feeds on EDIC Santarém website*

### *Brief description of the action including outputs*

The website of Europe Direct Santarém has RSS Feeds technology that alerts visitors each time the website is updated. Visitors simply need to click on the RSS Feeds icon to subscribe to this feature. Then, each time the website is updated with news, funding opportunities or partnership opportunities, the visitor will be alerted automatically.

#### **Typology of social media**

✔ **RSS technology and web feeds**

#### **Typology of information disseminated**

✔ **General information on EU**

✔ **Information related to the activities of your EDIC**

### *Inputs/Resources*

1. RSS Feeds technology available on the EDIC website;
2. Frequent updates to the EDIC website.



## *Impact of the action*

This technology is very simple and easy to use – once you have the RSS Feeds icon on your website you do not need to do anything except update the information at least once a week.

The impact of this action depends on the number of website visitors who subscribe to the RSS Feeds. Unfortunately, as far as the EDIC knows, there is no way to measure the number of these visitors.

## *Methodology/process*

The first thing to do is to install the RSS Feeds technology on your website. It is important to advertise it among your contacts using the various different means you have, such as other Web 2.0 platforms. Then, you simply need to update your website regularly.

## *Tips and tricks for the success of the action*

1. RSS Feeds is a free software available on the internet;
2. Once you have installed it on your website, you simply need to inform all your contacts and invite them to subscribe;
3. Other Web 2.0 platforms can be used to inform users about this new technology (for instance, you can use Facebook or other Web 2.0 platforms to market it), as well as the EDIC newsletters, etc.;
4. Make sure the information you provide has an added value for your “Feeds” subscribers;
5. Update your EDIC website as often as you can.

## *Problems encountered*

The only weakness of this practice is that you cannot assess its impact as there is no way to measure the number of subscribers to your Feeds.





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## Illustrations



Website where visitors can subscribe to the RSS Feeds by clicking on the icon





# Toolbar for sharing information with several social networks

## *Brief description of the action including outputs*

A toolbar for sharing information with all kind of social networks presents several advantages for the web pages of Europe Direct Aveiro. It would be much easier for people to share information with others without changing the content. The EDIC is working on this possibility so as to ensure the dissemination of various content on different social networks. So far, the EDIC has created the possibility to share content with Twitter and Facebook on its website using a Wibiya tool.

### Typology of social media

- ✔ **Facebook**
- ✔ **Twitter**

### Typology of information disseminated

- ✔ **General information on EU**
- ✔ **Information related to the activities of your EDIC**
- ✔ **Information related to topical EU policy developments**
- ✔ **Information on EU actions of interest to citizens**
- ✔ **Information on EU actions of interest to youth/students**
- ✔ **Information on EU actions of interest to women**
- ✔ **Information on EU actions of interest for enterprises**
- ✔ **Information on EU actions of interest to unemployed**



## *Inputs/Resources*

It is a tool provided by the site: <http://www.wibiya.com/>. There are no costs. All the steps are available on the site, which is quite intuitive. How easy it is depends on the intended platform. In the case of the EDIC Aveiro, Joomla is used so it is necessary to have technical knowledge of this platform for installing the appropriate plugin.

1. As regards the staff resources of the EDIC, only one person with technical knowledge of the platform was necessary;
2. Sharing information from the website to social networks by using this toolbar facility is now a reality and is an easy and quick way to promote the activities of the EDIC and news in general.

## *Impact of the action*

The proposed toolbar facilitates sharing all the information posted by the EDIC on the website with Facebook and Twitter.

## *Methodology/process*

The EDIC has made the Wibiya tool available on its website. There are several "I Like" buttons for Facebook and Twitter, so users can "Like" in a general way and also in each article.

People use the tool whenever they want to share all the information that it is available on Facebook and Twitter. It is possible to insert a personal message. Users must have a Facebook or Twitter account to use this tool since it will ask for a login.

## *Tips and tricks for the success of the action*

1. Using social networks is a reality, so it is important to be up to date;
2. It is essential to reach more and other targets. This means that people who visit the webpage of EDIC Aveiro already know the EDIC, but can spread the information around among their friends, family, colleagues, etc. So any person who visits the website can use this toolbar and promote it to his/her social network;
3. The EDIC has to optimise the entire process, so by providing this toolbar the EDIC can encourage the sharing of all the information that is on the Facebook and Twitter platforms;
4. People like to be kept well informed and to receive fresh news.





### *Problems encountered*

No.

## Contact details (for further information)

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## Illustrations

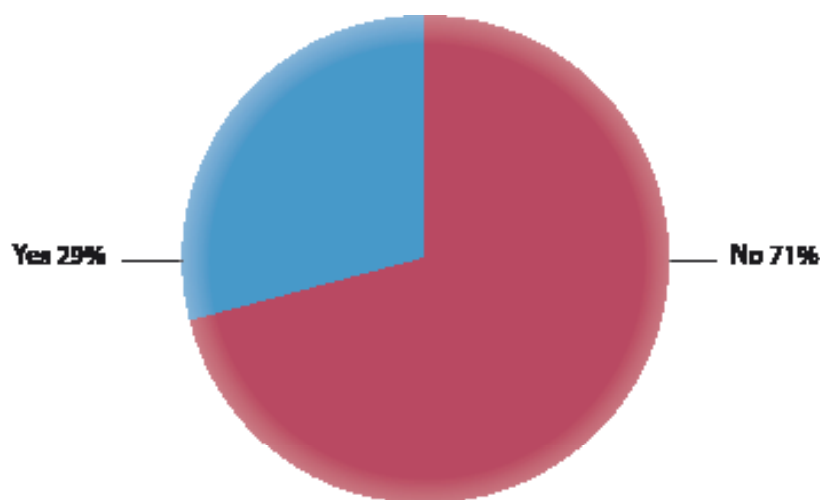




## 5. Co-operation between EDICs

The majority of EDICs have not developed any specific co-operation with other EDICs when using social medias, as illustrated by chart 6. This result is not that surprising if we consider that the use of Web 2.0 tools requires flexibility, availability and prompt reaction, which can all be achieved more easily and better on an individual basis.

**Chart 6: Co-operation with other EDICs**



However, a small group of EDICs has developed common Web 2.0 tools with other members of the Network such as a collective facebook page for EDICs in one country.



One very striking example of co-operation at the national level is shown by the Lithuanian EDIC network whose members co-operate on the management of a national Facebook account.

### ► 1+1=3

Nine centres in the **Europe Direct Network in Lithuania** have joined forces to promote the activities of their centres via Facebook. Each posts its own information on Facebook where it can be viewed by the Facebook friends of all nine EDICs. Most of the information is about upcoming events, such as invitations, announcements and feedback. Video material posted on YouTube is also shared on Facebook. By sharing activities, the EDICs save on time and work.





$$1 + 1 = 3$$

### *Brief description of the action including outputs*

The Europe Direct network in Lithuania is homogeneous : nine of the 10 EDICs are hosted by a public agency in nine large cities (Alytus, Kaunas, Klaipėda, Marijampole, Panevėžys, Tauragė, Telšiai, Šiauliai and Utena). The tenth is hosted by a cultural centre (Visaginas). Each of the nine centres posts its own information on Facebook where it can be viewed by the Facebook friends of all nine EDICs. Most of the information is about upcoming events such as invitations, announcements and feedback. Video material posted on YouTube is also shared on Facebook (e.g. the EDICs of Panevėžys and Utena prepared video material about a photography contest, held in their ethnic region Aukštaitija, on protecting the environment). Detailed information about events organised by the ED network is also posted on the website: [www.europedirect.lt](http://www.europedirect.lt).

#### **Typology of social media**

- ✓ **Facebook**
- ✓ **YouTube**

#### **Typology of information disseminated**

- ✓ **Information related to the activities of your EDIC**
- ✓ **Information related to topical EU policy developments**
- ✓ **Information on EU actions of interest to citizens**
- ✓ **Information on EU actions of interest to youth/students**

### *Inputs/Resources*

1. The activities require a lot of time, especially the creation of material for YouTube;
2. Information on Facebook is passed on in a quick and easy way, although this requires active participation and frequent logging in;
3. All EDICs in Lithuania send information to one dedicated staff member. This person is responsible for the preparation and posting of the information on our common wall 'Europe Direct Lietuva';
4. Availability of a strong national team, responsible and reassuring;
5. The impact of joint events as well as shared publicity is bigger.



### *Impact of the action*

Facebook is a very fast and easy way to involve people in Europe Direct activities. People can express their opinion using the option “I Like”, “I don’t like” or by writing comments. This provides very good feedback and so far the EDIC has only received positive comments. The centres even receive responses up to half a year later. Information is widely spread because Facebook is a tool that reaches a very wide community. Since we started posting information from the ED network on Facebook, more people are taking interest and participating in EDICs events.

YouTube also proved beneficial to the citizens as they had access to a lot of useful information via this channel.

Further, the ED network in Lithuania has been able to manage its information in very different ways: official, friendly and creative.

### *Methodology/process*

The methodology used by the ED network in Lithuania is simple: all EDICs inform the community about their events by posting links to related topics on a common Facebook wall. Uniting the activities of the national EDICs is achieved by sharing information on its common Facebook page. Along with sharing day-to-day work experiences, this is giving a better result. Visitors to the [www.europedirect.lt](http://www.europedirect.lt) website and the Facebook page are kept informed about EU news, interesting websites and information about Europe Direct events throughout Lithuania.

### *Tips and tricks for the success of the action*

1. When the activities are united, time is saved and the workload is shared;
2. The events are organised in all EDICs, which gives a greater response from society;
3. The information on Facebook is frequently updated so the users of that social network are kept up to date with the events and issues from the EDICs;
4. The EDICs have had sufficient practice in using YouTube and Facebook to do a good job in sharing information and video material among the network and with society as a whole;
5. Credit for the rest of the success should go to YouTube and Facebook as these portals are very popular and information made available on them reaches a large number of users.





### *Problems encountered*

When uniting the activities of all centres, the themes are focused on global issues: the centres act more globally, than locally, so it may happen that local initiatives can be overlooked.

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## 6. Future activities

In addition to the dissemination and promotion of this e-catalogue among Network members, the PEWG on Web 2.0 tools will contribute to the **following actions**:

- Gathering and analysis of **new good practices** on Web 2.0 tools;
- Selection of the most pertinent good practices and **preparation of a consolidated report** for their further dissemination to the EDICs via the Europe Direct Intranet;
- Definition of **tips and tricks** on the correct use of Web 2.0 tools;
- Contributions to **training packages** on Web 2.0 tools;
- Promotion of the PEWG's results/findings during the **Annual General Meeting**;
- Promotion of the PEWG's results/findings in the **Annual Report of the Europe Direct Network**;
- Promotion of the PEWG's activities during **national and regional meetings of the EC Representations**.





# 7. Conclusions

Based on the results of the survey on the use of Web 2.0 tools and the good practices in this e-catalogue, it is evident that there are a series of **key elements** to consider when using such tools.

These can be grouped into **two categories**:

- The search for and dissemination of EU information;
- Moderation of the Web 2.0 tools.

## Search for and dissemination of EU information

- Disseminate information on a regular basis (ideally at least once a week);
- Cover EU issues affecting citizens' lives (employment opportunities, mobility programmes, EU rights, funding opportunities);
- Follow a strategy for using Web 2.0 tool(s);
- Be informed about how a Web 2.0 tool works in order to make the best possible use of it;
- Structure the information for your Web 2.0 tool(s);
- Present this information in an attractive format in your Web 2.0 tool(s);
- Include sources of information for different audiences (students, working people, unemployed people, business, etc.);
- Update your information regularly;
- Use clear and easy-to-understand information for the general public (avoid using jargon and specialised vocabulary);
- Adapt the tone and the content to each Web 2.0 tool;
- Include an appealing title/icon to attract the attention of your audiences;
- Where possible link the different tools you are using in order to reach wider audiences and to optimise the communication impact;
- Upload photos and videos to make your tools more attractive.





## Moderation of Web 2.0 tools

- Monitor the posts on your Web 2.0 tools on a regular basis (ideally daily or at least on a weekly basis);
- Be creative so as to attract and keep the audiences for your web tools;
- Include interactive features in your web tools ("I like", electronic forms, forum for discussions, etc.);
- Offer a complete service (do not limit your efforts to announce/promote an event but also post information on the outcomes);
- React promptly to requests for information and/or comments;
- Be proactive;
- Be friendly in your posts;
- Be grateful to your audiences for their contributions;
- Invite well-known people at local/regional level to post information and comments on your Web 2.0 tools;
- Do not be afraid to ask for feedback.

