

Tips for using social media and organizing events

Training for lead beneficiaries – capitalization projects
Barcelona, 24 November 2021



Social media

Social media are great platforms to amplify the audience of the project and engage new users

BUT BE SURE TO

1. Invest enough **time and human resources** (it's a serious business)
2. Post **frequently** (at least once a week), use visuals, emoticons, GIFS, share contents from others related to your work
3. **Strategically choose** relevant social media, adapt content
4. Make most use of **partner organizations existing accounts** (more followers than the project itself)
5. Tag the Programme (@ENICBCMed) so we can share and use the official hashtag **#GOMED + #ONEMED**
6. **Consider paid ads**

Visibility rules on social media

Ensure visibility of EU and Programme in header pictures and profile description



Choosing the right platform(s) and not all of them

Projects are required to be active on one social media not on all of them

Each social media platform has its specific audience, language and tool.
The Programme strategy on social media:

- **Facebook:** information (post with active link preview), video playlists and photo galleries
- **Twitter:** information (post with active link preview) + sharing content of others + (written) event coverage
- **LinkedIn:** opportunities (training, job vacancies, tenders, sub-grants)
- **Instagram:** focus on people and visual storytelling

Same posts cannot be shared the same way on all platforms

Content is always KING

ON! Live #Now from #Aqaba 🇪🇦 conducting a
5 days workshops as part of a series of National Workshops on Database
Managamnet 🇪🇦

@ENICBCMed
@ProgesCons
#GOMED

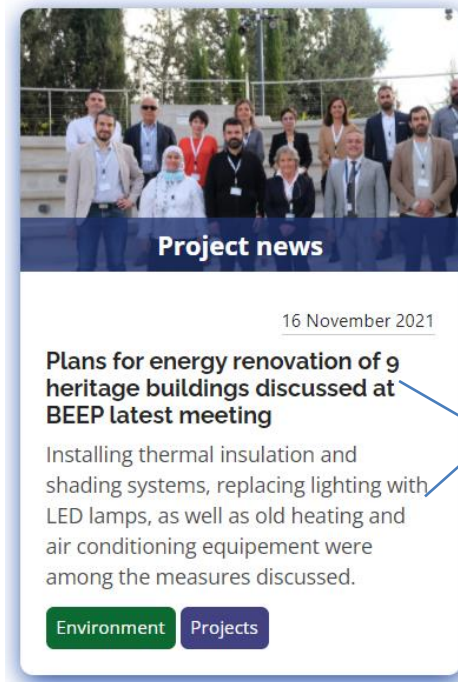


Reference to project overall
**topic and focus on
impact**, achievement is
even more paramount on
social media to engage with
the audience

Tell what participants will
learn, how their **skills,
knowledge will be
improved**

How we post on Facebook (and Twitter)

News on Programme website



Post on Facebook



- Consistency between website and FB content
- Post brings complementary information to headline

Instagram

Are you on the right platform?



soleprojectmed • Segui già
الإسكندرية الآن مباشر - Alexandria Now

soleprojectmed #SoleProjectMed was featured at the Techne Summit – Alexandria 2021 organized by our Egyptian partner CEEBA together with the @alexcham1922

It is the Mediterranean's largest investment and entrepreneurship convention that offers exceptional opportunities for individuals and businesses to expand their networks by engaging with over 15,000 attendees, gaining experiences from over 200 speakers around the world and participating in Techne's "Corporate & Start-Up Exhibition".

Read the full story on our website 📄
<https://bit.ly/TechneSummitSOLE>

📷 by @alexandriaegypt_

#GOMED #Europe #EuropeanProject #economiecirculaire
#circulareconomy #sostenibilità #sustainableliving #gogreen
#circulararchitecture #circularcities #sustainability #egyptshots
#egyptian #egyptianart

17 m

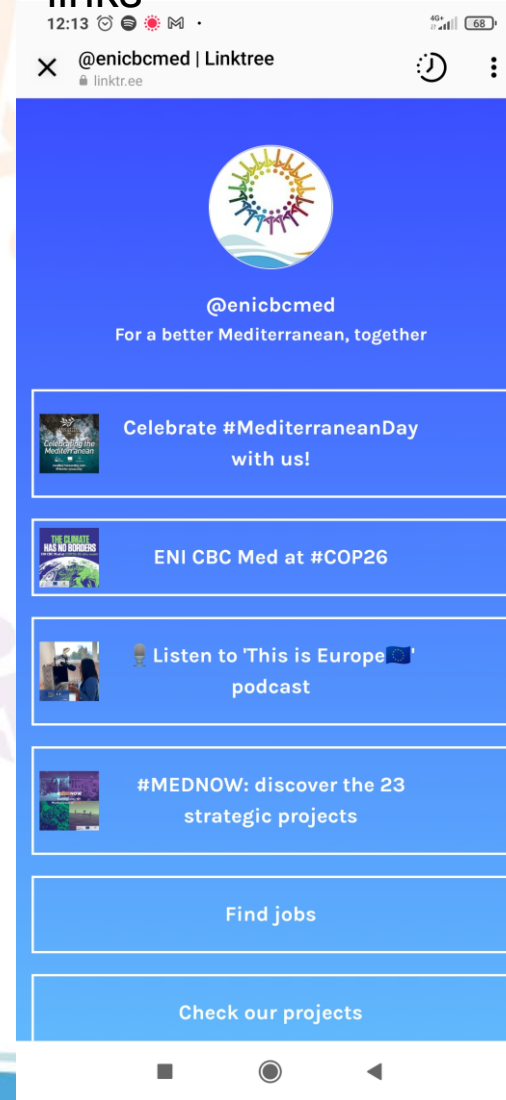
Links not active on
Instagram

Managing links on Instagram

Link in stories (new Instagram feature)

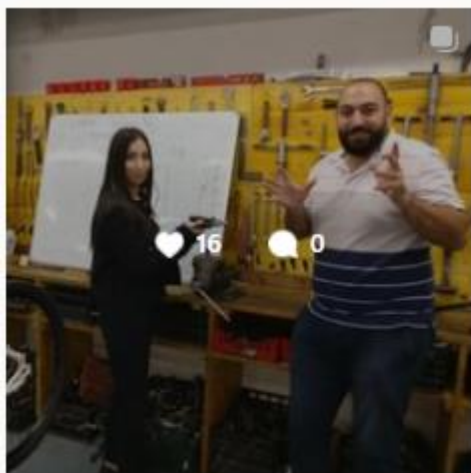


Use Linktree on bio to promote relevant links



Instagram

Use it for what it is: people and visual storytelling



Instagram

Engage project beneficiaries, have people travelling



Organising successful events

- **A CONNECTING THREAD.** Not a sum of PowerPoint presentations but a learning experience
 - A **MAIN QUESTION** to be answered
 - Speakers (active moderators, different profiles, final beneficiaries, technical experts etc.)
 - Allow participants to get to know each other. Networking
 - Organize your event within a larger one. Search for events
 - The importance of PICTURES
- Inform your communication officer and Joint Technical Secretariat for major public events and invite Programme structures as speaker
 - Importance of inviting National Contact Points and EU delegations in Mediterranean Partner Countries. Please check with your communication officer

Taking (good) pictures at events



Online events

- (More important) Not a sum of PowerPoint presentations
- Importance of interaction: explore possibilities offered by online tools (vibrant visuals, videos, polls, Q&A, quiz, etc.)
- Promotion strategy to secure consistent participation
- **Timing is crucial. Shorter. More interactive. More multimedia**
- A good coordination and knowledge of platform. Teamwork
- The success is **not only the number of participants but the interactions**

Events part of larger campaigns: a strategy

#CLEANMED at EU Green Week

- Event [video teaser](#) for registration
- Visual campaign on social media (incl. paid ads)
- [Videos with students](#) from around the Med
- Different types of speakers (young activities, project representatives, experts) and sessions (speeches, **visits to project pilots**, case studies, quiz on pollution in the Med)
- [Post event video](#) (leave a trace)



Events as a platform for highlighting the voices of (young) people



The Programme is also a space for dialogue, exchange of ideas and mutual understanding

Group discussion: what makes an event successful?

