



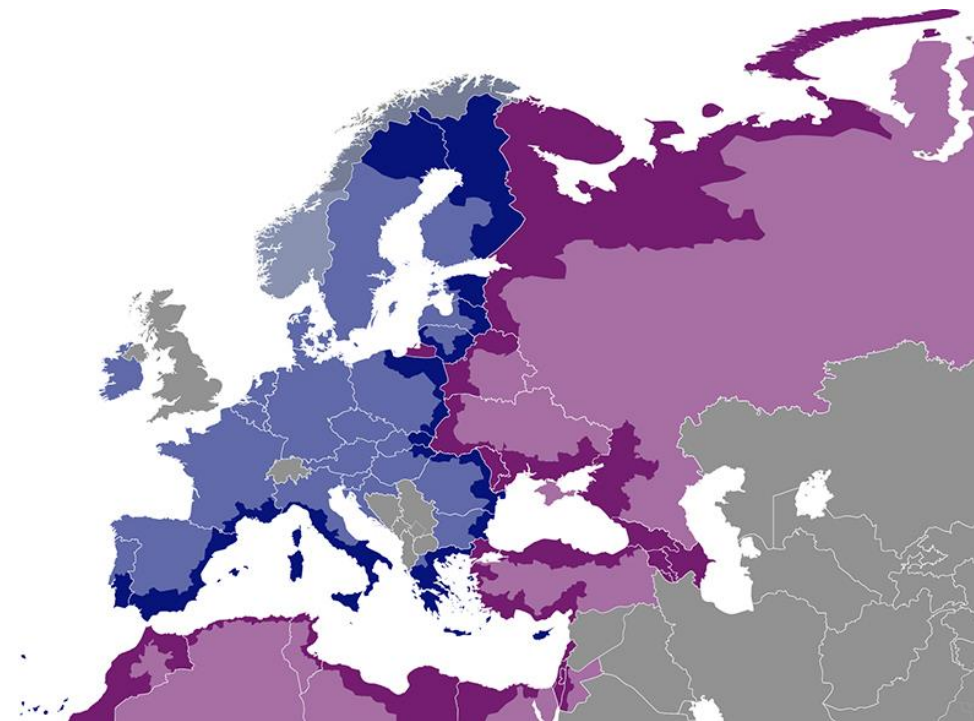
Technical support to the implementation and management of ENI CBC programmes

Dissemination of the project results

Social media

Capacity building workshop for project partners of the Karelia CBC programme (on-line)

11 June 2020

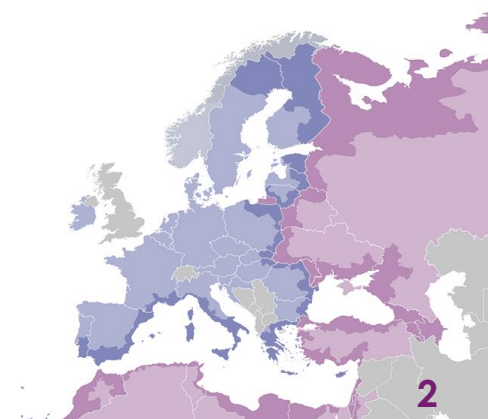
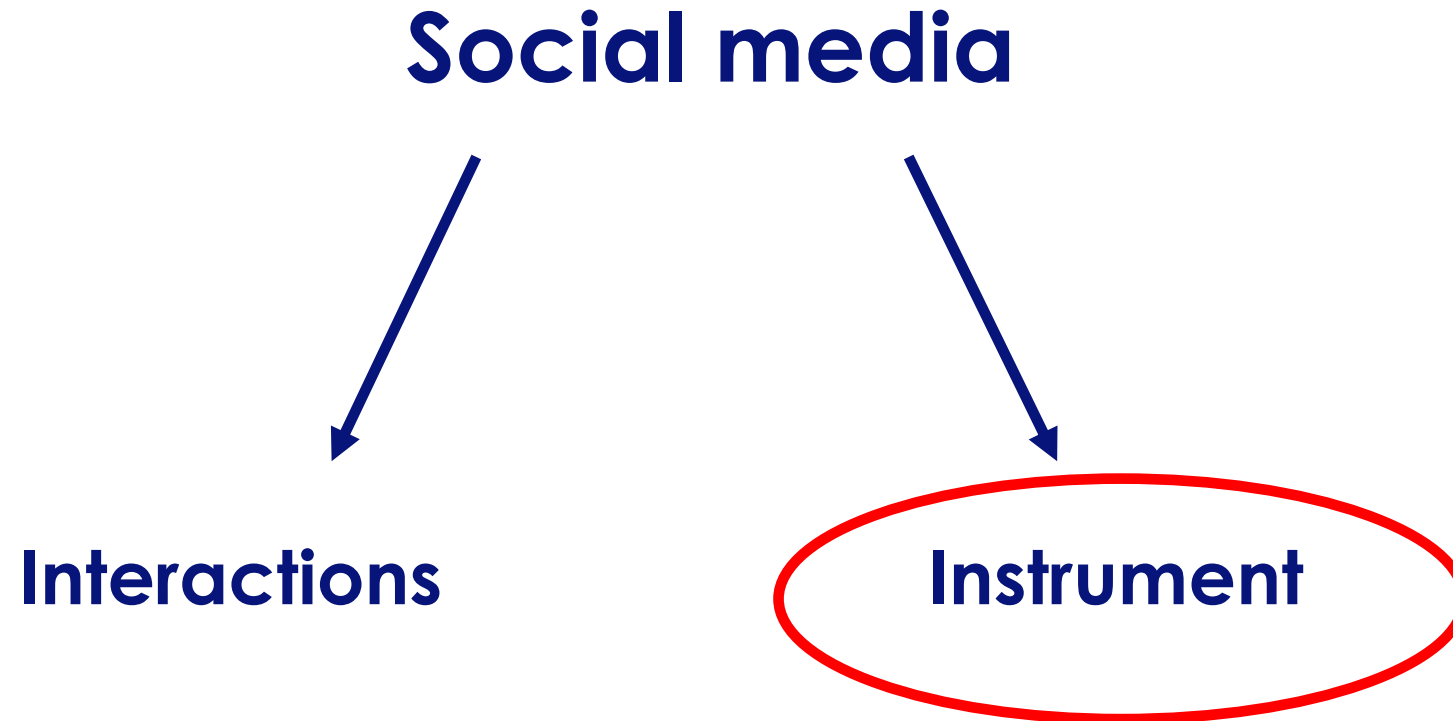


A project funded by the European Union



Implemented by a consortium led by





Main elements of a social media strategy





WHY?



WHO?



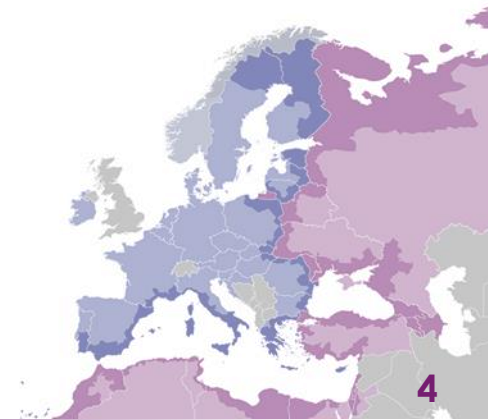
WHERE?



WHAT?



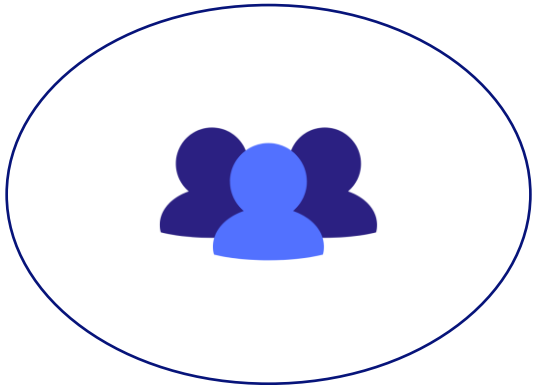
HOW?



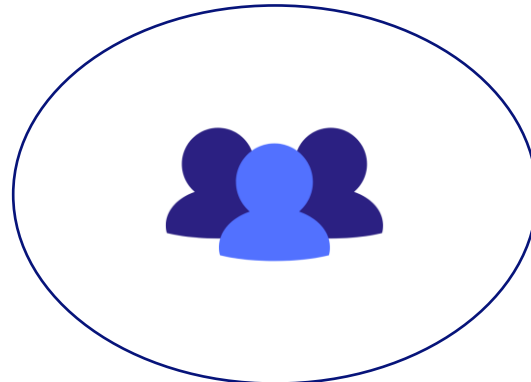
WHO?

Think about your target groups

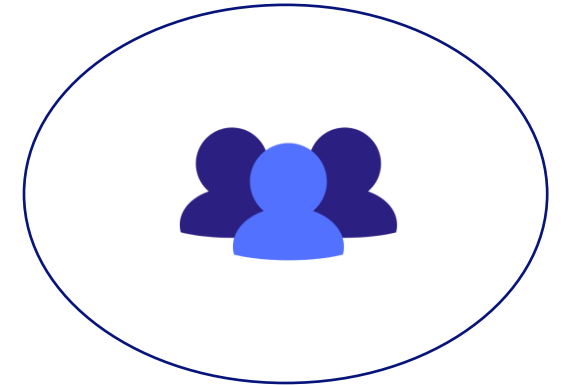
Beneficiaries



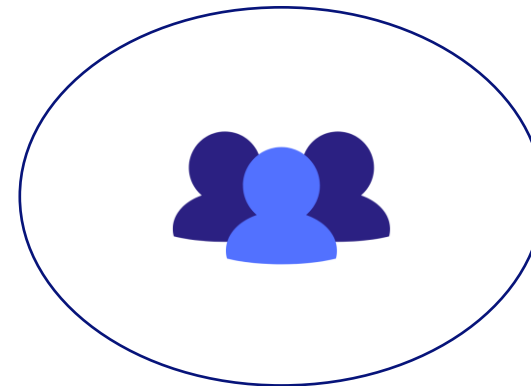
Programme bodies



Final users



Multipliers



WHO? - Tips



@enicbc (TESIM)

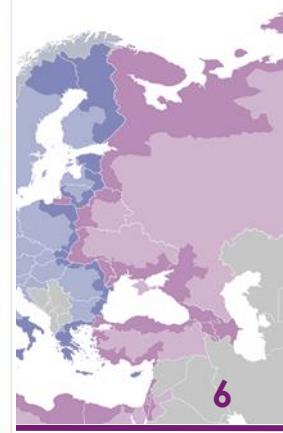
 **enicbc** @enicbc · May 6
Yes, we are #StrongerTogether thanks to the fabulous work done by the #RESCUEproject @PBU2020 #CohesionPolicy #EUinmyRegion



 **Elisa Ferreira** @ElisaFerreiraEC · May 5
EU #CohesionPolicy supported project from Cross-Border Cooperation Programme "Poland-Belarus-Ukraine 2014–2020" is providing emergency medical services & equipments in cross border areas of the 3 countries & helping doctors' fight #COVID19 pandemic #EUinmyRegion #StrongerTogether

 **Elisa Ferreira** @ElisaFerreiraEC
Another success story of EU funded cooperation between Spain, Italy, Greece, Tunisia, Egypt, Jordan, Palestine for new textile business lines, that adapted to COVID emergency mapping industrial capacities in the area for production of masks, protective gloves & clothes #Cohesion

 **EUinmyRegion** @EUinmyRegion · Apr 23
The @ENICBCMed Tex-Med project launched a matchmaking platform to put in touch producers with the demand for personal protective equipment.
This initiative will now help boost the supply chain of materials and tackle #Coronavirus
tesim-enicbc.eu/stories/a-data...
#StrongerTogether

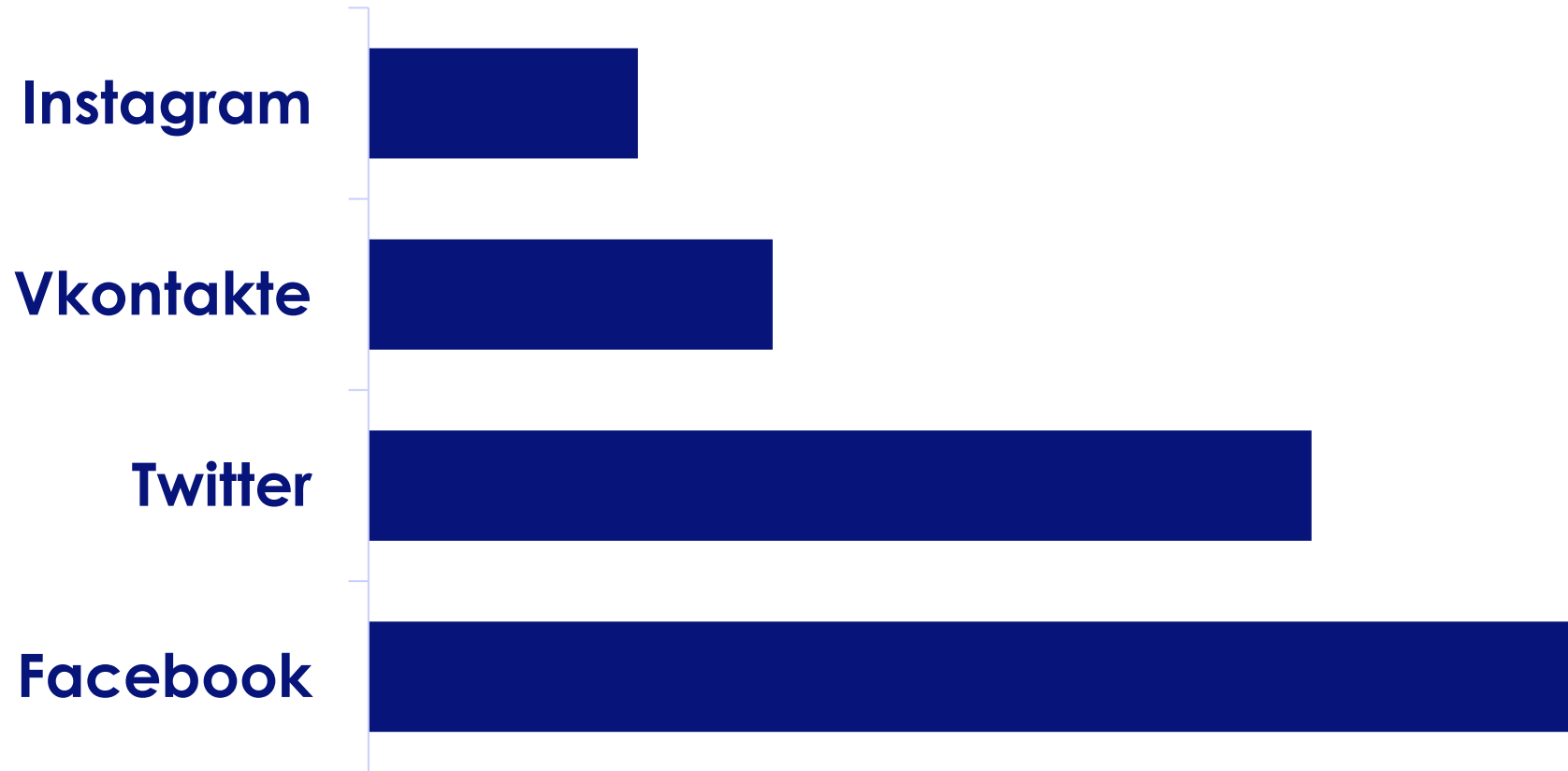


Expand the community around your project

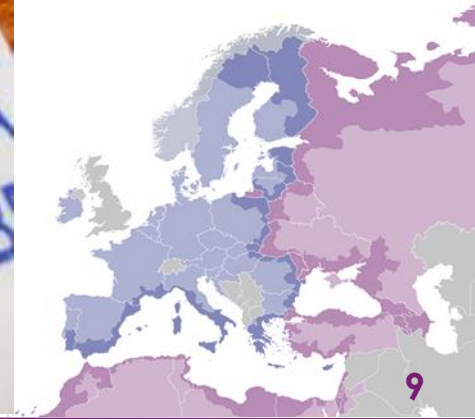
- Find relevant pages/accounts/people
- Follow them
- @mention them
- Ask to share your posts/tweets
- Tag your location



Karelia projects on social media



WHAT? Diversify your content



WHAT? Native tools - Facebook



- Photo/Video
- Feeling/Activity
- Tag Product
- Write Note
- Support Nonprofit
- List
- Advertise Your Business
- Get Messages
- Check In
- Poll
- Add a milestone
- Start a Q&A
- Watch Party



Post a homemade **photo or video** in the office or at an event

Create post Event Offer Job

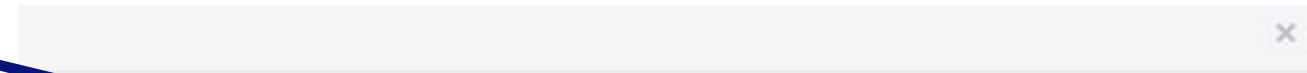
- Upload photos/video**
Add photos or video to your status.
- Upload multiple videos** NEW
Upload and edit multiple video posts at the same time.
- Create Photo Album**
Build an album out of multiple photos.
- Create a photo carousel**
Build a scrolling photo carousel with a link.
- Create slideshow**
Add 3 to 10 photos to create a video.
- Create an Instant Experience**
You can now tell a more immersive story by combining images and videos.

Photo/Video Get messa... Feeling/Ac...

WHAT? Native tools - Facebook



- Photo/Video
- Feeling/Activity
- Tag Product
- Write Note
- Support Nonprofit
- List
- Advertise Your Business
- Get Messages
- Check in
- Poll
- Add a milestone
- Start a Q&A
- Watch Party




Milestone
Today

Title

Location

When 2020 June 4

Story

Choose from Photos...

Upload Photos...

Add a **milestone**, e.g. your project achievement

WHAT? Native tools - Facebook



- Photo/Video
- Feeling/Activity
- Tag Product
- Write Note
- Support Nonprofit
- List
- Advertise Your Business
- Get Messages
- Check in
- Poll
- Add a milestone
- Start a Q&A
- Watch Party



Create post | Event | Offer | Job

Ask something...

Option 1

Option 2

1 week

Remove Poll

- Photo/Video
- Feeling/Activity
- Tag products
- Support charity
- Advertise your business
- Get messages
- Check in
- Poll**
- Watch party

News Feed

Posts are public and appear on your Page and in search results.

Share Now | Boost post

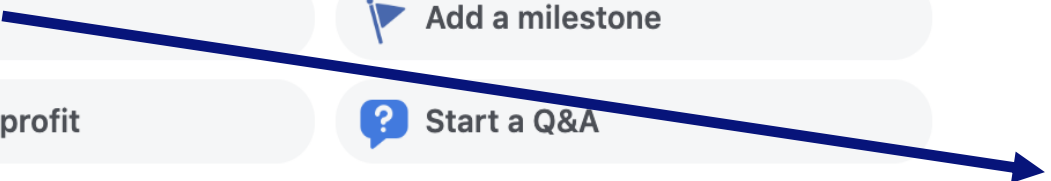
Preview | Share Now

Organise a **poll**, e.g. True or False...

WHAT? Native tools - Facebook



- Photo/Video
- Feeling/Activity
- Tag Product
- Write Note
- Support Nonprofit
- List
- Advertise Your Business
- Get Messages
- Check in
- Poll
- Add a milestone
- Start a Q&A
- Watch Party



Struggling together against the pandemic

ENI CBC - EUROPEAN NEIGHBOURHOOD INSTRUMENT - CROSS BORDER COOPERATION - THURSDAY, 4 JUNE 2020

Viruses know no borders, and so does the health struggle: thanks to an EU supported project, emergency medical services are already functioning in the cross-border areas linking Poland, Belarus and Ukraine. Ambulances and respirators are available in the hospitals to help doctors fight against the COVID-19 pandemic: the equipment delivered through the RESCUE project is serving its purpose to help border communities to face emergencies across the European frontier...Read more: <https://tesim-enicbc.eu/stories/struggling-together-against-the-pandemic/>

Write a **note** with a snippet of an article on your website and link towards the full article

WHAT? Native tools - Facebook



The image shows a screenshot of the Facebook interface. On the left, a dropdown menu is open from the 'More' (three dots) button, with the 'Create Event' option highlighted by a red circle. A blue arrow points from this option to the 'Event photo or video' field in the event creation form on the right. The form is titled 'Required information' and includes fields for 'Event name' (filled with 'Tea Festival'), 'Location' (with an 'Online event' checkbox and a location pin for 'Сортавала, Приозерский район, Россия, 188731'), and 'Description' (with the placeholder text 'Tell people what your event is about'). The event photo field contains a hand-drawn illustration of a tea set with the Russian text 'Чайный фестиваль' (Tea Festival) and a green checkmark.

WHAT? Native tools - Facebook

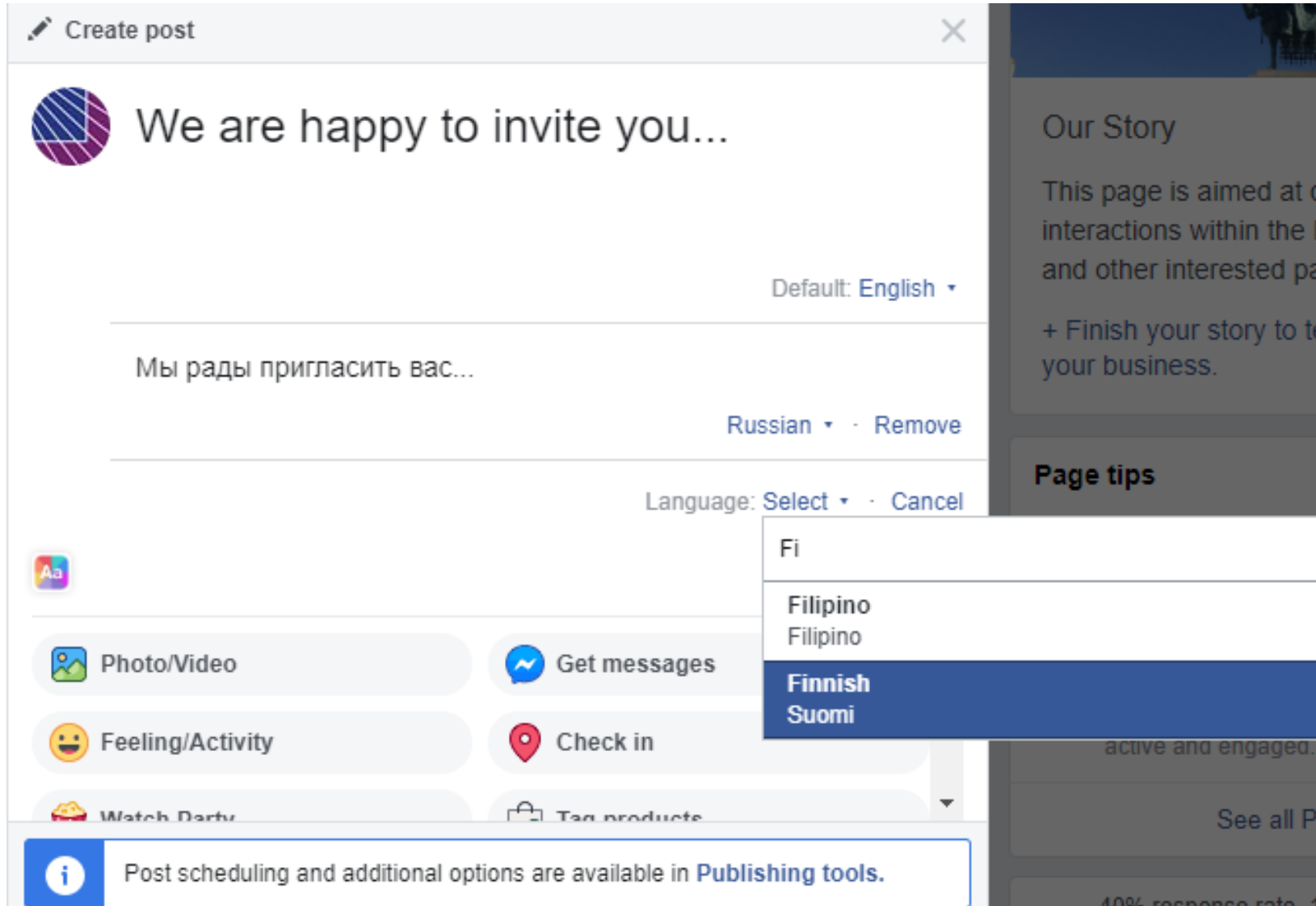


Page Roles	
Groups	
People and Other Pages	
Preferred Page Audience	
Authorizations	
Branded Content	
Instagram	
Featured	
Crossposting	
Page Support Inbox	
Payments	
Activity Log	

Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Post in Multiple Languages	Ability to write posts in multiple languages is turned on	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most relevant comments are shown for my Page by default.	Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit
Live Commentary	People can no live in a watch party when one of your videos is playing	Edit



WHAT? Native tools - Facebook



The screenshot shows the Facebook 'Create post' interface. At the top, it says 'Create post' with a pencil icon and a close button. Below this is a profile picture and the text 'We are happy to invite you...'. There are three language selection options:

- Default: English ▾
- Мы рады пригласить вас... (Russian text) ▾ · Remove
- Language: Select ▾ · Cancel

A dropdown menu is open for the 'Language: Select' option, showing the following choices:

- Fi
- Filipino Filipino
- Finnish Suomi** (highlighted)

At the bottom of the dialog, there are several action buttons: Photo/Video, Get messages, Feeling/Activity, Check in, Watch Party, and Tag products. An information banner at the very bottom states: 'Post scheduling and additional options are available in Publishing tools.'



WHAT? Native tools - Twitter



Post photos (up to 4)
that tell a story

Create polls

Go #live



enicbc
@enicbc

An safe-haven for women victims of violence:
[@medtownproject](#) by [@ENICBCMed](#) has readjusted its activities to help women victims of violence in Tunisia find an emergency shelter and support during the [#COVID19](#) pandemic. Read more: [bit.ly/MedTownpr](#)

AFTURD and 2 others

@enicbc Content that works!

Choice 1
Yes, it does!
13/25

Choice 2
No, it doesn't!
15/25

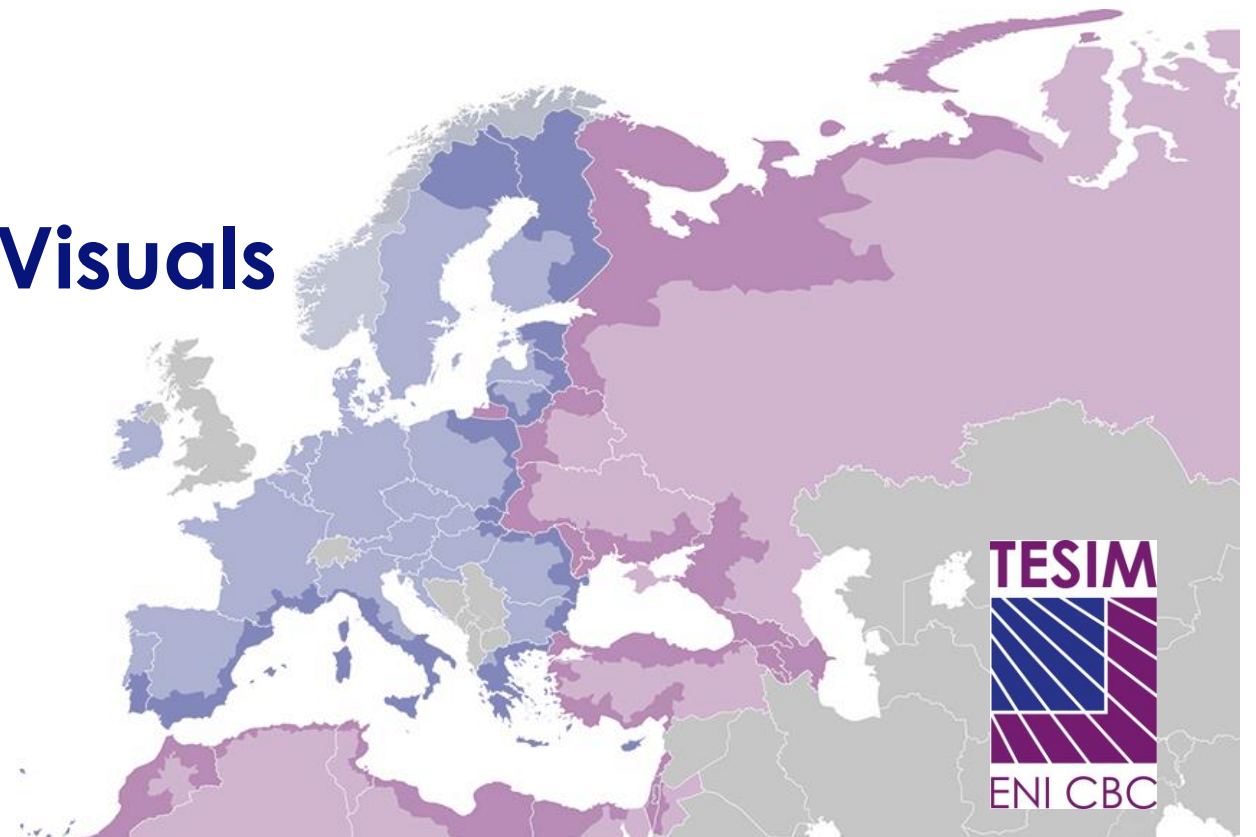
Poll length

Days: 2, Hours: 0, Minutes: 0

Remove poll

Tweet

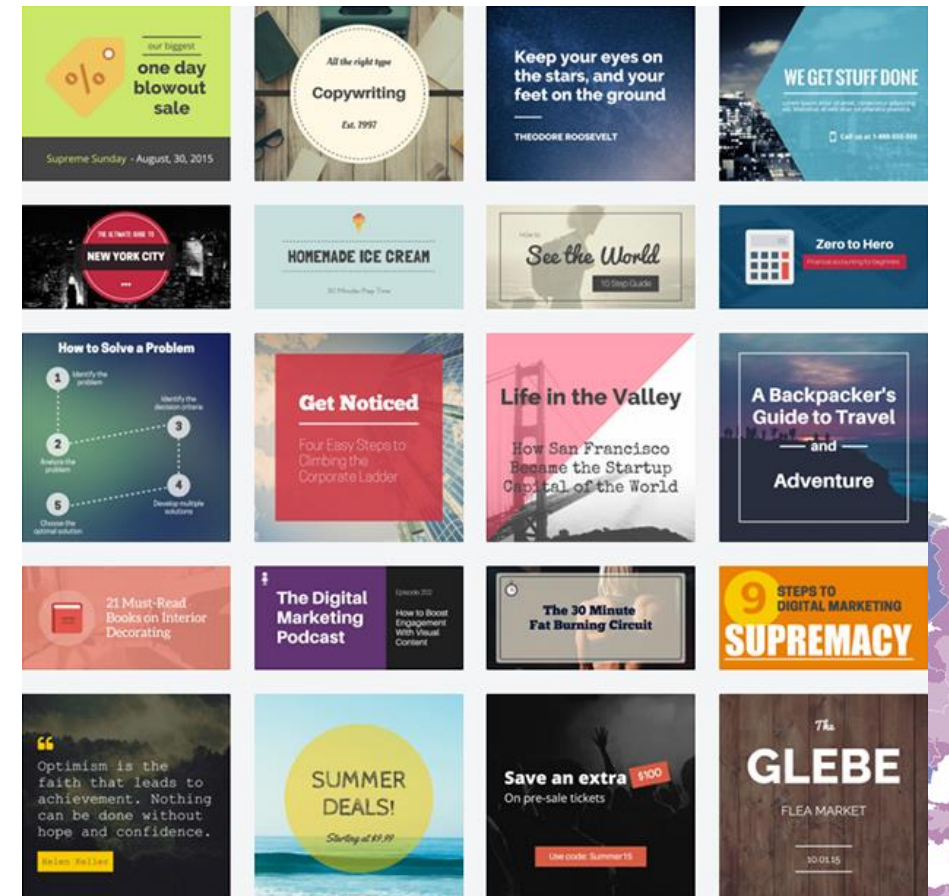
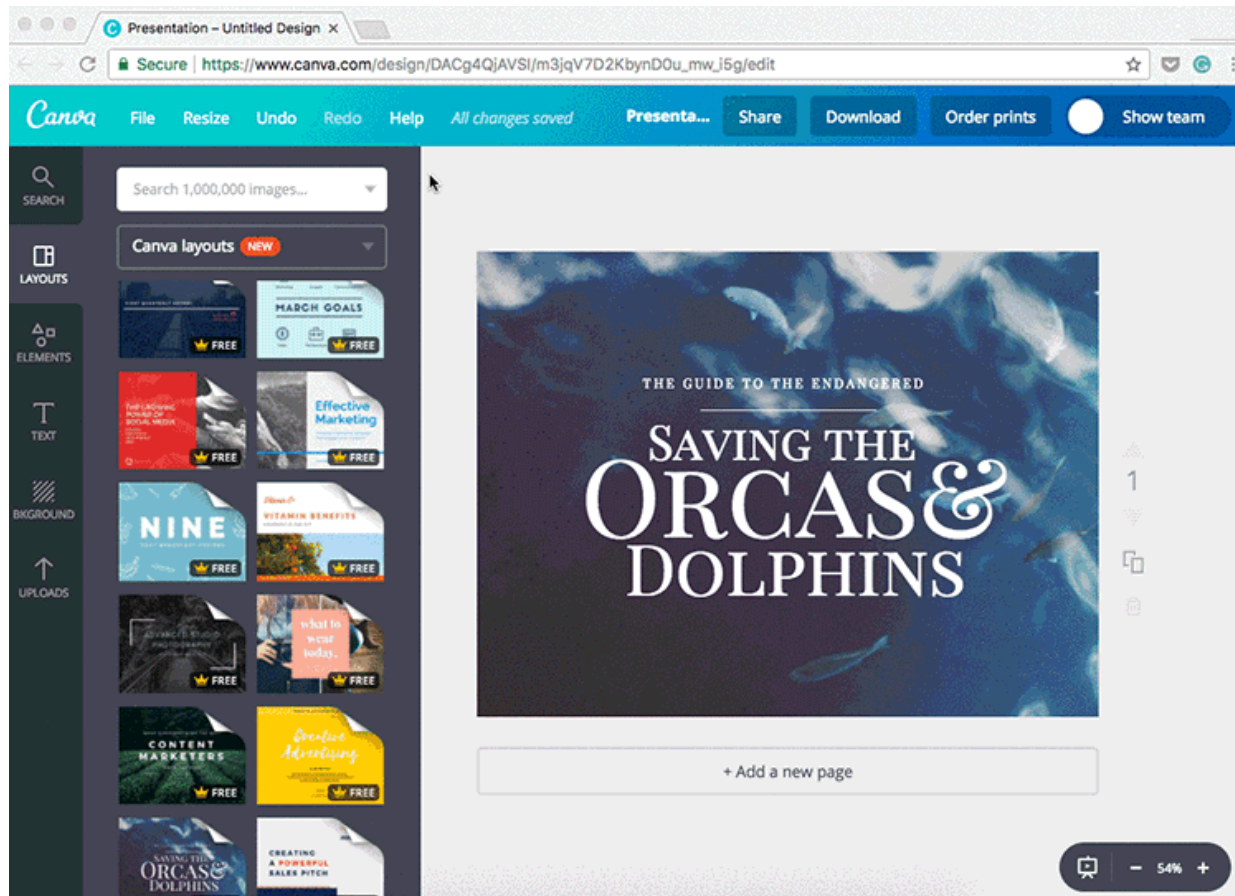
Visuals



WHAT? Visuals – tools for content production



Graphic design tools Canva & Snappa



WHAT? Visuals

 We successfully delivered a series of webinars for the newly appointed staff of the @enicbmed JTS. Smart training for smart working team!

Hundreds of entrepreneurs, micro-enterprises, social entities or researchers will benefit from the 24 subgrant schemes included in the @enicbmed projects currently under implementation 

 Reliable expenditure verification reports are the foundation of the programme finances that secures the grants and builds trust. Hands-on instructions and tools are now available for auditors

Effective results-based management supported by a well-designed management and information system are a key factor for programme success and impact in the Mediterranean countries 

World Turtle Day!

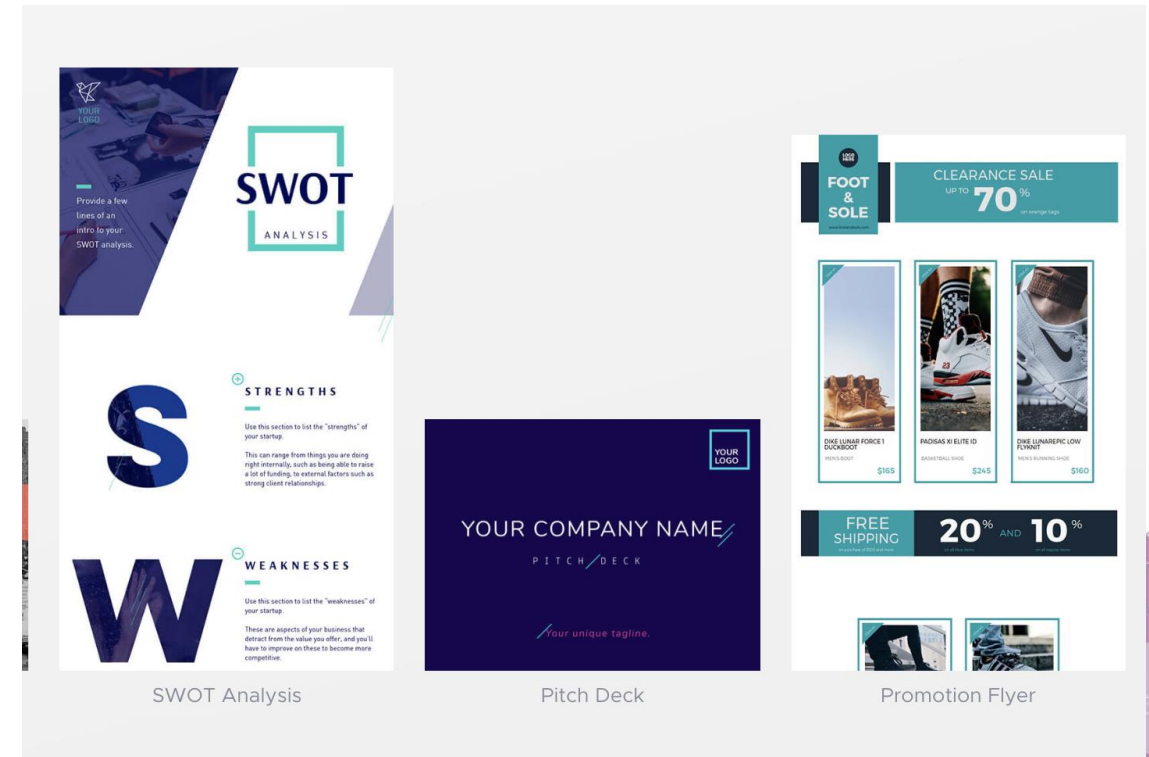
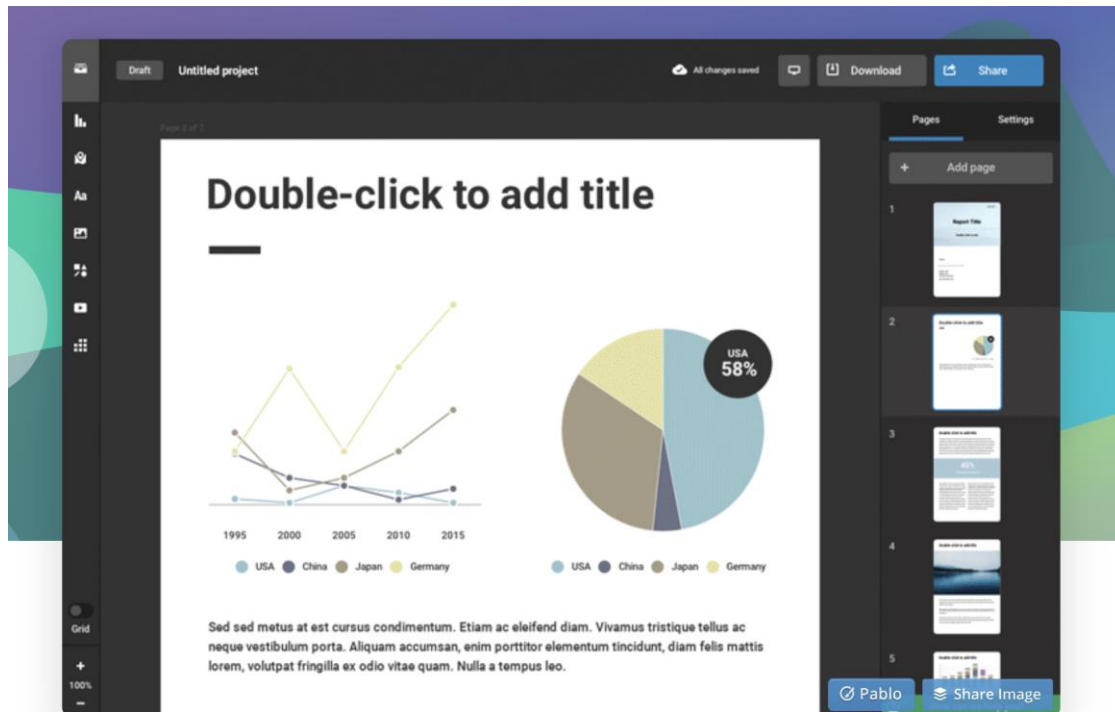
Sea turtles are badly affected by marinelitter. They often ingest floating micro-plastic and need rescue. #COMMON project by @enicbmed contributes to safeguarding biodiversity in the Mediterranean. On the occasion of #WorldTurtleDay the project organised a beautiful initiative - the release of 2 marine turtles

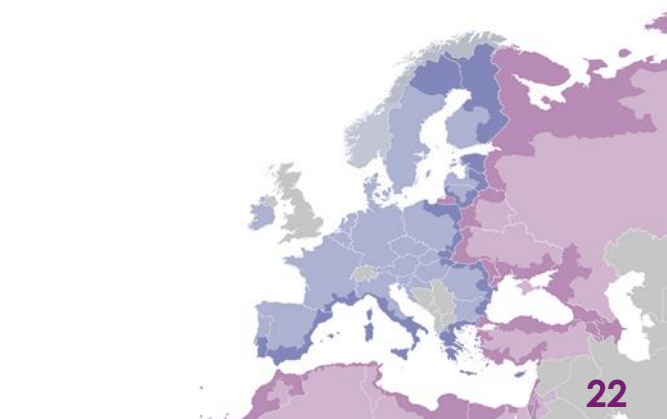
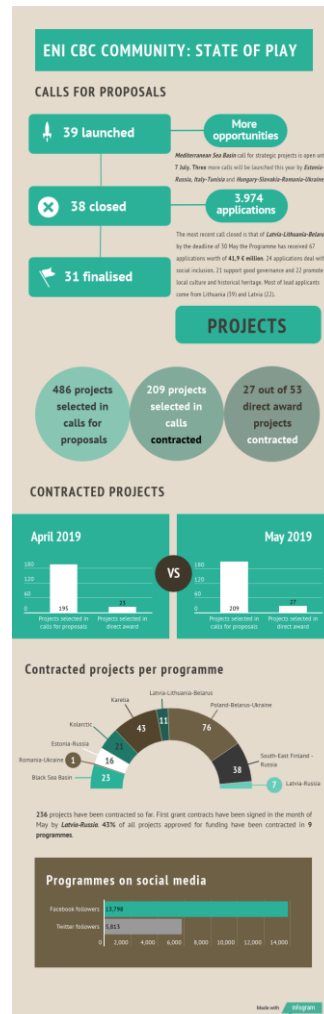


#plasticfree
#biodiversity
#marineturtle

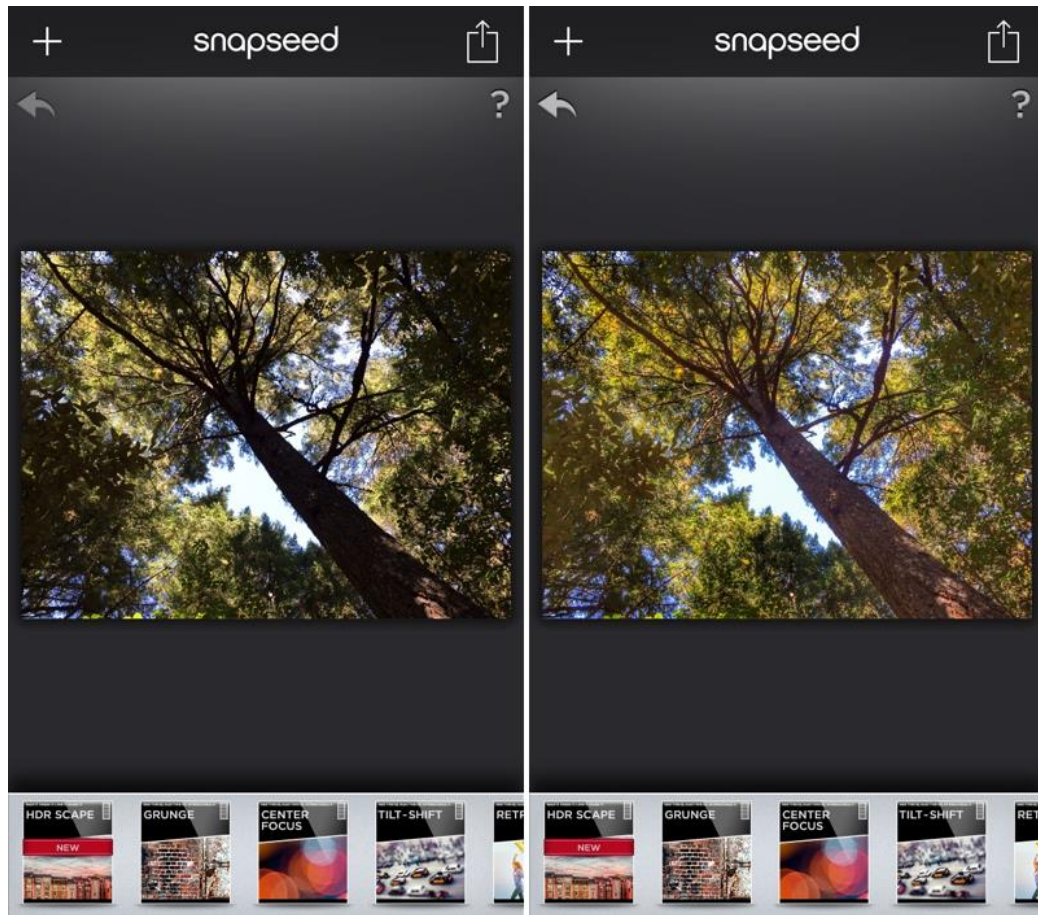


Infographics Infogram & Piktochart





Mobile apps Snapseed, Lightroom



WHAT? Visuals - tools for content production

Video Biteable, Animaker



National Pet Day

Edit Video



April Fool's Day

Edit Video



More Snappy Promo Sc

Edit Video



National Awkward Mon

Edit Video



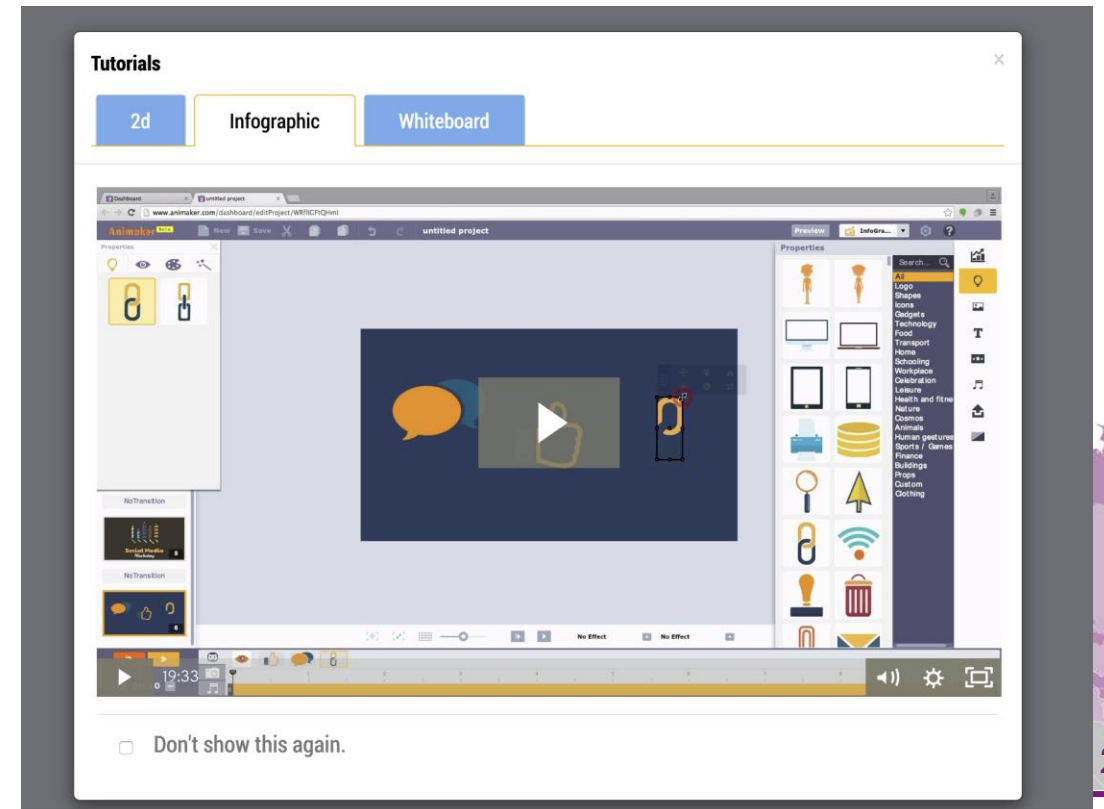
Happy St. Patrick's Day

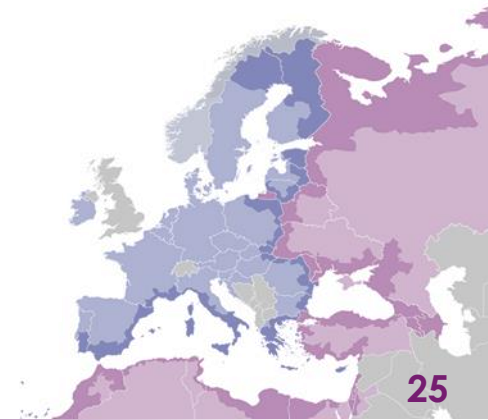
Edit Video



Real Estate Infographic

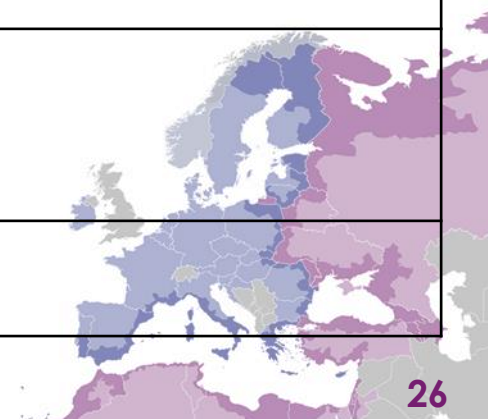
Edit Video



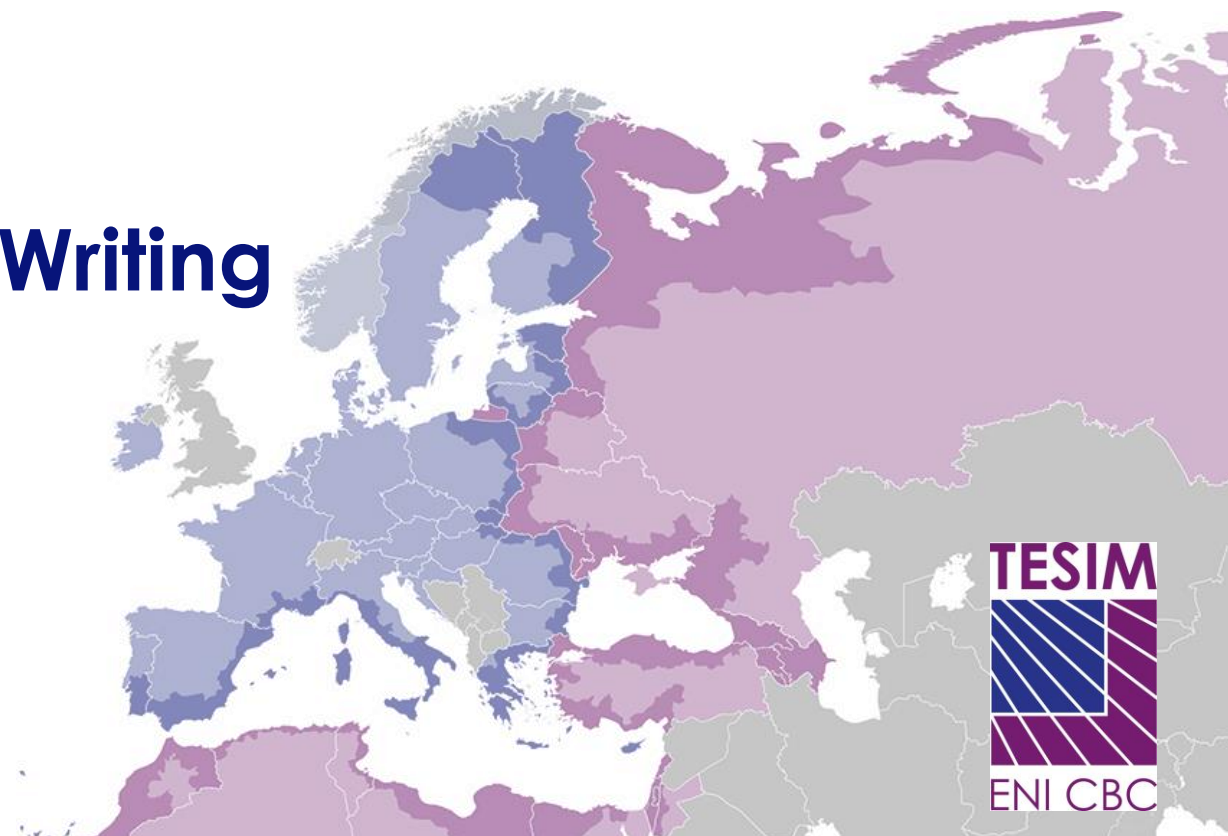


WHAT? Visuals - tools for content production

Photo stock	Graphic design	Gif-making	Video editing	Infographics
Flickr	Canva	GIFMaker.me	Biteable	Piktochart
Pexels	Snappa	Ezgif.com	Moovly	Infogram
VectorStock		GIPHY	Animaker	
Unsplash			Video cutter	



Writing



Facebook: informal and engaging tone of voice

Keep It Simple: Use short words and sentences and keep the number of words to a minimum. Use active voice

Get to the Point: Clearly explain how things work. Replace jargon with everyday terms

Talk Like a Person: Focus on your reader, use personal pronouns; keep things friendly, conversational and respectful



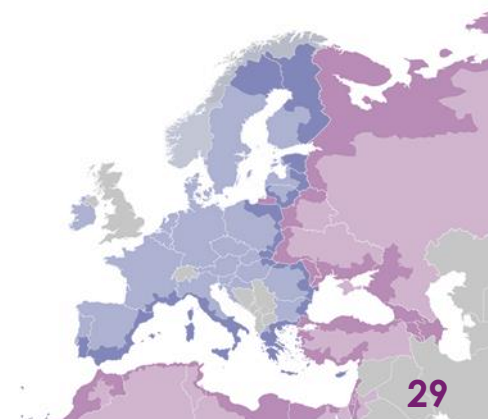
Twitter: conversational, informative with a dash of humor

Keep it short: 280 characters challenge

Strengthen your verbs: It rained heavily today **vs** It **poured** today

Ask questions – they engage readers, generate response and retweets

Call for action: it can be your whole tweet



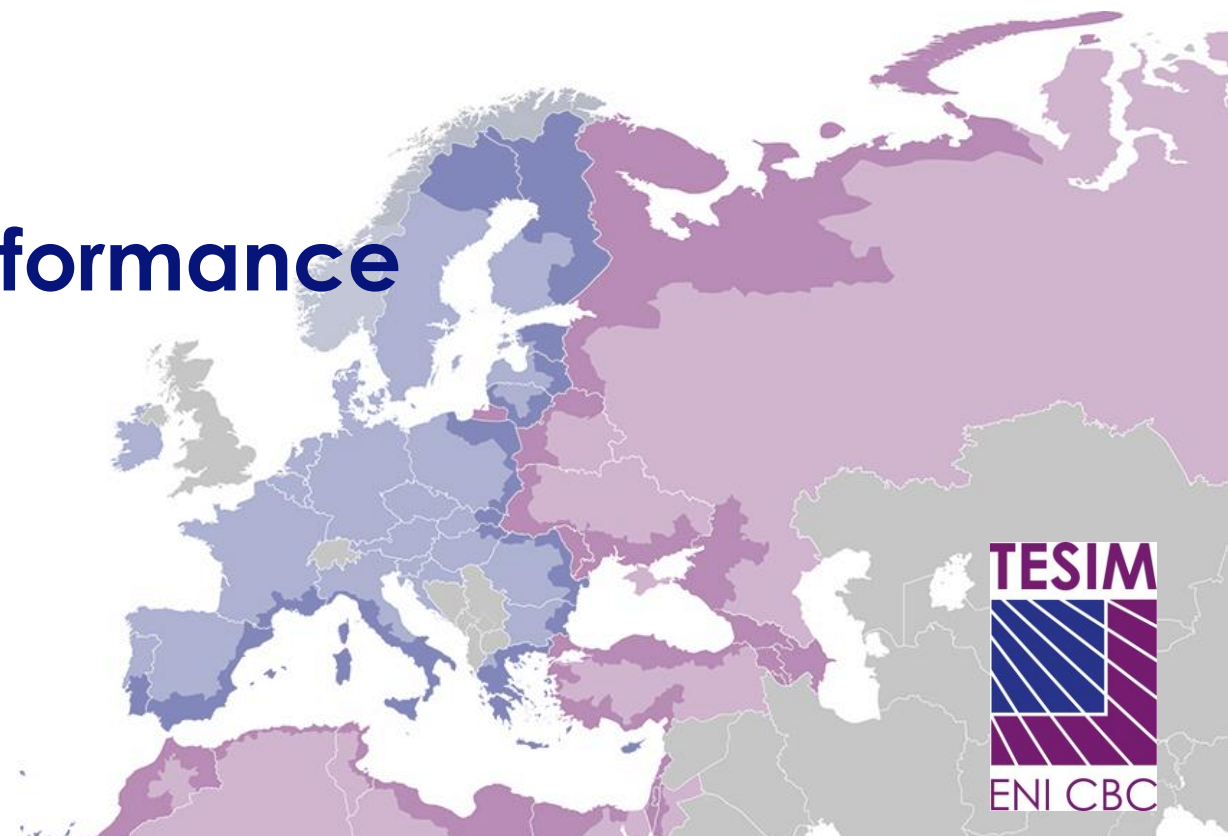
Instagram: inspirational (imaginative or artistic tone - including adjectives and descriptions that exemplify the narrative)

Helpful: be encouraging, educational and insightful

Simple: use casual, straightforward language over jargon. Do not confuse the reader by including too much information at once



Performance

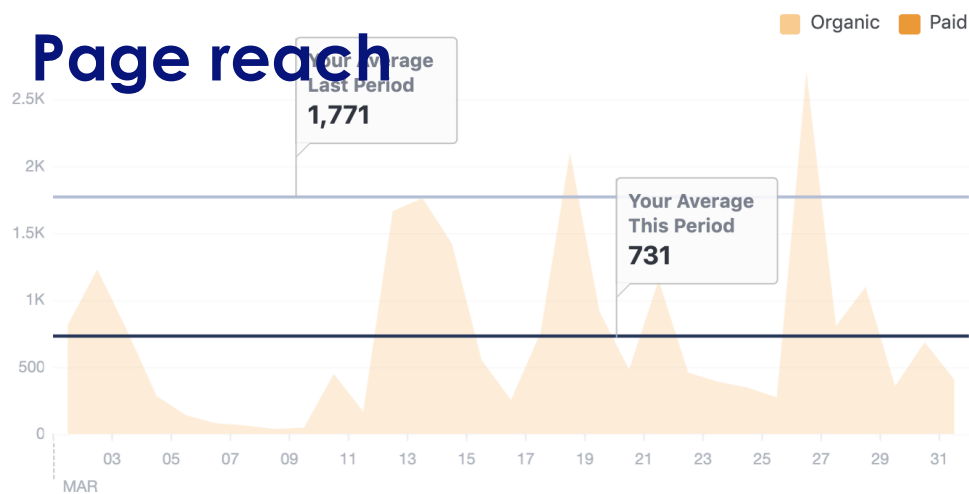
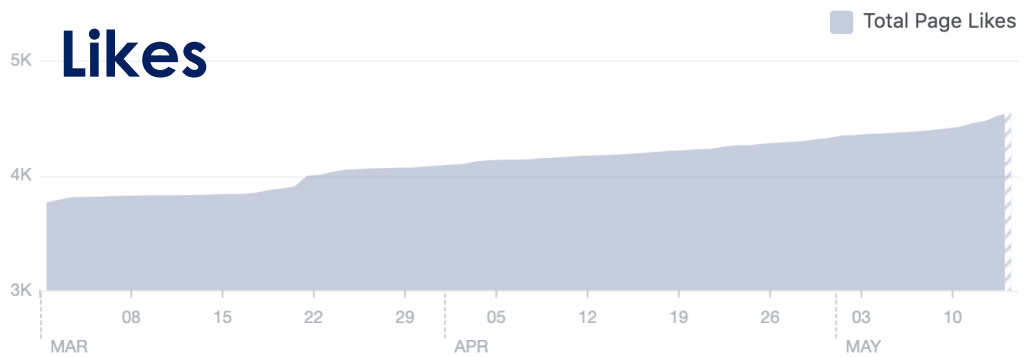


HOW? Facebook insights



Facebook: metrics

Total Page Likes as of Today: 4,543



Post reach and engagement

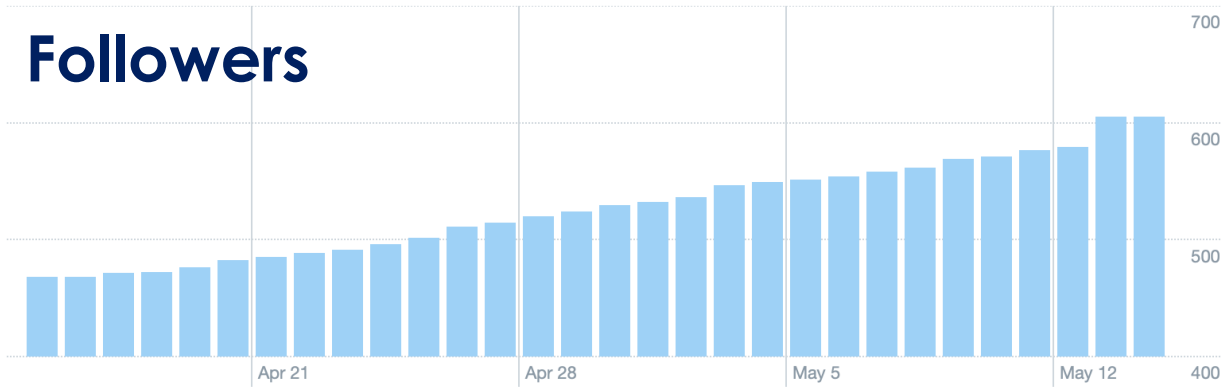
Published	Post	Type	Targeting	Reach <i>i</i>	Engagement
05/14/2019 8:20 PM	Onze #onebrussels kandidaat voor het Vlaams Parlement Alan De			717	58 21
05/14/2019 12:52 PM	one.team! Together with so many volunteers, Els Rochette wants our			589	46 13
05/14/2019 10:11 AM	1 in 5 Brusselseirs is not allowed to vote during the Brussels election.			1.5K	189 82
05/13/2019 2:53 PM	Een metropool als New York wordt bestuurd door 53 politici, Brussel			1.2K	39 27
05/13/2019 9:55 AM	Si la métropole new-yorkaise est dirigée par 53 responsables			826	31 23
05/12/2019 12:03 PM	Over wat zijn LEFTO, Dirk De Clippeleir, Marc Didden, Dirk			2.5K	195 103
05/11/2019 6:56 PM	"Pascal Smet s'entoure de jeunes engagés aux histoires atypiques.			2.1K	213 187

HOW? Twitter analytics



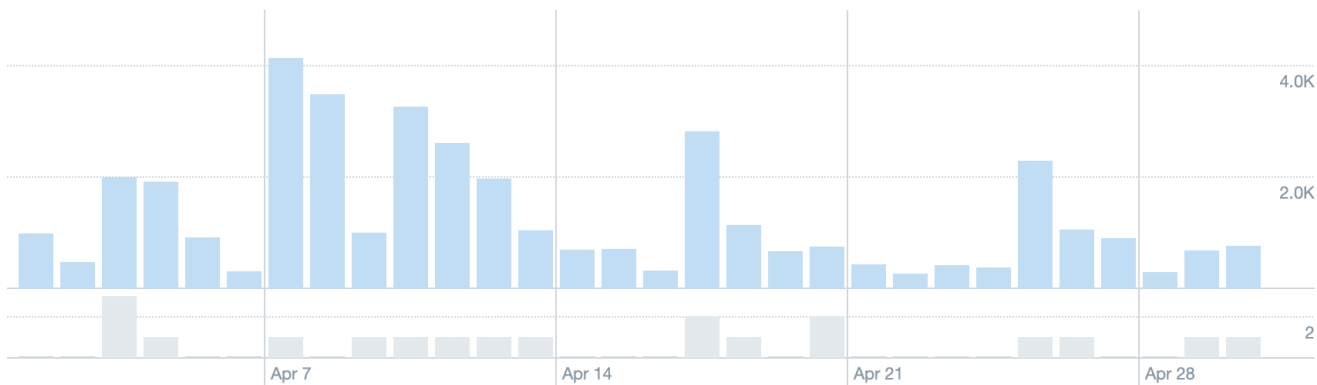
Twitter: metrics

Followers



Impressions

Your Tweets earned **38.5K impressions** over this **30 day** period



Average engagement

Link clicks
143



On average, you earned **5 link clicks** per day

Retweets
40



On average, you earned **1 Retweets** per day

Likes
208



On average, you earned **7 likes** per day

Replies
17



On average, you earned **1 replies** per day

HOW? Paid ads - Facebook

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JUNE 29 - JULY 3

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 **ENI CBC - European Neighbourhood Instrument Cross Border Cooperation**

Published by Volha Prokharava [?] · 21 hrs ·

"Learn, create a project, engage it with your family and share with the community" - a unique recipe to support vulnerable families in coping with life challenges from Estonia-Russia CBC Programme 2014-2020 project "From family to society". A project story told by the project coordinator Julia Dem 🌟
#FFC

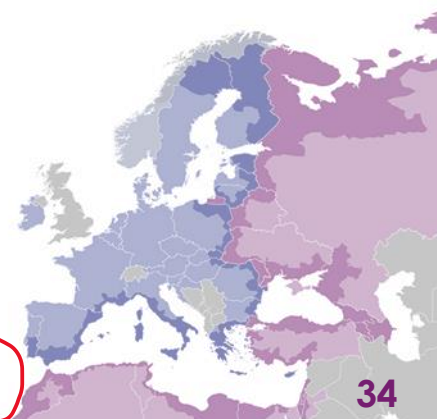


The strength to heal wounds: empowerment - Tesim ENI CBC
A small team of five experts has found the recipe t...

The strength to heal wounds: empowerment - Tesim ENI CBC
A small team of five experts

226 People reached 14 Engagements

[Boost Post](#)



HOW? Paid ads - Facebook



Boost Post

OBJECTIVE

What results would you like from this post?

-  **Send people to your website**
Link clicks · From €1 a day
-  **Get more people to react, comment and share**
Post engagements · From €1 a day
-  **Connect and chat with potential customers**
Messages · From €1 a day

Fewer options ▲

Automatic placements (recommended)



Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

Boost Post

AUDIENCE

- People you choose through targeting Edit

Location – Living in Estonia, Latvia, Russia

Age 18-55

People who match Interests: Family or Parenting

Less ▲

- People who like your Page
- People who like your Page and their friends

Create new audience

HOW? Paid ads - Facebook



Edit audience

Make sure that you save your edits once you've finished.

Gender ⓘ

All Men Women

Age ⓘ

18 - 55

Locations ⓘ

Estonia

Estonia

Add locations

View map

Detailed targeting ⓘ

Include people who match ⓘ

Interests > Family and relationships

Family

Parenting

Your audience size is **defined**. Good work!

Potential audience size: 390,000 people ⓘ

Specific Broad

Cancel Save

Boost Post

they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

Duration ⓘ

Days 5 End date 12/8/2020

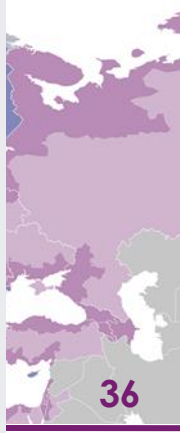
Total budget ⓘ

€5.00

Estimated people reached ⓘ

540-1,600 people per day of 17,000,000

Refine your audience or add budget to reach more of the people who matter to you.



HOW? Paid ads - Facebook



Facebook interface showing the 'More' menu (three dots) and the 'Ads Manager' option highlighted with a red circle.

- Liked
- Following
- Share
- More
- Edit Page Info
- View Insights
- View as Page Visitor
- Create Ad
- Create Event
- Create Fundraiser
- Create Group
- Ads Manager**
- Create Page
- Pin to Shortcuts
- Invite Friends
- Create Milestone

Facebook Ads Manager interface showing the 'Create new campaign' button and the 'Campaign: Choose your objective.' section.

What's your marketing objective? [Help: Choosing an objective](#)

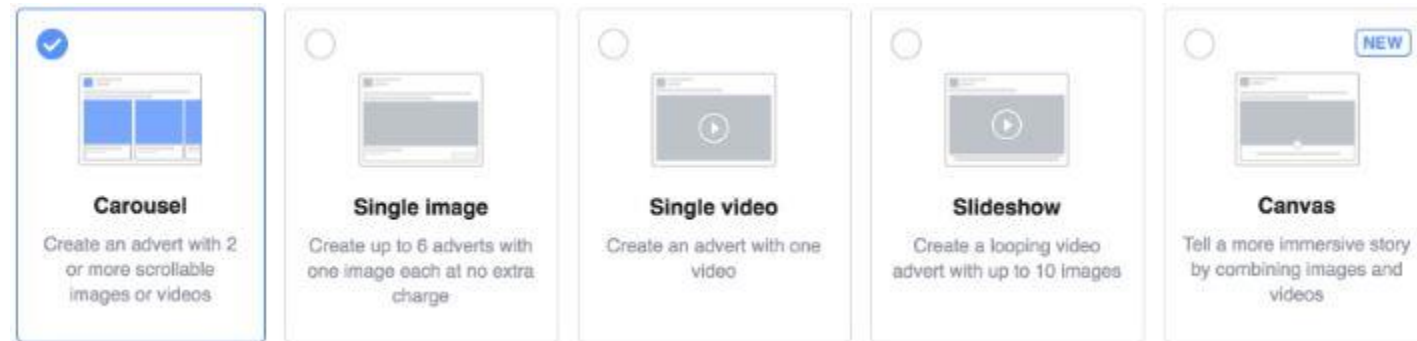
Awareness	Consideration	Conversion
Brand Awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Traffic
	Video Views	
	Lead Generation	
	Messages	

Define your audience

Set your budget and schedule

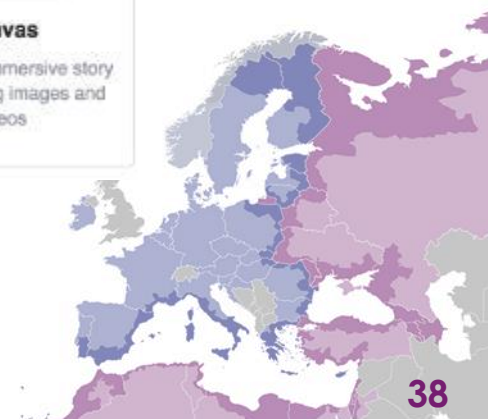
Create your advert

(using existing posts or creating a new advert)



Choose your ad placements

Place your order



HOW? Paid ads - Twitter



A vertical navigation menu on the left side of the screen. At the top is the Twitter bird icon. Below it is a 'Home' button with a house icon. The menu items are: Topics (with a speech bubble icon), Moments (with a lightning bolt icon), Twitter Ads (with a document icon), Analytics (with a bar chart icon), Media Studio (with a grid icon), Settings and privacy (with a gear icon), Help Center (with a question mark icon), and Display (with a checkmark icon). At the bottom of the menu is a large blue button labeled 'Tweet'.

A 'Campaign objective' selection screen. The title is 'Campaign objective' with a close button (X) in the top right. Below the title is the heading 'Choose your objective' and a link 'Need help choosing an objective? Learn more'. The screen is divided into three columns: Awareness, Consideration, and Conversion. Each column contains several objective options, each with a radio button. The 'Reach' option under Awareness is selected.

Awareness	Consideration	Conversion
Reach Maximize your ad's reach <input checked="" type="radio"/>	Video views Get people to watch your video <input type="radio"/>	App re-engagements Get people to take action in your app <input type="radio"/>
	Pre-roll views Pair your ad with premium content <input type="radio"/>	
	App installs Get people to install your app <input type="radio"/>	
	Website clicks Drive traffic to your website <input type="radio"/>	
	Engagements Get people to engage with your Tweet <input type="radio"/>	

At the bottom right of the screen are 'Cancel' and 'Next' buttons.



Technical support to the implementation and management of ENI CBC programmes



@enicbc

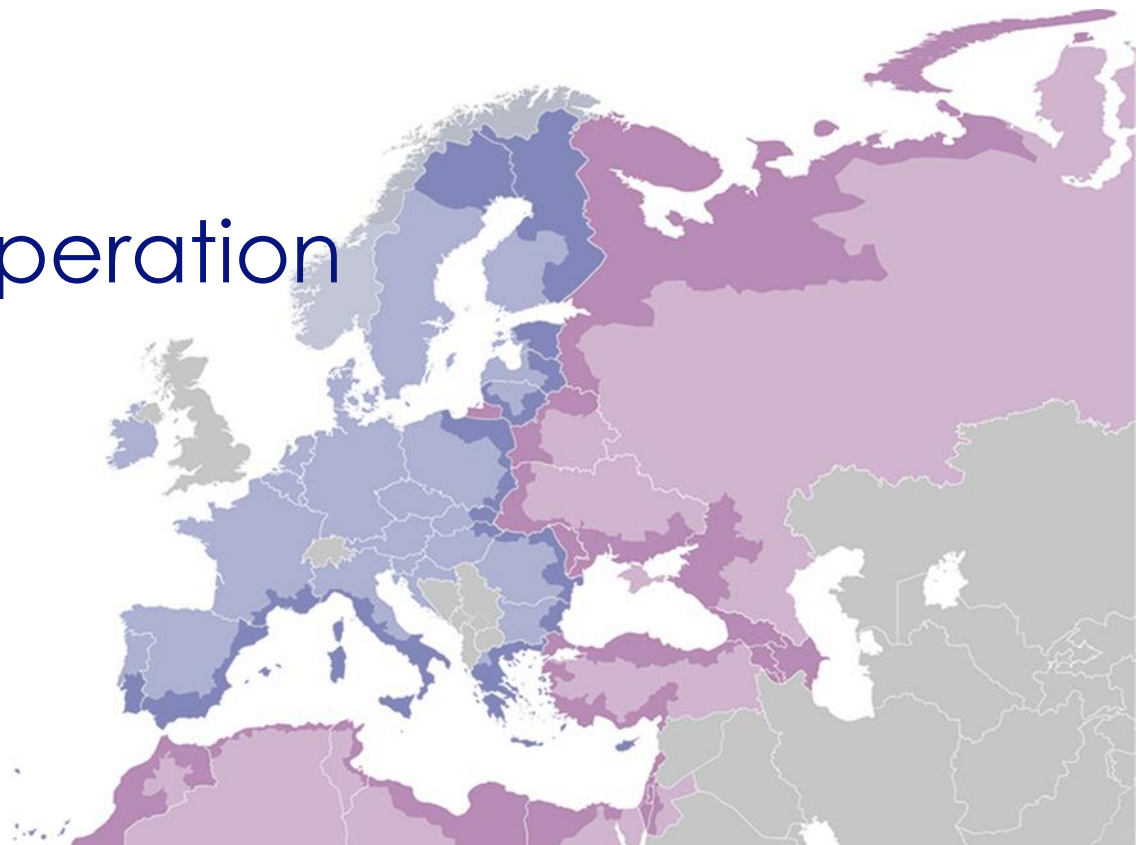


@eni_cross_border_cooperation



TESIM ENICBC

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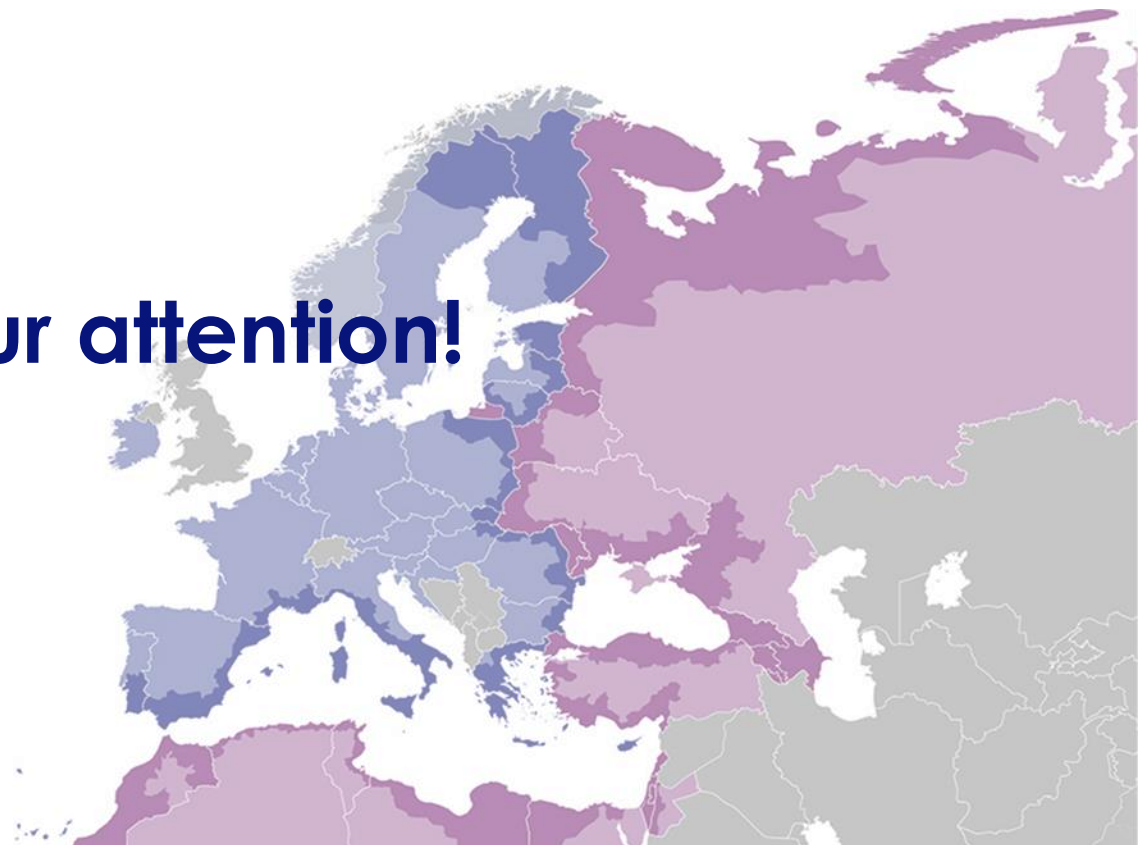




Technical support to the implementation
and management of ENI CBC programmes

Thank you for your attention!

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