



Employee advocacy at the European Commission

Dana Manescu, Head of Social Media,
Europcom, 9 November 2017



European
Commission



Council of the European Union

23 October at 10:17 · 🌐

Once EU leaders agree on a text during the European Council, translators immediately translate the document from English into all other 23 official EU languages. Follow German language translator Kirsten during her first summit night:



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👍❤️👤 1.2k

82 Comments 235 Shares 61k Views





*If convinced
Europeans don't
stand up for
themselves, they
will be outrun by
populists.*

Jean-Claude Juncker,
President of the European Commission,
10 March 2017

How have you managed to earn so many points?

I did a lot of advertising! Whenever Smarp was mentioned in a conversation, I took the opportunity to explain the tool and I invited all my direct and other interested colleagues to the platform.

At first I only shared the posts to my personal Facebook account, but I noticed that my private network was not quite the right audience, so I created a public Facebook profile. Together with Twitter and LinkedIn these are the platforms I use for Smarp, sharing to a total of just over 800 connections, such as people in Member States or around the world I used to work with when I was dealing with various projects in DG RELEX (now the External Action Service).



LECOMTE Marie-Véronique | 5 months ago | 5

That is a very great initiative! I see many people sharing my links. In addition I'm becoming a bit more popular on Twitter thanks to this application with few clicks and interesting readings! Thanks .. in the near future would be worth making it become an inter-institutional project :-)

Unlike

Reply



► Liliana Musetan, speaking at a work event



What others say...

Glen Campbell, OP

"SMARP is not only helping me to keep up to date with what's going on in other DGs and share content to others from the Publications Office; it's also helping me to relay these messages to my networks, creating new engagements from followers."

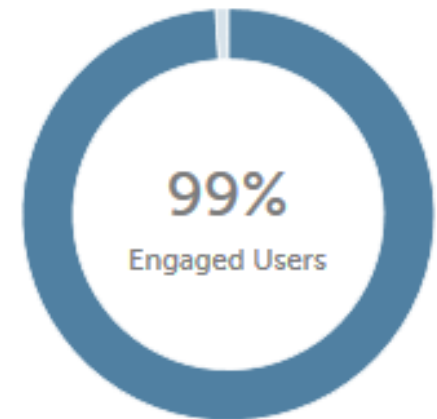


Roberta Persichelli Scola, DG EMPL

"I see Smarp as an effective way to use our potential as advocates for the EU, a cause we all strongly believe in. Let's engage with people outside there and be proud of EU achievements!"

IMPACT

User Engagement



IMPACT - STRONGER TOGETHER 1/3

Aurelie Valtat @avaltat Following

.@EmmanuelMacron & @JunckerEU: 2 visions, 1 direction. @ECThinkTank assessment after #SOTEU & #InitiativeEurope




TWO VISIONS, ONE DIRECTION

PLANS FOR THE FUTURE OF EUROPE
as laid out in President Juncker's State of the Union and

Plans for the Future of Europe | European Political Strategy Centre
In September 2017, European Commission President Juncker and French President Macron each outlined bold visions for the future of Europe. This paper...

ec.smh.re

3:40 PM - 6 Oct 2017

2 Retweets 1 Like



2 1

Paul Nemitz @PaulNemitz Following

Interested in an EU career? Check out EPSO's website



EU Administrator competition 2017
The AD5 competition is approaching. Learn more about how you can prepare already

ec.smh.re

3:30 PM - 17 Mar 2017

2 Retweets



2

Pablo Pérez @PabloPerezA Following

13/06/1987: 3000 estudiantes se van de #Erasmus. Una maravillosa experiencia que hoy cumple 30 años. #ErasmusPlus

Translate from Spanish



Erasmus+, 30 años construyéndose

9 MILLONES
DE PERSONAS

ESTUDIANTES UNIVERSITARIOS 4 400 000	INTERCAMBIOS DE JÓVENES 1 400 000	ESTUDIANTES DE FORMACIÓN PROFESIONAL 1 300 000	PERSONAL DOCENTE Y ANIMADORES JUVENILES 1 800 000	VOLUNTARIOS EUROPEOS 100 000	ERASMUS MUNDUS ESTUDIANTES Y PERSONAL 100 000
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Source: European Commission, 2017

De Erasmus a Erasmus +
En 2017 celebramos el 30º aniversario del programa Erasmus, ¡un hito para Europa! Son muchas las maneras en que el programa Erasmus+ puede aument...

ec.smh.re

5:09 PM - 13 Jun 2017

3 Retweets 1 Like




IMPACT - STRONGER TOGETHER 2/3

 **Corina Cretu** @CorinaCretuEU · Nov 7
Next week EU leaders will meet in Gothenburg to discuss fair jobs and growth. Live webcast #SocialSummit17


LIVE WEBCAST: SocialSummit17.se
#socialsummit17



#SocialSummit17
Social Summit for Fair Jobs and Growth, 17 November 2017
ec.smh.re

 **Carlos Moedas** @Moedas Following

Any ideas 💡 on how we could better communicate the 🇪🇺 to citizens? You might win the #SpinelliPrize. DL: 16/08



Altiero Spinelli Prize
The European Commission launched an EU-wide contest for a prestigious "Altiero Spinelli Prize for Outreach: Spreading Knowledge about Europe". Deadline: ec.smh.re

12:15 PM - 4 Aug 2017

44 Retweets 51 Likes



 **Věra Jourová** @VeraJourova · Oct 24
The Strasbourg @Europarl_EN press room is to be renamed after #DaphneCaruanaGalizia.



European Parliament press room to be renamed after #DaphneC...
David Casa MEP on Twitter: EP press room to be renamed after #DaphneCaruanaGalizia
ec.smh.re

1 21 48

IMPACT - STRONGER TOGETHER 3/3



Following

Facts matter: @EU_Commission sets the record straight in response to so-called StopBrussels consultation #Hungary



European Commission responds to Hungarian National ...
Download PDF by clicking on this link
ec.smh.re

6:04 PM - 26 Apr 2017

12 Retweets 5 Likes



2 12 5



Nicolas Bizel @bize_l_nicolas · Oct 24

Non, l'Europe ne fait pas du libéralisme à tout-va ! Les #DecodeursUE de @UEfrance

Translate from French

1/4 des repas

**distribués par les
Restos du Coeur
le sont grâce aux fonds
européens**



L'Europe est antisociale ! Vraiment ?

Alors qu'on parle souvent de concurrence sociale entre pays européens ou de «course sociale vers le bas», les pays européens partagent en fait ec.smh.re

2 4