

European Commission Representation in France

8th European Public Communication Conference
Brussels, November 10th

Les Décodeurs de l'Europe

A FACT-CHECKING INITIATIVE



Media literacy in the post-truth era – surviving in the world of fake news and misinformation

**Presentation of the fact-checking initiative
'Les Décodeurs de L'europe' – meaning
'The Decoders Of Europe'**

PROCESS



Identification of the inaccuracies on the EU within the French public opinion and press coverage and selection of the items on which it is worthwhile to reply



Drawing up of our answer and adaptation of the response format depending on the subject matter



Dissemination & sponsoring online our communication via social medias networks (Facebook, Twitter, etc.)

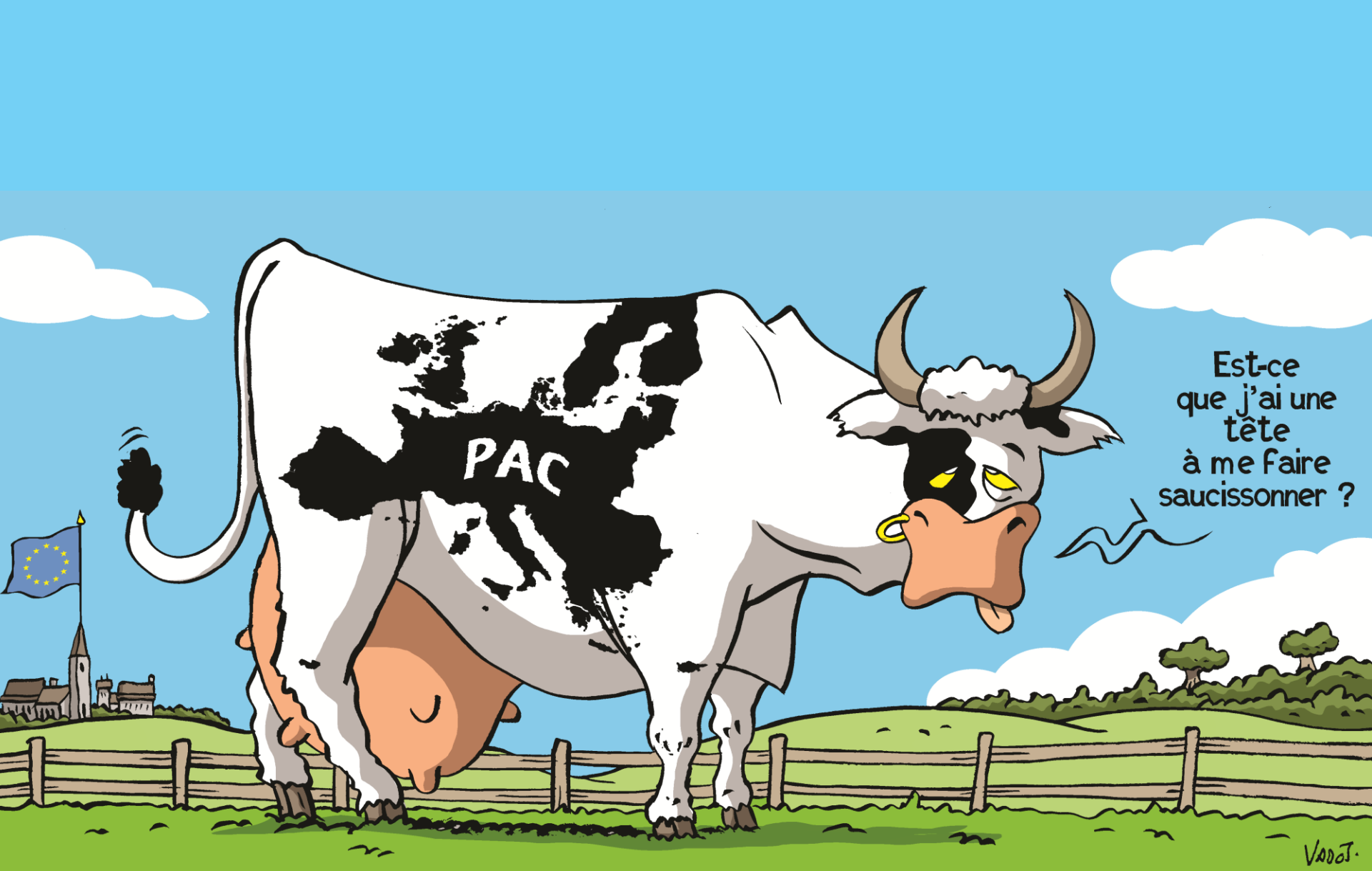
Identification & Selection of the items



Identification by the Representation on **controversial issues** related to the EU within the French public opinion and media coverage



Focus on **matters of public importance in France** such as misconceptions on the Common Agricultural Policy (PAC in French) or the EU budget



Est-ce
que j'ai une
tête
à me faire
saucissonner ?

Vadot.

Drawing up of the answer

2 types of replies:

1

A short term answer posted on social media networks



1 858 retweets
1 926 likes

2 A long term answer published on our website

Rebuttals of misconceptions : 'C'est faux!'

31 sheets on topics related to economic and social matters ; trade; environment and agriculture; questions of justice and home affairs; borders issues and to the institutions' mode of action

EXAMPLE : 'Posted-workers : a flood of low cost workers ! Really?'

2 A long term answer published on our website

Illustrations of EU achievements: "Ça marche!"

28 sheets on topics related to economic and social matters ; solidarity projects ; culture ; innovation ; trade ; consummation ; environment and agriculture ; questions of justice and home affairs ; and borders issues

EXAMPLE : 'Using its mobile phone across the EU without paying roaming charges !'



Particularities of these sheets:

Short sheets based on documentation from all the EC directorates-general - mainly from the DG COMM - and relevant European bodies as well as external institutional sources (Insee, etc.)

Characterised by a deliberate outreach of the information
with a simple vocabulary in order to make it widely accessible
to the public at large

Illustrated by many figures and drawings made by a well-known cartoonist named
Nicolas Vadot

Dissemination & impact



In the press:

- Print & online press: 18 articles published
- TV PRESS: 1 TV coverage on France 2 for the day of launch day
1 TV spot per month on France 24 starting from September 2017

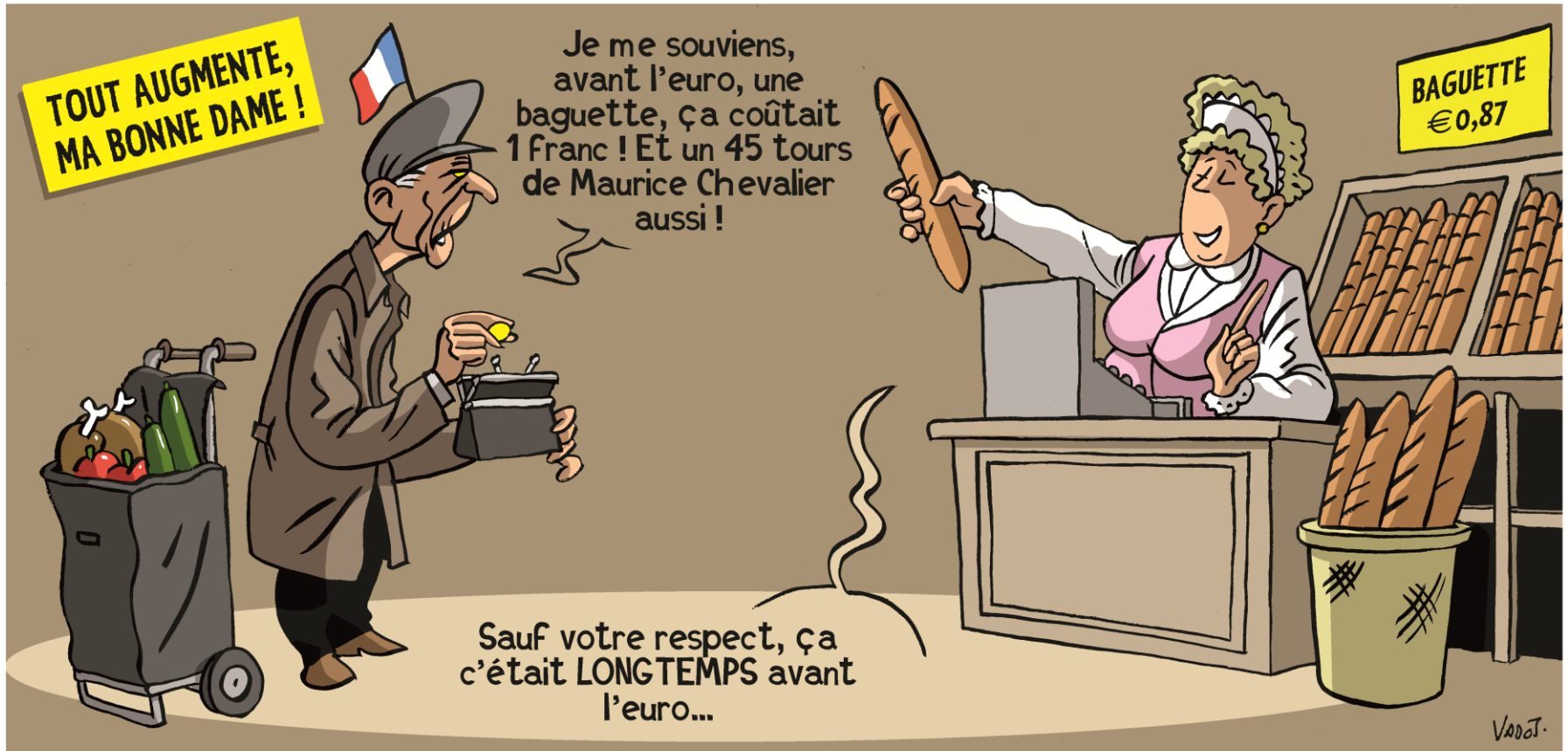


On the Internet:

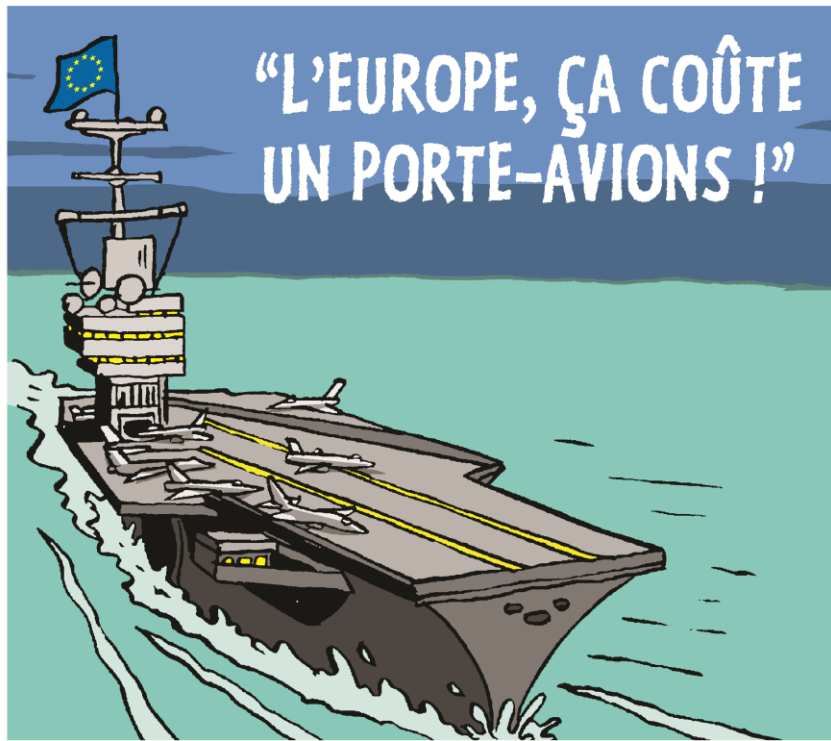
- Website: an average of 200 visits a day
1234 visits a day during the launch day (December 14th)
+/- 650 visits a day during the French presidential election campaign

TOP 3 of the most viewed topics

from March to May 2017:



'With the euro, the prices of everything has increased'
(8,703 views)



'Europe costs too much for France'
(4,384 views)



'Using its mobile phone across the EU without paying roaming charges !'
(2,953 views)

Assessment of this fact- checking initiative

Pros and cons



Increase of our visibility especially on the social media networks : évolution du nombre d'abonnés (Twitter/FB/instagram/Youtube)



Change of perspective on the EU through the use of a clear simple and sometimes humorous language (ex: 'The EU plans to issue standards on the size of baloneys') and the illustrations drawn of Nicolas Vadot



Growing Feeling that the EU is actively involved in the public debate



Improvement of our expertise and communicative skills with the objective of targeting other audiences such as Youth



23 721 followers

March 2017

+ 10 327

34 048 followers

October 2017

10 808 tweets

27 millions people reached

86% of retweets

49 videos



15 023 likes

March 2017

+ 12 702

27 725 likes

October 2017

848 650 people reached

278 680 views

1909 shares

35 videos

Pros and cons



A heavy work besides our permanent tasks that has been possible thanks to the support of the head office (especially DG COMM)



Need for a regular monitoring of the topics emerging from the French press and public opinion



Intense efforts to manage the reactions on social medias networks



Need for a regular update of our response according to the agenda (example: Council's decision to reform the posted workers directive)

Suivez-nous



@Uefrance



Commission européenne en France

www.ec.europa.eu/france/DecodeursUE

#DecodeursUE



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