DG MEME

The spicy side of EU politics

“Getting Information across with emotion and humour”
European Public Communication Conference - EuroPCom 2019
Hello!

MEME is the only Directorate-General that aims to your daily entertainment. Political goal: a monthly 3% increase of the MEME/post ratio

13k Likes / 14k Followers
3k Followers
2k Followers

More about DG MEME?
Thursday 5th of December
Save the date
What is a meme?
A *meme* (from Ancient Greek *mimēme*, “that which is imitated”) is a cultural unit that carries an idea or a trend and passes from mind to mind, becoming virally popular.

From Richard Dawkins, "The Selfish Gene", 1976
An *Internet meme* is a concept, catchphrase, or piece of media that spreads, often for humorous purposes, via the Internet.
Communicative advantages

- Fast to consume
- Easily recognisable
- Make you smile
- Can become viral
- Infotaining: readers want to know more about the topic
Infotaining = informing + entertaining

Informing Vs. Infotaining

goToVote voteForEurope

Reading about politics to better perform your voting duty

Reading about politics to better understand memes
Reach and Demographics

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
<th>City</th>
<th>Your Fans</th>
<th>Language</th>
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<td>Prague, Czech Republic</td>
<td>274</td>
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<td>1,397</td>
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</tbody>
</table>
What makes a meme successful

- Cultural references
- Relatability
- Interactivity
- Right timing (and patience)
- A good dose of cheekiness
A few examples
Tell them.

#NotSoSpoilerAlert
Bran the Broken’s last, wise words

75,009 People Reached
8,179 Engagements

Most Relevant

DG MEME A kind reminder: the Spoiler Directive 2019, approved last week by the European Parliament, sets the punishment established for writing a spoiler to a minimum of 10 years as Jon Snow. Forewarned is forearmed!

Like · Reply · 24w

Most Relevant is selected, so some comments may have been filtered out.
THREE WORDS, EIGHT LETTERS

SAY IT AND I'M YOURS

GO TO VOTE

The secret to having the love of your life swooning over you forever and ever? #GoToVote!

Don't say we didn't warn you!

xoxo, DG MEME

#VoteForEurope #thistimeimvoting
When you look at your study partner

After 3 hours of EPSO abstract tests
Hi, I'm Ursula and, like many Blue Books, I'm also starting my career in the European Institutions. I am looking for a room to rent in Brussels from mid-October. Ideally it should be located between NATO and Schuman, view on the Berlaymont is a plus.

About myself: I speak three languages, I am into military and defense topic and I like to keep my kitchen clean. I am fine with hosting home parties, though I insist on using plastic cups (I promised it to my bestie Ska). From time to time I'll have my family visiting (max 8 people), I hope it's not a problem. I am very tolerant, but no Brexiters, please!

My budget is 400€-600€ per day. Prime Minister me if you hear anything.
Trainee: *connects the printer cable*

Senior colleague:

"you did it. you crazy son of a bitch, you did it"
Did you have more dates than #Brexit this year? (Thanks to VG)

No

Yes

57%

43%

This poll has ended.

1.6K Votes

27,531 People Reached

2,389 Engagements

Boost Unavailable

399 Comments 64 Shares
Let's try again with transnational lists in 5 years, assuming there will still be European matters to defend?
(from an idea by extra 3, thanks to GP)
The Commissioner-designate for “Protecting our European Way of Life”, is not in charge yet but he is already swamped with emails, calls, tweets and owls from citizens, national governments and members of the wizarding community, all trying to help him defining what the European Way of Life is.

"Crusades, that's what makes us Europeans", say the Hungarians. "Hospitality is better, we opened our bo... See More
Margrethe Vestager likes your photo:
"Saint Margrethe Vestager, patroness of...
12 minutes ago

That's me. (from the movie Gran Brussels)

Thanks to Brussels Brief for the link!
Urgent!
Please, somebody check if he's just asleep.
Number one zero six.

When you attend a meeting in the morning after you spent the night at #Plux with the new trainees
Thank you for your attention!