



European
Commission



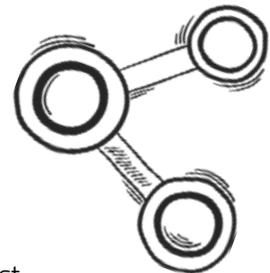
INNOVATION FUND PROJECTS



WHY SOCIAL MEDIA?

Social media provides you with yet another way to keep your stakeholders informed about your activities, whilst (potentially) reaching a very vast and diverse audience. Engaging with your project's stakeholders through social media can be as easy as sharing with them a picture with a short comment – quick, simple, cheap and effective!

WHAT ARE THE BENEFITS?



- + Increase information sharing
- + Target and engage with key stakeholders and projects
- + Make new professional connections and build relationships
- + Build a positive (online) reputation and increase the public profile of your project
- + Quickly inform your stakeholders about project developments / results
- + Reach a much wider and diverse audience than through traditional communication channels

WHICH SOCIAL MEDIA CHANNEL?



First you should identify your target audience and then select the right platform. [CINEA](#) is currently on [Twitter](#), [LinkedIn](#) and [YouTube](#) but there are several other social media platforms that could be also part of your communication mix, depending on your social media strategy (Facebook, Instagram, etc).



A SOCIAL MEDIA STRATEGY?



Maximise the reach of your project activities and successes by building upfront a social media strategy setting your goals, measurable objectives and specific outcomes.



HOW TO INCREASE THE REACH OF YOUR POSTS? HERE SOME TIPS:

LIKE



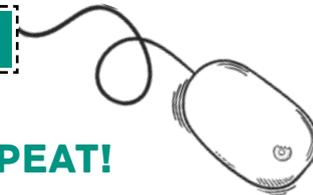
- Plan your week's social media presence
- Always include relevant media (images, gifs or small videos) in your updates
- Engage with other relevant accounts
- News expire very quickly on social media – update your account on the fly as people like "live" updates of ongoing events
- Why not create a hashtag for your project? Use it in all your tweets combined with the respective hashtag of the programme which funded your project: #InnovationFund
- Live-tweet your events using the agreed hashtag
- Do not forget to mention and tag us:
Twitter [@cinea_eu](#)
Website <https://cinea.ec.europa.eu>
LinkedIn [CINEA - European Climate, Infrastructure and Environment Executive Agency](#)



IS IT WORKING?

Three words:

MEASURE, ADJUST, REPEAT!



Use your statistics for social media optimisation. **BUT WHICH ARE THE RIGHT METRICS?** It will all depend on your strategy, but impressions (i.e. how many people saw your post) and engagements (i.e. how many people shared, liked or comment on the post) are a good starting point.

4 GOLDEN RULES FOR COLLABORATION SUCCESS

1

ALWAYS KEEP CINEA IN THE LOOP

Keep us informed of all your social media activities. If we know what you intend to do we can offer assistance and try to coordinate joint social media actions. Don't forget to send us as many images of your project as you can: we can never have enough and we will use them in our posts.

2

CINEA CAN ACT AS MULTIPLIER

We can help your social media activities reach wider and different audiences through our channels. Don't forget to include in your posts the relevant hashtag for your project #InnovationFund and tag [CINEA](#) in your posts, where possible.

3

PARTICIPATION IN INAUGURATION/EVENTS

Keep [CINEA](#) in the loop regarding events linked with your project so that we can coordinate social media actions.



4

PROMOTE SUCCESSES

Everyone loves a success story, whether it is a billion Euro project or a simple study! CINEA pushes hard to promote the successes of the programmes it manages via social media among other communication channels and we might get in contact with you to help us promote your project's achievements.

CONTACT US CINEA-COMMUNICATION@ec.europa.eu
and put your CINEA project manager in copy



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Environment Executive Agency](#)

Don't forget to let us know about
your social media accounts and
tag us in your posts!