



European
Commission



#LIFEprogramme PROJECTS



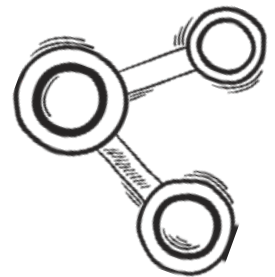
WHY SOCIAL
MEDIA?



More than half of the world's population is present on social media. So if you have a project and you are not active on social media, you are missing a fast, inexpensive and effective way to reach out to a vast and diverse audience.

WHAT ARE THE BENEFITS?

- + Increase the visibility of your project
- + Reach out and engage with key stakeholders and other LIFE projects
- + Connect with new audiences and build relationships
- + Inform your audience of milestones/achievements of your project
- + Disseminate project developments in the fastest and most interactive way
- + Build a positive (online) reputation and increase the public profile of your project



WHICH
SOCIAL MEDIA
CHANNEL?



Before planning your social media strategy, consider who is your target audience to help you identify where you should be active.

THE *Life* PROGRAMME ON SOCIAL MEDIA:

- + Twitter – tag by using [@LIFEprogramme](#)
- + Twitter LIFE Clean Energy – tag by using [@cleanenergy_eu](#) (this is a dedicated cross-programme channel for sustainable energy projects to which LIFE contributes)
- + LinkedIn – tag by using [@LIFE Programme](#)
- + Facebook – tag by using [@LIFE.programme](#)
- + Instagram – tag by using [@lifeprogramme](#)
- + [YouTube](#)

CINEA ON SOCIAL MEDIA:

- + Twitter – tag by using [@cinea_eu](#)
- + LinkedIn – tag by using [CINEA - European Climate, Infrastructure and Environment Executive Agency](#)
- + [YouTube](#)

European Climate,
Infrastructure and
Environment
Executive Agency



TIPS AND TRICKS FOR YOUR POSTS ON SOCIAL MEDIA:

LIKE



- Be concise, coherent and dynamic in your posts. On social media, you have 1-3 seconds to convince one to read your post, so the first impression is key.
- Adapt your posts as needed: each social media has its own number of characters limitation, so play it wisely. Before posting, [learn more about it](#) and test your posts in this [free](#) tool.
- “A picture is worth a thousand words”. Your posts should have an attractive and engaging visual, to complement the message. Don’t forget to adapt your visuals according to the social media channel.
- Tag relevant accounts to increase post engagement.
Use a hashtag (#). A hashtag is a word or a phrase used on social media,

especially on Twitter, to monitor the online conversation and the impact of your posts on a specific topic. You can create a hashtag using the name/acronym of your project to create a conversation around it



- Depending on the topic, you may want to add other relevant hashtags. See the list [here](#).
- Make sure to promote your event or project at least two weeks in advance to maximize engagement. Always include a link to registration or to a website for more info.
- If you are on LinkedIn, creating events is a good way to ensure that your event is visible to your audience. [Here is](#) how to do it. Explore a similar [feature](#) on Facebook.
- If you are on Facebook, take advantage of being able to promote longer videos (3-4 min), however keep in mind that it is always best to keep your messages short and straight to the point.
- Instagram is a great social media channel to showcase your project’s achievements as it allows you to share multiple pictures (up to 10 photos) and videos in one post.
- If you’re on Instagram, pin your stories under “highlights” to ensure that as many people can view them after 24 hours. By doing this, you can quickly relive them whenever you want.
- If you want to increase visibility on your Instagram posts, tag us to feature on our page under the tab “tagged”.
- Create a [linktr.ee](#) account to house all the essential links you want to share.

TO MAXIMISE THE REACH AND ENGAGEMENT OF YOUR POSTS, DO NOT FORGET TO:

- + Use our main hashtags to help us follow your activities - #LIFEprogramme and #LIFEproject
- + Tag on Twitter the [@LIFEprogramme](#) and for Clean Energy related projects [@cleanenergy_eu](#) and/or other relevant accounts to your project
- + Plan your weekly social media presence
- + Interact with accounts related to your project. This will raise brand awareness.
- + Look in particular for the accounts of related LIFE projects and follow them, there is a lot to learn from others and they will learn a lot from you
- + Make use and share your project’s visual graphics (videos, pictures, GIFs)
- + Use [analytics](#) to understand if your strategy is working and redefine it if needed.
- + Manage your community! Keep an eye on any comments or questions made to your posts by your audience.

HOW TO COLLABORATE WITH US?



CONTACT US

cinea-communication-life@ec.europa.eu

KEEP THE *Life* PROGRAMME IN THE LOOP.

If you want us to promote your campaign, please email us the relevant information (Where? What? When? Why? Who?, Plus visuals and links) in advance to better coordinate our social media planning and find a slot to disseminate your message.