

# Twitter Tips & Tricks

Eliska Kolinkova & Elina Rutkovska, DG EMPL  
4 October 2021



**Are you an active Twitter user?**

Say YES or NO in the chat

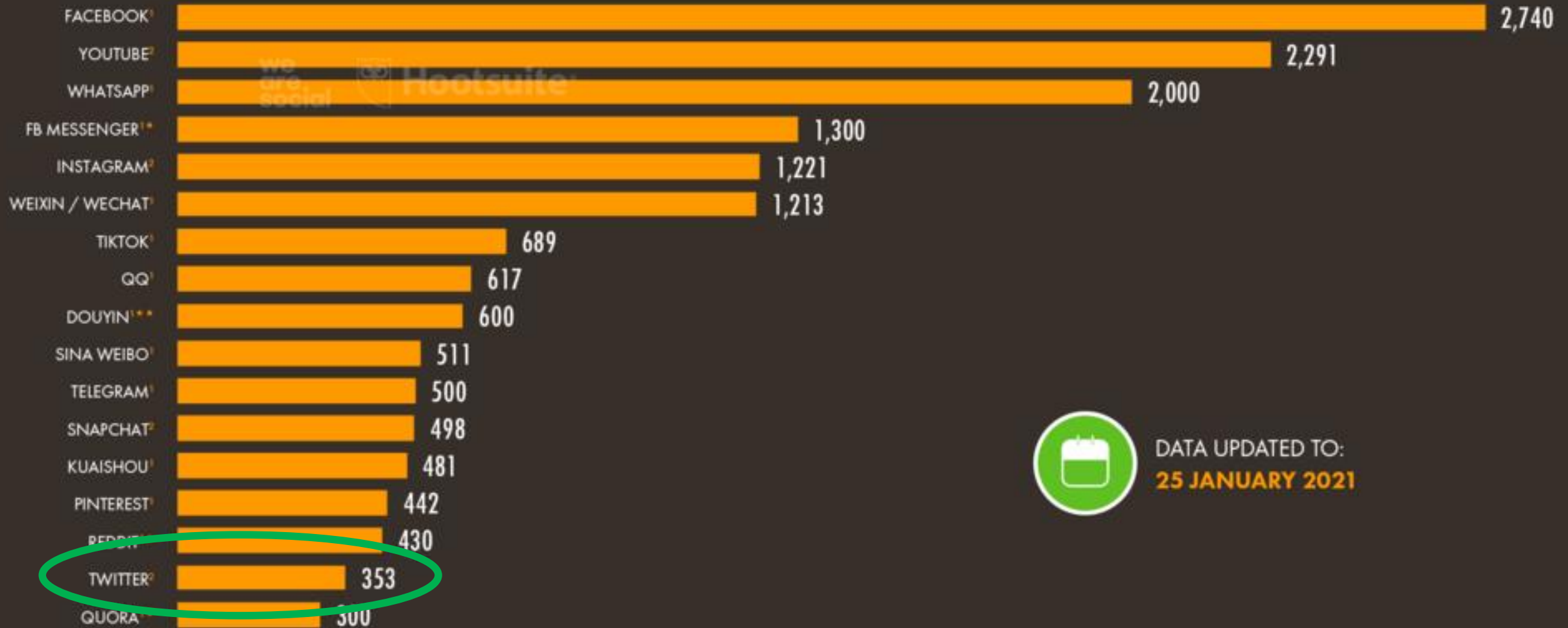
# Content

- **Why Twitter?**
- **Making your tweet succeed**
- **Twitter features that can help**
- **Community management & ads**
- **Q&A**

JAN  
2021

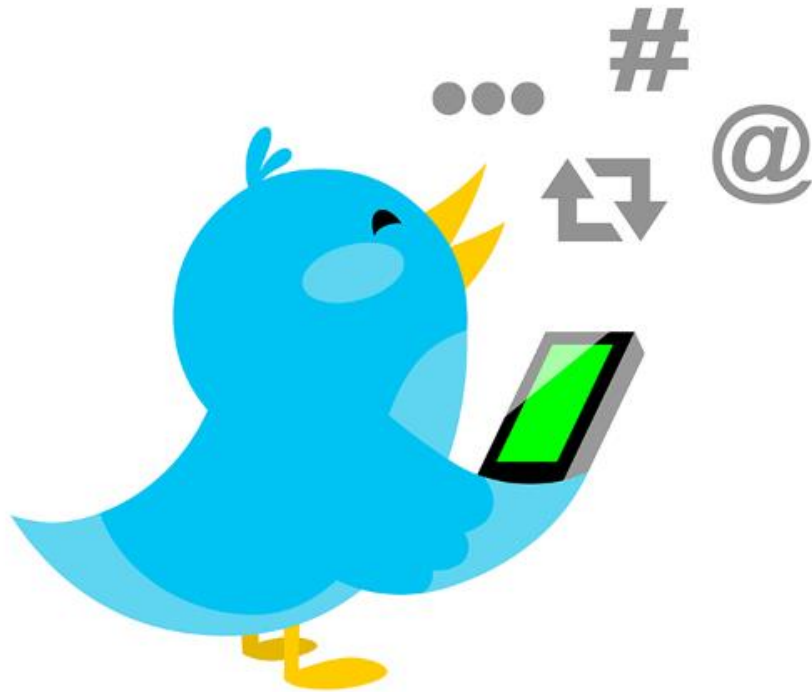
# THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS\*



DATA UPDATED TO:  
**25 JANUARY 2021**

# Why Twitter?



- Stakeholders (public administrations, NGOs, civil society, academia and media)
- In the EU, most users are in France and Spain, less in new Member States

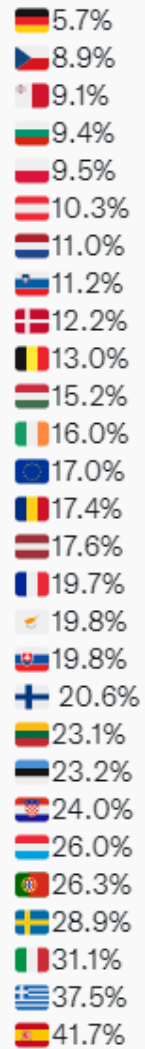
# Why people go to Twitter

Reason	Share of respondents
To get news	48%
To get entertainment	48%
To keep contact with friends and family	34%
To follow brands / companies	33%
To strengthen professional network	14%
Other purposes	12%

**Source:** Statista



EU Social  @EU\_Social · Sep 3, 2020  
EU-27 #youth #unemployment in July 2020:



via  
[@EU\\_Eurostat](#)

648 14.7K 8K

# Content on Twitter

280 characters

Or emojis

Add a link... or not?

**Be interesting and understandable!**



EU Social   @EU\_Social · Jun 8

The European Social Fund Plus for 2021-2027 is ADOPTED! 🎉

The [@Europarl\\_EN](#) gave the final approval today.

With the budget €99.3 billion, the ESF+ will remain the main funding instrument for investing in people during the next 7 years.

[europa.eu/!wU83V](https://europa.eu/!wU83V) [#EUfunds](#)

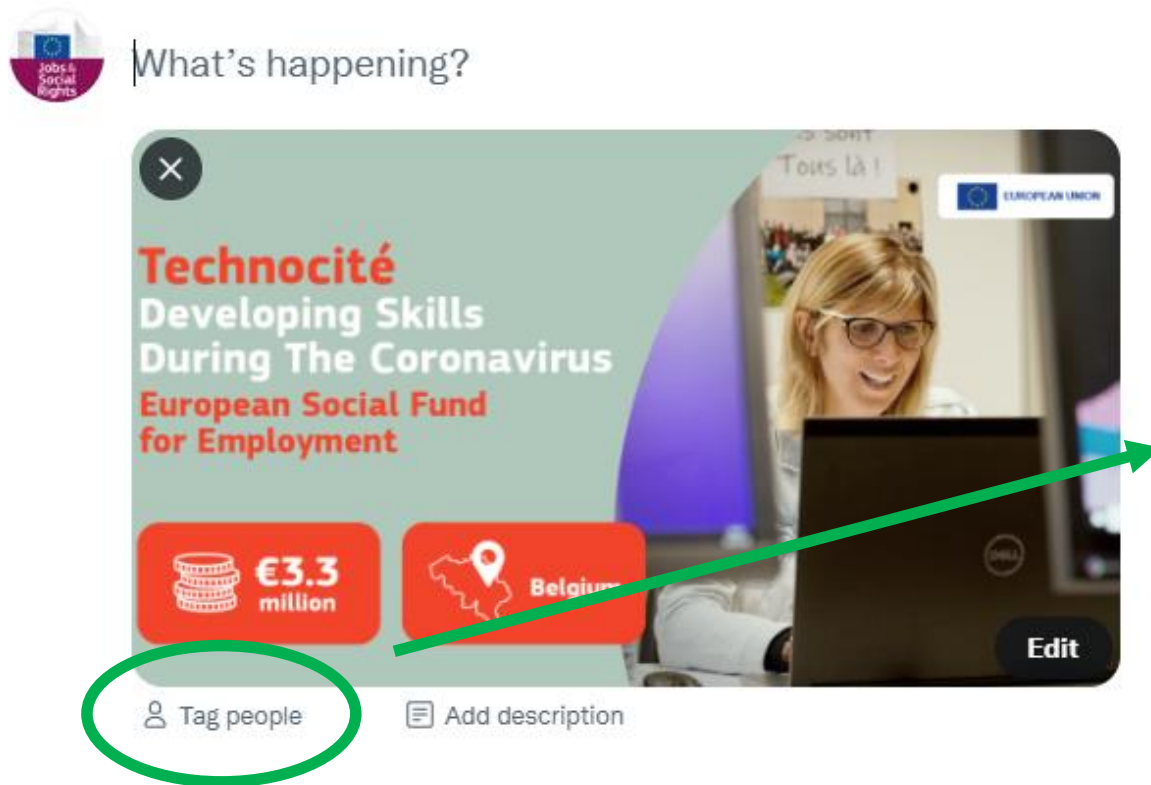


Handle






Hashtag



# Tagging in photos



## × In this photo

-  **EC Representation BE**   
@EU4BE Follows you Following  
Officiële Twitter van de Europese Commissie in België. Twitter officiel de la Commission européenne en Belgique. #EU4BE
-  **Wallonia**  
@WhyBelgium Follow  
Officially representing Southern Belgium in UK & Ireland, promoting its heritage, food, beers, festivals, markets, culture, Spa, golf, friendliness & quirkiness
-  **EUinmyRegion**   
@EUinmyRegion Follows you Following  
Regional & Urban Policy dept of @EU\_Commission #CohesionPolicy #EUinmyRegion #ESIFopendata facebook.com/euinmyregion instagram.com/euinmyregion RT#endrsmt
-  **Digital Wallonia**   
@digitalwallonia Follows you Follow  
Digital Wallonia. Stratégie, plateforme et marque de la Wallonie numérique digitalwallonia.be. #digitalwallonia Powered by @ADN\_Wallonie
-  **Actiris**  
@ActirisBrussels Following  
Au cœur de l'emploi #emploi #Bruxelles De weg naar werk #arbeidsbemiddeling #Brussel Persberichten / Communiqués de presse

# Visuals

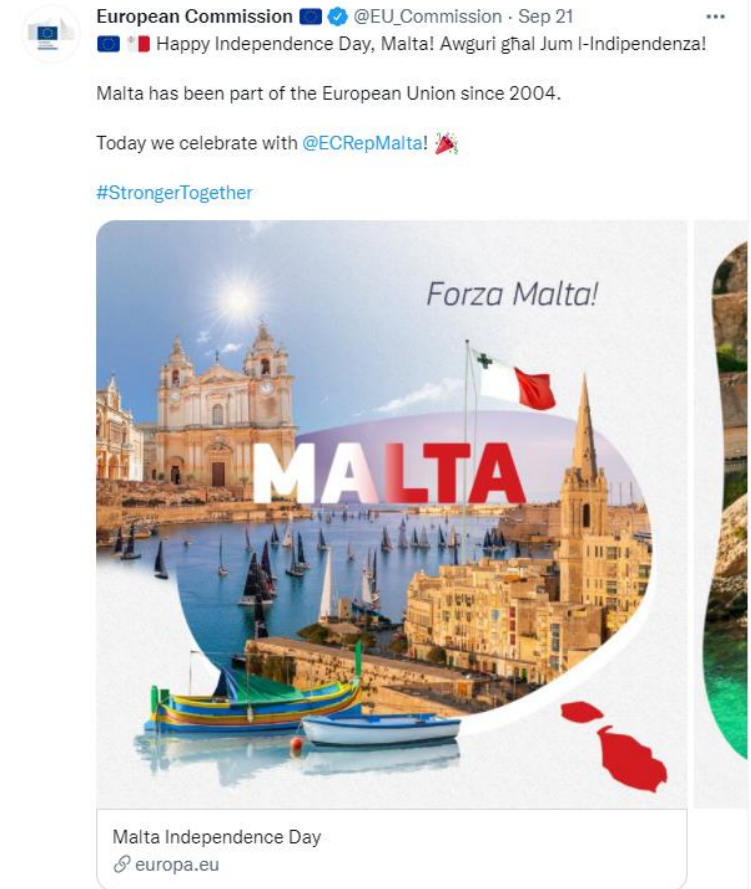
## Videos & GIFs



## Photos from projects



## Tweet composer

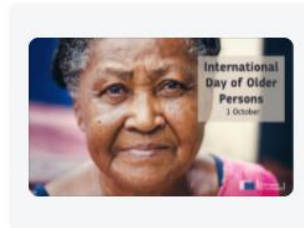


# Canva

Canva Home Templates Features Learn Search Canva

- Recommended for you
- All your designs**
- Shared with you
- Brand Kit
- Content Planner
- Create a team
- All your folders
- Trash

## All your designs



International Day of Older Persons  
New Twitter Post • Edited 23 hours ago



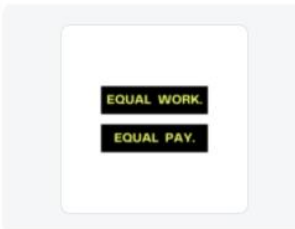
#SOTEU  
New Twitter Post • Edited 8 days ago



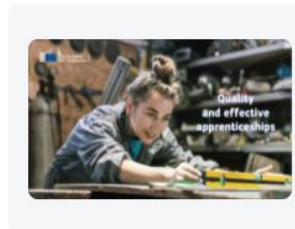
Intranet thumbnail  
380 x 284 px • Intranet



European Local Job Forum: workin...  
New Twitter Post • Edited 11 days ago



Black and Yellow Diversity Repres...  
Facebook Profile Frame • Edited 13 days ago



Putting into practice the European...  
New Twitter Post • Edited 17 days ago

Page 1 - Add page title

Page 2 - Add page title

+ Add page

# Events: Live tweeting & Moments

**EU Social** @EU\_Social · Sep 15  
Live NOW!

President [@vonderleyen](#) is delivering her 2nd State of the Union address. #SOTEU

Follow updates in the thread



**Ursula von der Leyen** @vonderleyen  
2021 State of the Union

1 14 28

Show this thread

**EU Social** @EU\_Social · Sep 15  
Higher climate ambition comes with more social ambition.

This must be a fair green transition and this is why we proposed the new Social Climate Fund to tackle the energy poverty that already 3.4 million Europeans suffer from !

- President [@vonderleyen](#), #SOTEU #EUGreenDeal



← #SOTEU 2021



**European Commission** @EU\_Commission

September 15, 2021

### #SOTEU 2021

Live with us again the best #SOTEU moments!

"Let's be inspired by Beatrice Vio. If it seems impossible - then it can be done. You can achieve whatever you believe in. That is the future of Europe. Let's make it stronger together! Viva l'Europa!"

Ursula von der Leyen

Photo via ItalyinEU  
Photo via @ItalyinEU

Share your thoughts

**Ursula von der Leyen** @vonderleyen · Sep 15  
Looking at the state of the Union, I see a strong soul in everything we do.

In the crisis of a century, we chose to go it together. As one Europe.

# Messages: connect with colleagues



- Promote your posts
- See relevant campaigns from colleagues

# Notifications

← **Nicolas SCHMIT** ✓  
5,043 Tweets

THE EUROPEAN PILLAR OF SOCIAL RIGHTS  
**ACTION PLAN**

**Nicolas SCHMIT** ✓  
@NicolasSchmitEU Follows you

Member of the European Commission in charge of Jobs and Social Rights  
[@EU\\_Social](#)  
[#VdLCommission](#)

📍 Luxembourg 🌐 [ec.europa.eu/commission/com...](#) 🗓️ Born December 10  
📅 Joined April 2012

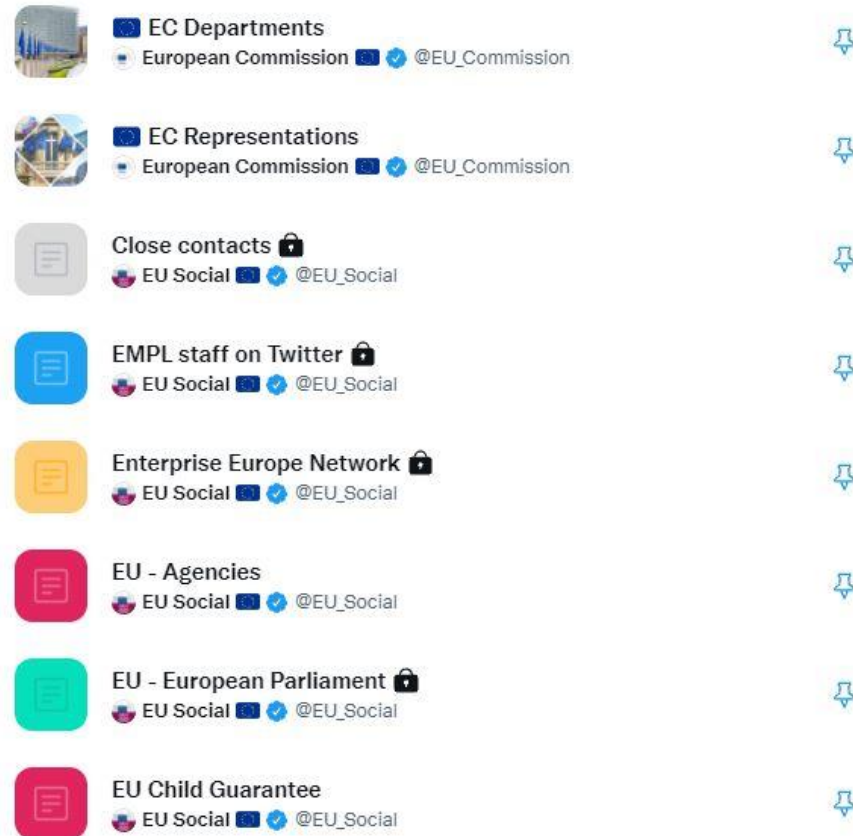
791 Following 13.9K Followers

🌐 Followed by EU Reform Support 🇵🇹, 2021Portugal.eu, and 459 others you follow

- Don't miss important tweets in your feed

# Bookmarks and lists

## Your Lists



The screenshot displays a list of eight social media lists. Each list entry includes a square icon, the list name, and the creator's profile information. Lock icons are present next to the list names 'Close contacts', 'EMPL staff on Twitter', 'Enterprise Europe Network', 'EU - Agencies', 'EU - European Parliament', and 'EU Child Guarantee'. A vertical column of blue pin icons is visible to the right of the list items.







Icon	List Name	Creator	Lock Status
	EC Departments	European Commission @EU_Commission	None
	EC Representations	European Commission @EU_Commission	None
	Close contacts	EU Social @EU_Social	Locked
	EMPL staff on Twitter	EU Social @EU_Social	Locked
	Enterprise Europe Network	EU Social @EU_Social	Locked
	EU - Agencies	EU Social @EU_Social	Locked
	EU - European Parliament	EU Social @EU_Social	Locked
	EU Child Guarantee	EU Social @EU_Social	Locked

- Public and private lists
- Topic lists
- Useful for tagging, stakeholder mapping, sending direct messages on the topic

# Twitter Media Studio

## Shared Media

Upload Media

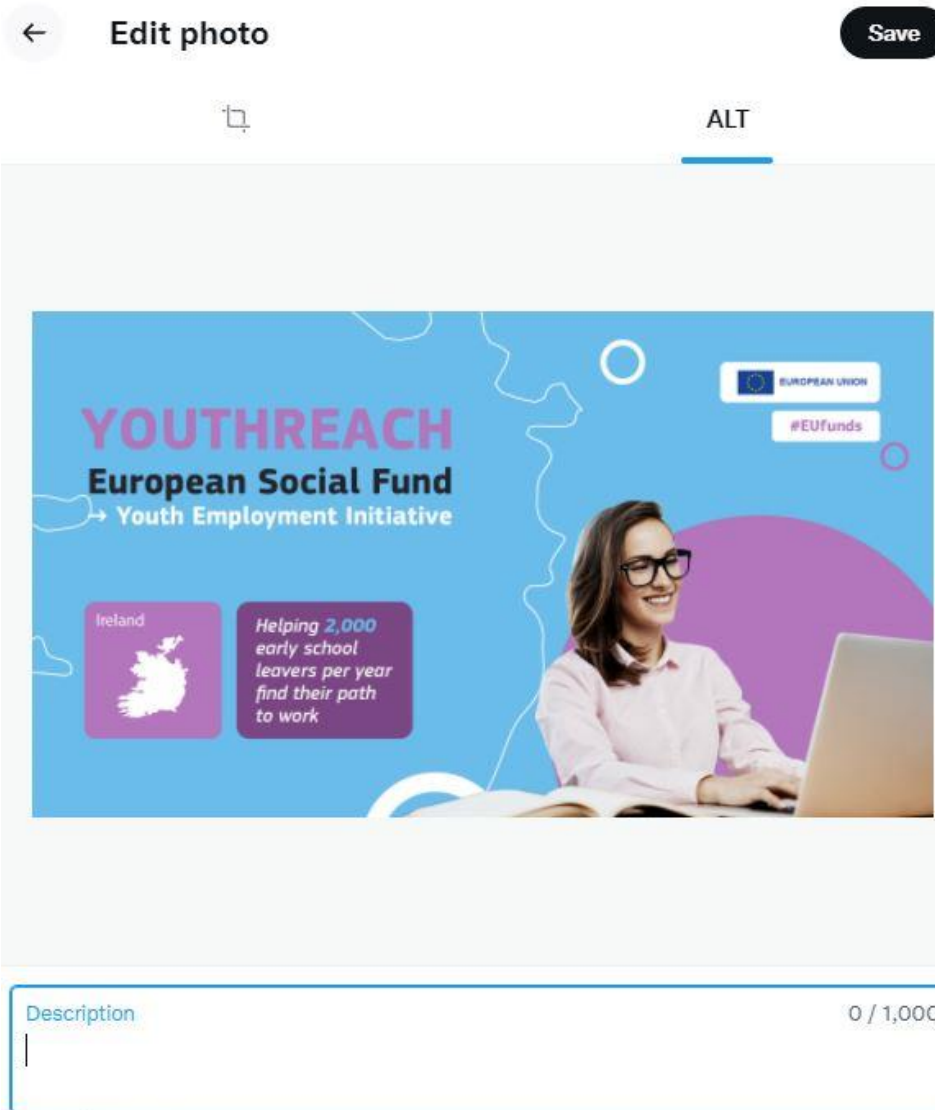
Media	Type	Shared by	
	SELFIE WBL launch - Coming soon.mp4 Sep 21, 2021 video	 EU_ScienceHub	<a href="#">Tweet</a>
	PCC_LEDNS_7C_01_TheWorldLeader... Sep 6, 2021 video	 WeThe15	<a href="#">Tweet</a>
	113 sec English safe Aug 20, 2021 video	 WeThe15	<a href="#">Tweet</a>



# Accessibility

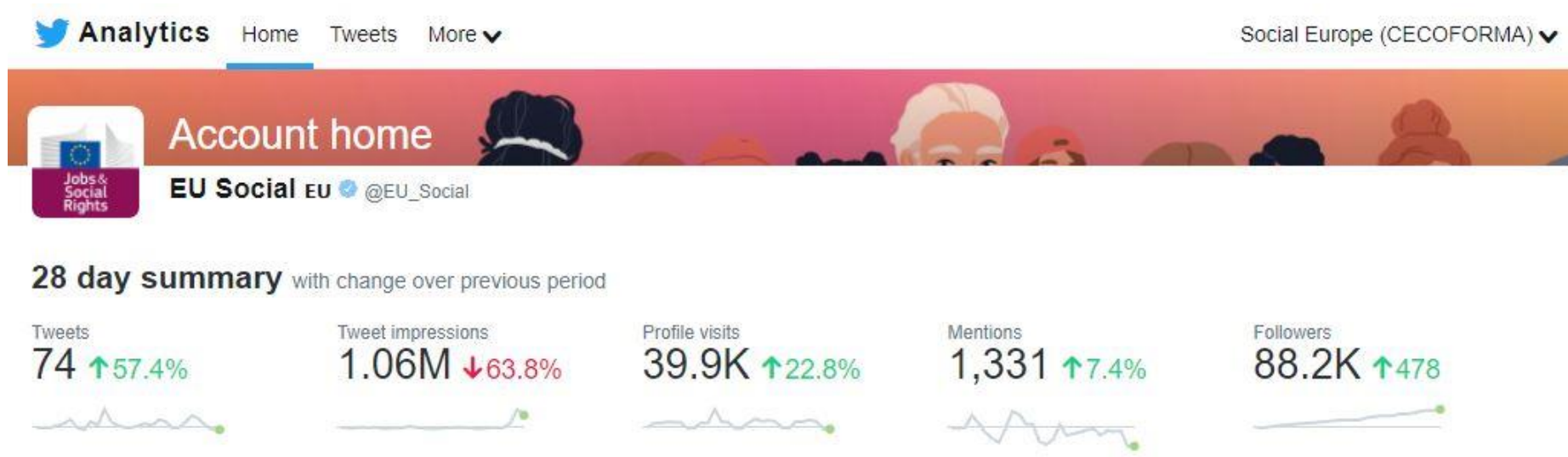


EU Commission in Ireland



What is alt text?

# Analytics

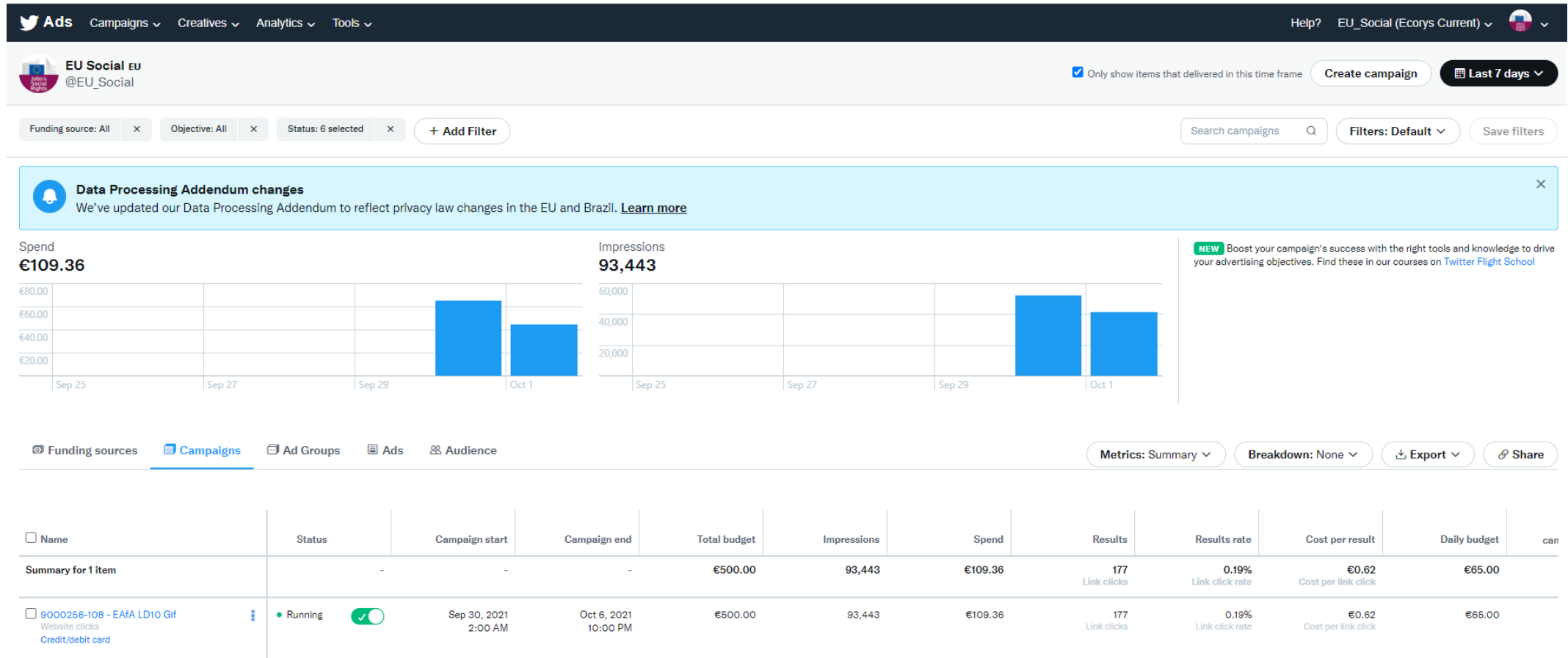


- Detailed statistics
- See the top tweets, impressions, engagement rate, likes, replies, retweets, top followers

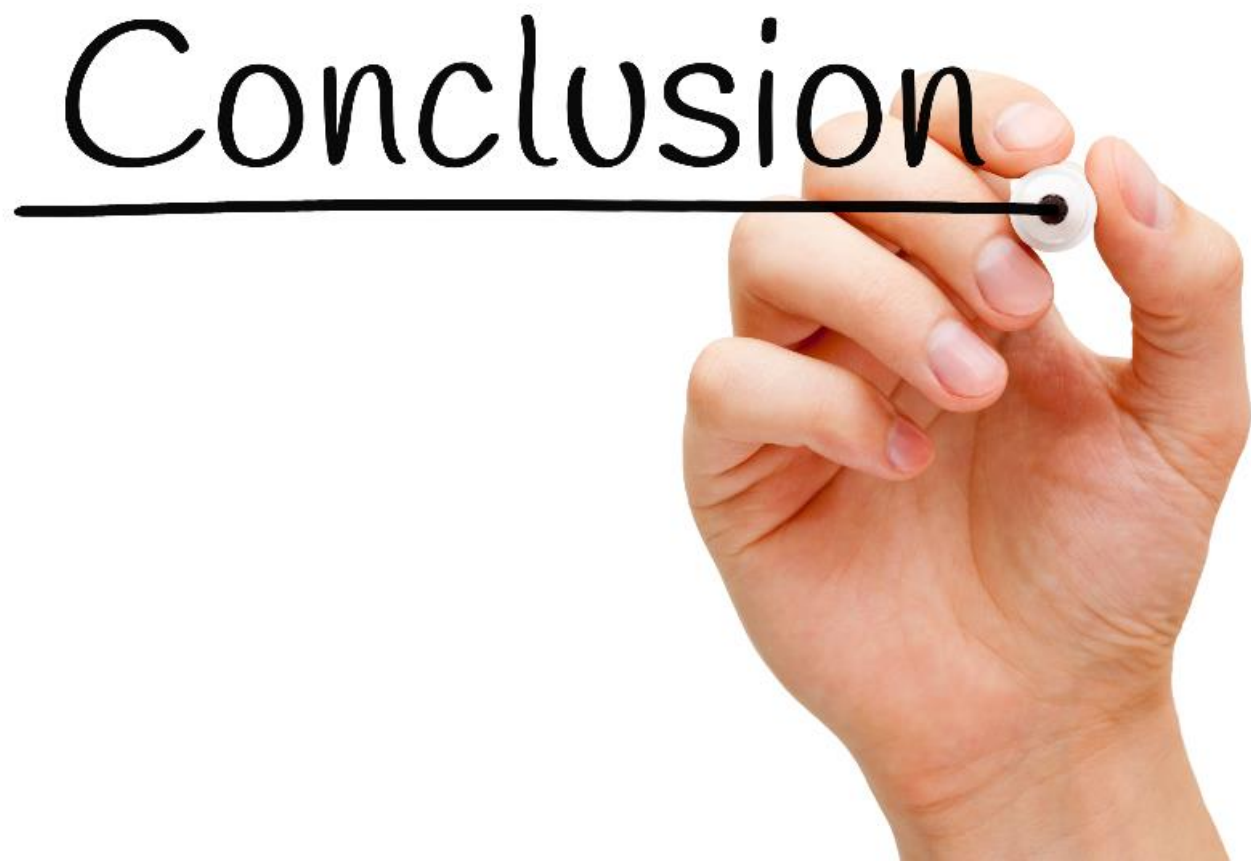
# Community management

- Being present
- Likes & retweets
- Answering comments
- Replying to messages

# Pay to be seen: Twitter ads



Conclusion

A hand holding a white marker is shown underlining the word "Conclusion" which is written in a black, sans-serif font. The hand is positioned on the right side of the word, with the marker tip touching the end of the underline.

Any questions or comments?



# Keep in touch



[ec.europa.eu/](https://ec.europa.eu/)



[europa.eu/](https://europa.eu/)



[@EU\\_Commission](https://twitter.com/EU_Commission)



[@EuropeanCommission](https://www.facebook.com/EuropeanCommission)



[europeancommission](https://www.instagram.com/europeancommission)



[European Commission](https://www.linkedin.com/company/european-commission)



[EUTube](https://www.youtube.com/EUTube)



[EU Spotify](https://open.spotify.com/EU_Spotify)

# Thank you



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: [element concerned](#), source: [e.g. Fotolia.com](#); Slide xx: [element concerned](#), source: [e.g. iStock.com](#)

