

# Communication and Social Media Strategies for EU Projects

## Course leaders:

### PATRICIA RODRÍGUEZ FORTÚN

Communication Package Corporate  
Communication Expert & EU Project Manager

MSc Corporate Communications and Development Cooperation specialist, with experience in European projects, the achievement of public and private funds, the administration of profit and non-profit organisations and the management of projects for social promotion. Working in Communication Package performing the role of corporate communications manager, business developer, project manager, quality control, administrator, event organiser, journalist, copywriter and scriptwriter for a series of advocacy campaigns for European funded projects and for the European Commission Directorate-General DEVCO. At GOPA-Cartermill she worked as Project Manager and Communication Officer on missions for the European Commission Directorate-General for Energy, DG Research and Joint Research Centre. From the Office of the Government of the Region of Valencia in Brussels she worked in communication and management of over thirty projects co-financed by the European Commission to promote innovation, competitiveness and entrepreneurship in the public and private sectors at European level. In Latin America, she worked for 10 years in the areas of Corporate Communications, Corporate Social Responsibility (CSR) and in the formulation, implementation and evaluation of local and rural development projects, having completed a specialization in Administration and Local Management at the University of Alcalá de Henares, Madrid.

### PHILIPPE SCHIFFLERS

Online Marketing Consultant, Community  
Manager & Coach

As an Online Marketer and Community Manager, Philippe has helped customers build an online presence by communicating better with their audiences, developing social media strategies, and implementing communication plans. These efforts meant for customers an improved reputation, becoming an authority in their industries, and gaining and retaining new customers. Even though navigating through the Web sphere can be a challenging task, Philippe has helped companies communicate effectively on the web by setting up tailored solutions through a broad range of channels such as Blogs, Newsletters, and Social Networks, and using key tools like metrics, social media platforms, and news feed aggregators, just to mention a few. He has also advised and trained Community Managers inside companies like Hablando de Empleo, Instituto de Finanzas y Empresas, and Marathon Running Tips, with additional projects currently being developed. His collaboration inside Communication Package helped in the development and fine tuning of important Websites and Platforms such as Hepcom, as well as other ongoing projects.

## Day 1

by Patricia Rodríguez Fortún

10 Successful tips for disseminating EU projects

09:00 - 10:30

- Welcome
- 10 Successful tips for disseminating EU Projects
- Practical session: How to define your EU project message clearly?
  - Building-up a clear message – Working in groups
  - Presentation and discussion
  - Evaluation and conclusions

10:30 - 11:00

Coffe Break

11:00 - 12:30

Practical Session: Infographics for EU projects

- Infographics building
- Presentation and discussion
- Evaluation and conclusions

12:30 - 13:30

Coffe Break

13:30 - 15:00

Practical Session: Tips for producing high-quality short videos and animated stories for EU projects

- Story board building
- Presentation and discussion
- Evaluation and conclusions

15:00 - 15:30

Coffe Break

15:30 - 17:00

- Planning and managing your EU communication campaign in a smart way
- Questions & answers
- Remarks & conclusions

# Day 2

by Philippe Schifflers  
Shaping the Social Media Strategy for your EU Projects

09:00 - 10:30

- How to draft the social media strategy of your EU Project?
- Tools for Community Management
- Facebook for EU Projects:
  - Marketing rules and best practices
  - Producing statistics
  - Successful cases

10:30 - 11:00

Coffee Break

11:00 - 12:30

- Key players in your industry:
  - Who they are
  - How to get in touch
- Twitter for EU Projects:
  - Marketing rules and best practices
  - Producing statistics
  - Successful cases

12:30 - 13:30

Lunch Break

13:30 - 15:00

- LinkedIn for EU Projects:
  - Marketing rules and best practices
  - Producing statistics
  - Successful cases
- YouTube for EU Projects:
  - Marketing rules and best practices
  - Producing statistics
  - Successful cases
- Questions and answers

15:00 - 15:30

Coffe Break

15:30 - 17:00

- Practical Session: Working on your own EU project's social networks
- Questions & answers
- Conclusions

**Venue:** • Science14 Atrium, Rue de La Science 14b (Brussels)  
• Regional Office of Lodzkie in Brussels,  
Square Marie-Louise 2 (Brussels)



*for education and social research*

## European Academy for Education and social research

is an institution addressed at developing a better Europe through the knowledge sharing and a research based use of the Information and Communication Technologies. The European Academy for education and social Research achieves its education aim through the European Projects Academy. The social research, instead, is conducted through the My Europa platform that is based on the results of a research project of the European Projects Association.

The European Projects Academy is an educational programme created by the European Academy for Education and Social Research in collaboration with the European Projects Association. The courses are tailored to provide a collaborative and stimulating environment for leaning through in-class lectures, case studies and workshops led by professors, project managers, consultants and European affair advisors. Each course also includes individual work on My Europa platform ([www.my-europa.eu](http://www.my-europa.eu)), that is a web-based lifelong eLearning platform designed to develop European projects. The My Europa platform fosters the use of the Information and Communication Technologies in order to create a new generation of professionals able to use the European funds more efficiently, enhancing the absorption capacity of the involved stakeholders and lowering the overall costs of the entire lifecycle of European projects.

## European Projects Association (EPA)

is a politically independent nonprofit organization focused on research and development, innovation and internationalization of good practices in European Projects. The use of innovative information and communication technologies is a distinctive characteristic of this leading cooperation network dedicated to the European projects stakeholders. EPA supports the goals of organizations, experts and individuals with a complete set of ICT tools on My Europa platform and services that foster development, effective implementation and efficient dissemination of EU projects. EPA is a recognized innovative actor at the European level as a point in which knowledge and experience meet to create an ideal multimedia environment for the development of European projects.



Informo association is a non-profit organization working to encourage employment through various forms of education, organization of seminars and consultations. As a non-profit organization, Informo acts with an aim to improve the life conditions of the Croatian citizens in various areas with a special attention to the youth and the unemployed. In addition, Informo performs consultations in regards to preparation and implementation of projects which apply for national and international funding (EU, UN, and others) and the implementation and evaluation of projects financed by EU funds, providing information services on the EU options, and other consulting services.

