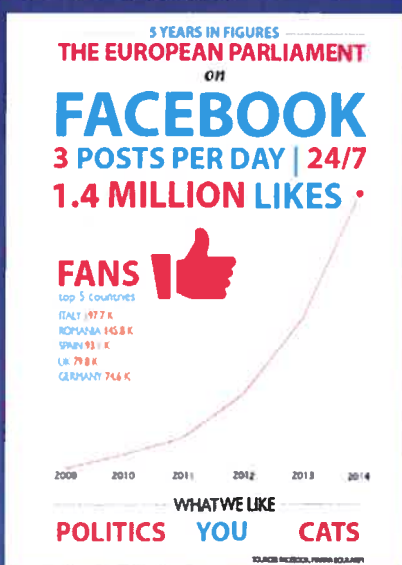


facebook.

The European Parliament Using Facebook to foster new forms of political engagement & openness



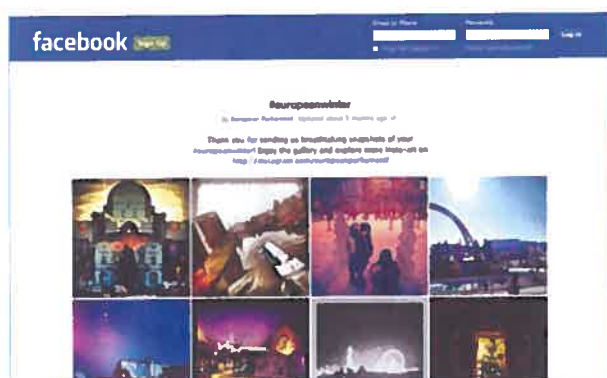
The European Parliament is the only elected European Union institution. Collectively, Members of the European Parliament (MEPs) represent 28 member states, 24 languages, and more than 500 million Europeans. MEPs are responsible for debating and voting on European laws and ensuring accountability among European Union member states. The European Parliament was founded in 1958 and the first direct European elections were held in 1979. Thirty years after those first elections, the European Parliament joined Facebook. Its Brussels-based communications team has never looked back. Within five years, the Facebook page has reached more than 1.4 million likes. It continues to play an increasing role in hosting, encouraging, and facilitating pan-European political debate.

<https://www.facebook.com/europeanparliament>

Top 5 Tips from the European Parliament

1. Encourage fans to be content creators

The European Parliament's Social Media team makes it a priority to showcase the perspectives of their fans on their Page. Fan-generated content is a great way to engage your audience and create a real sense of community, no matter where people live or what language they speak. In fact, only 3% of European Parliament Facebook page fans come from Belgium so the team found it necessary to find ways to engage with people from all 28 member states. Campaigns, such as those encouraging people to submit photos with a specific hashtag on Facebook or Instagram, enable the EP to compile lively, informative, and popular content from across the varied geographies, cultures, and languages of the EU. For the #europeanspring campaign, 254 photos were submitted and the initial post and gallery published afterwards got 5,510 interactions (likes, shares, and comments). People today value interacting directly with the institutions in the news they read, and this trend plays out every day on the EP Facebook page.



2. Pay close attention to Page Insights

Insights are incredibly valuable for understanding what kind of content works best on a Facebook Page. Once you have 30 fans, Insights can be used to see metrics about the performance of your Page, learn which posts your audience engages with the most, and optimize how you publish to reach more people. The European Parliament Social Media team also uses Insights to experiment with different post content and styles, and times of day to publish. For instance, on Facebook we find that most people are on the platform from 9pm to 10pm. To reach fans on evenings and weekends, ensure you are using the Scheduled Posts feature.

3. Don't be afraid of mixing the serious with the lighthearted

It is often tempting as an administrator to take politics too seriously, or to offend by poking fun at serious topics. Striking the right tone on your Page is important. Fans will desire to debate critical topics on your Page, but being too serious all the time can dehumanize the page. The European Parliament actively alternates their content between heavier topics and lighthearted features, such as photos showcasing local architecture accompanied by a short caption. Most recently, they created a playlist on Spotify for World Health Day (<http://open.spotify.com/user/1138287535/playlist/2r1ioj56MsvbNyfXqLmGZq>) and chose a comical image to accompany their breaking-news post about the expansion of the Erasmus program, which has been their most popular post to date with over 24,500 likes. (<https://www.facebook.com/photo.php?fbid=10152509958580107&set=a.188069385106.246713.178362315106&type=1&theater>).

4. Get on Instagram

The European Parliament began using Instagram two years ago. Instagram is easy to use and offers a way to both share to their Facebook page but also reach a completely different community on Instagram. The European Parliament Social Media team suggests accompanying every post to their Facebook Page with a photo and Instagram can be a useful tool for taking those images. The European Parliament's album, The Parliament Through Your Eyes <https://www.facebook.com/media/set/?set=a.10152444057555107.930162.178362315106&type=3> is a great example of how these photos can be published and promoted across multiple channels and draw on the experiences of fans.

5. Start a conversation by hosting Question & Answer sessions with key leadership

What is a Facebook Q&A?

- A Facebook Q&A is an easy way for you to engage with your audience directly from your Page.
- Your audience will ask you questions in the comments below your Q&A post.
- Questions that you answer will appear higher in the comments so your audience can easily follow along.

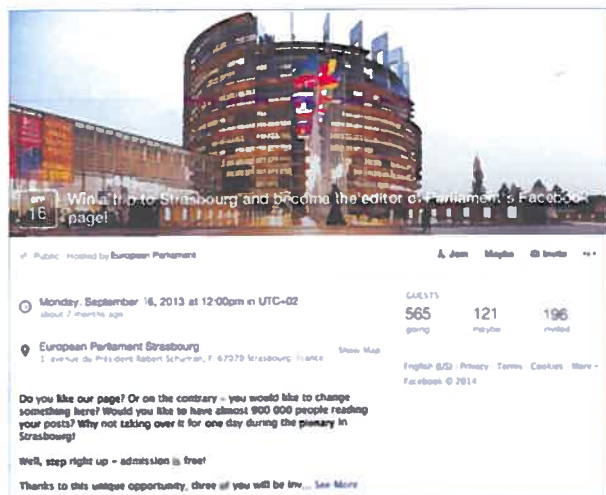
Why do a Q&A?

- A Question & Answer session on Facebook offers fans the rare opportunity to interact directly with their elected officials, and gives politicians time to hear from citizens.
- The Facebook Q & A changes the very face of politics. Members of the European Parliament report having a much better understanding of the interests and concerns of their citizens after these short, simple sessions.
- To date, 51 MEPs have participated in chats on the European Parliament's page, with around 200 citizens engaging in each chat.

Spotlight

Focus: Editor for a Day Competition

What can you do to ensure that people have a steady stream of reasons to come back to Facebook? Create a series of events that give fans special access to institutions and senior leadership. The European Parliament hosted a series of Editor-for-a-Day competitions where winners are invited to serve as Editor of the European Parliament Facebook Page for a day. The three winners of the first competition interviewed European Parliament President Martin Schulz. Over 2,354 people entered the contest, and the first place winner garnered 8,094 votes. The winners hailed from Spain, Italy, and Cyprus.



Focus: Advertise

How do you best promote your Page content and attract new fans? Maximize the delivery of your message in News Feed. Reaching people at an exponentially higher rate than your fan base is possible on Facebook when you use paid distribution to reach all of the people who matter to you. With more than 500 million European citizens on Facebook, paid promotion has enabled the European Parliament social media team to reach millions more people than they would have otherwise by simply relying on organic News Feed distribution. Advertising has helped Parliament bring focus to elections, its work, and products that might be of interest to the broadest possible public audience.

Quick Links:

Advertise on Facebook: <https://www.facebook.com/ads/create/>

Facebook for Business: <https://www.facebook.com/FacebookMarketingUK>



We are here to foster dialogue and debate between politicians and citizens; to create platforms for them to meet. In these challenging times when traditional political engagement is plummeting, we are trying to maintain the link between politics and civil society and foster new forms of political engagement.

Jaume Duch, European Parliament spokesman and Director for Media

Lessons Learned

Be Flexible: Ensure your policies allow for a strategy that can adapt to change

Facebook's products and features are constantly changing to keep pace with innovative technologies and people's communications needs. Likewise, your own Facebook audience will evolve as your presence on Facebook grows and changes. Ensure that you have policies in place that allow your organization to be agile. The European Parliament's social media Moderation Policy, for example, was built to keep pace with the times:



Be Responsive: Don't lose sight of the conversation, even in times of crisis

So how does a social media team build a truly effective Page? According to the European Parliament, never treat it as a 9-5 job. Facebook in many ways mirrors the real world. It is a conversational medium. Even in times of crisis, challenge yourself to participate in the conversation by updating fans honestly and openly about the situation.



Be Empowering

Empower your staff to be creative. Learn to trust your team to develop the Page's content strategy over time. The European Parliament's #MEP4Objects series, in which MEPs are filmed in a brief video discussing four objects from their offices, was pitched internally by two members of staff—a videographer and infographics designer. The series turned out to be a refreshing exercise in transparency. Since then, a number of MEPs have volunteered to participate. Building a strong relationship between administrators and staff is crucial for the Page's success.



"Last night the Parliament's Facebook page was massively spammed with comments in support of Syrian President Bashar al-Assad and his government... Our users are of course free to express their views on the page, but we cannot accept this form of spamming attack and have therefore begun to cancel the comments and ban those users who posted dozens of repeat comments under multiple posts."

Maintaining this link between MEPs and citizens is a two-way process. Besides communicating towards the citizens, we are also encouraging MEPs to use our platforms by commenting, answering the citizens' questions, promoting their views in the political debate.

Thibault Lesénécal, head of Web Communication Unit, European Parliament.



FACEBOOK LIVE: Boas práticas

Com o Facebook Live, você pode criar uma conexão pessoal e imediata com seu público. Veja algumas ideias e dicas para criar vídeos ao vivo no Facebook.

PERGUNTAS E RESPOSTAS AO VIVO

- Enquanto aguarda as perguntas, fale sobre os assuntos que você quer discutir. Procure assuntos em destaque no Facebook para trazer à conversa.
- Avise aos participantes quando for responder às duas últimas perguntas, assim eles saberão que seu vídeo ao vivo está quase acabando.
- Considere fazer sessões de perguntas e respostas sempre no mesmo dia ou horário, para criar o hábito no seu público.
- Peça com antecedência perguntas ou sugestões de assuntos em todos os seus perfis em redes sociais.
- Faça alguma atividade, como cozinhar, enquanto responde às perguntas e convide seus amigos para participar.

PLATEIA AO VIVO*

Crie uma incrível experiência de plateia coletiva com o Facebook Live compartilhando suas percepções e reações durante eventos importantes, como:

- Debates presidenciais
- Shows de premiação (Oscar, Grammy, Globo de Ouro etc.)
- Eventos esportivos
- Grandes estreias e finais de temporadas de programas como *Game of Thrones*, novelas etc.

Lembre-se: seu público poderá estar assistindo em fusos horários diferentes, então cuidado com spoilers e revelações antes da hora para não ser um estraga prazeres.

UMA ESPIADINHA

Mostre ao público momentos autênticos da sua vida cotidiana.

- DIA DE TREINAMENTO: mostre ao vivo sua rotina de exercícios.
- A GRANDE REVELAÇÃO: use o Facebook Live para revelar acontecimentos marcantes da sua vida, seu trabalho ou sua cidade.
- PÉ NA ESTRADA: responda a perguntas enquanto estiver em trânsito, do carro, como carona, ou do aeroporto.
- BASTIDORES DO INSTAGRAM: explique a história por trás dos seus programas favoritos ou mais populares.

CRIE SUA PRÓPRIA SÉRIE AO VIVO NO FACEBOOK

- ANÁLISE INSTANTÂNEA: apresente comentários e reações ao vivo às notícias de última hora ou compartilhe um dia interessante em sua vida.
- COLETIVA DE IMPRENSA PESSOAL: use o Facebook Live para controlar a mensagem quando quiser fazer um anúncio importante.
- A GRANDE ENTREVISTA*: adiante em primeira mão aos seus fãs trechos uma de entrevista que você dará, transmitindo uma parte ao vivo para gerar expectativa sobre o material completo.
- CONHEÇA MEUS AMIGOS: apresente pessoas importantes da sua vida pessoal ou profissional, faça breves entrevistas ou permita que assumam seu vídeo ao vivo.
- CONHEÇA MEU ANIMAL DE ESTIMAÇÃO: permita que as pessoas conheçam e interajam com os animais que você adora.
- DIVIRTA-SE COM O PÚBLICO: aceite um desafio proposto pelos fãs e mostre tudo ao vivo em uma hora marcada, ou inverta os papéis e faça você as perguntas para o público.
- AULA MASTER: revele um pouco sobre como você se prepara para seu trabalho, dando dicas ao vivo sobre aquilo que você faz melhor.
- PRIMEIRAS LEITURAS: use o Facebook Live para oferecer a primeira leitura de um novo artigo ou livro.

*OBSERVAÇÃO: verifique se o seu vídeo ao vivo está em conformidade com a Declaração de Direitos e Responsabilidades do Facebook, que se aplica a todo o conteúdo que você enviar para ou por meio do Facebook. Isso inclui somente conteúdo transmitido de sua propriedade ou de cujos direitos você detém o total controle (ou obtiver todas as licenças e permissões necessárias para tais direitos), globalmente, inclusive direitos de todas as gravações de áudio ou composições musicais incluídos no vídeo e quaisquer apresentações incluídas. Faça com que a câmera permaneça em você e nunca transmita um evento em andamento, inclusive o que estiver em um palco, campo ou em qualquer tela.

