

European Health
and Digital Executive Agency
(HaDEA)

Social media guide

| For EU-funded
| projects



Why social media?

Social media provides you with 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. This guide will give you some tips on how to make the most out of these platforms!

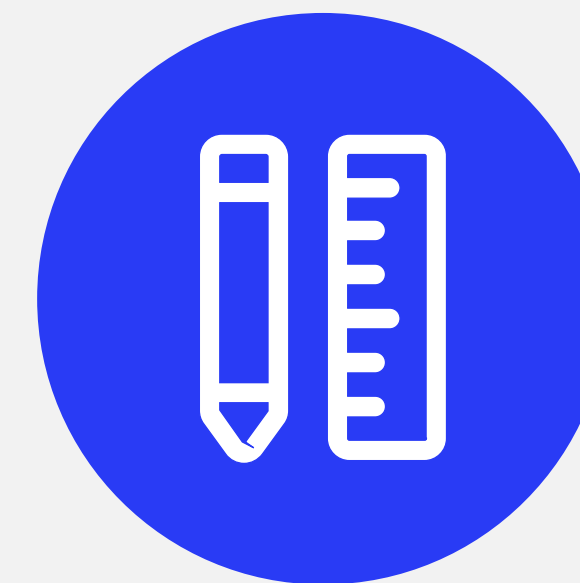
Develop a social media strategy

Having a social media strategy will help you **maximise impact** of your **project activities and successes**.

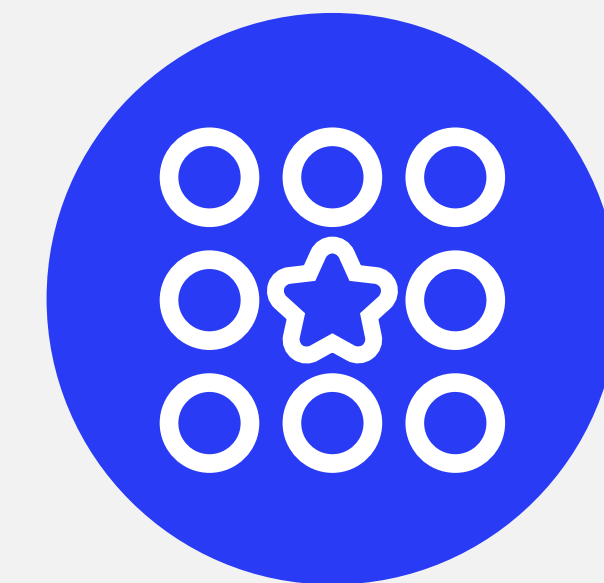
You should identify and decide on:



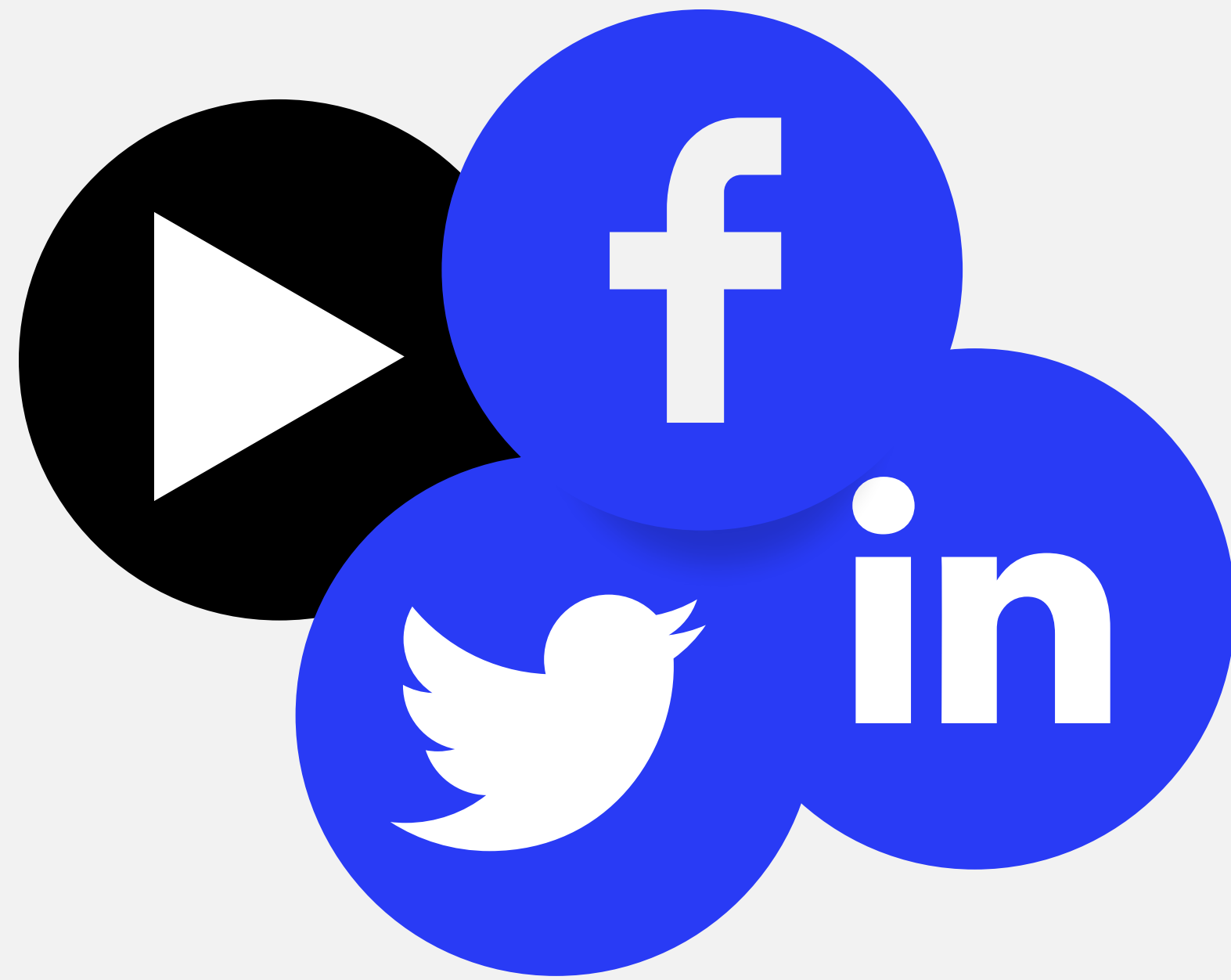
Goals



**Measurable
objectives**



**Specific
outcomes**



Decide on your social media channels

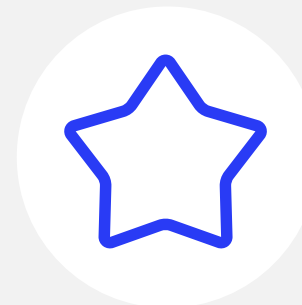
Create your social media channels based on the media consumption of **your target audiences**.

HaDEA is currently on **Twitter** and **LinkedIn** but there are several other social media platforms that you could use, depending on your social media strategy (Facebook, Instagram...).

Identify your communication opportunities



Major deliverables

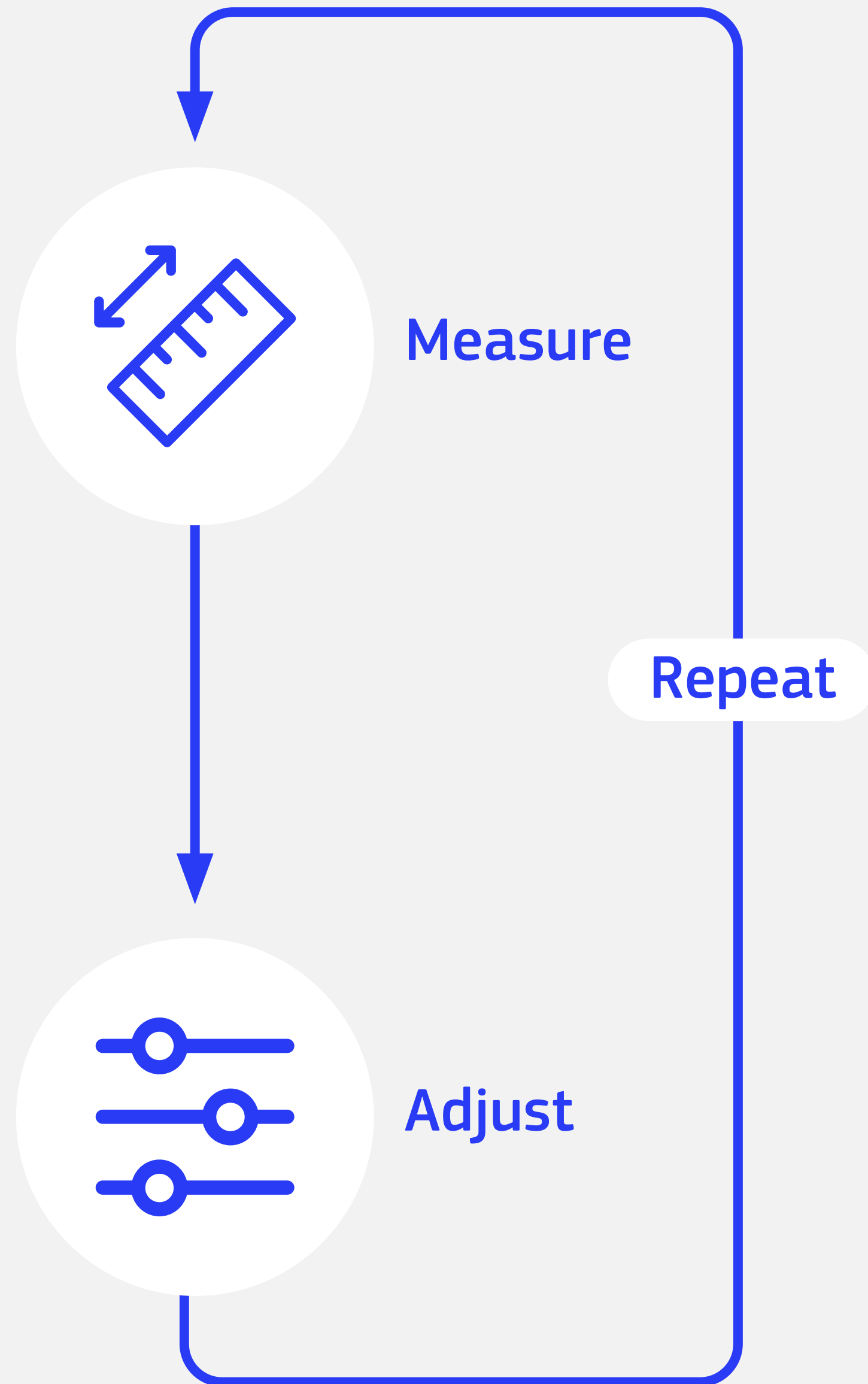


Events and awards



Success stories

Promote your project's **results** and **achievements**, not project process (e.g. work packages). Use a **hook** such as international days, major events, etc.

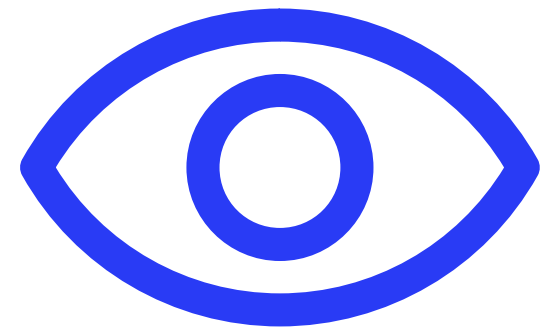


Measure your success

Use your **statistics** for social media optimisation. But which are the right metrics?

It depends 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.

Factors that can influence the performance of your posts



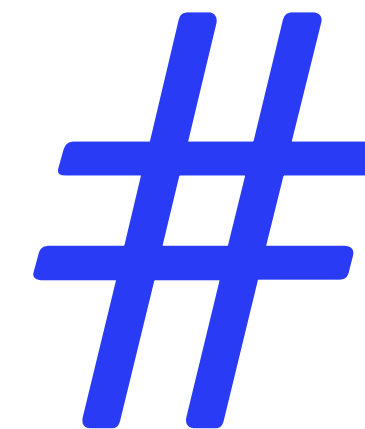
Quality and style of **visuals**



Posting time: keep an eye on what are the best times to post on each platform.



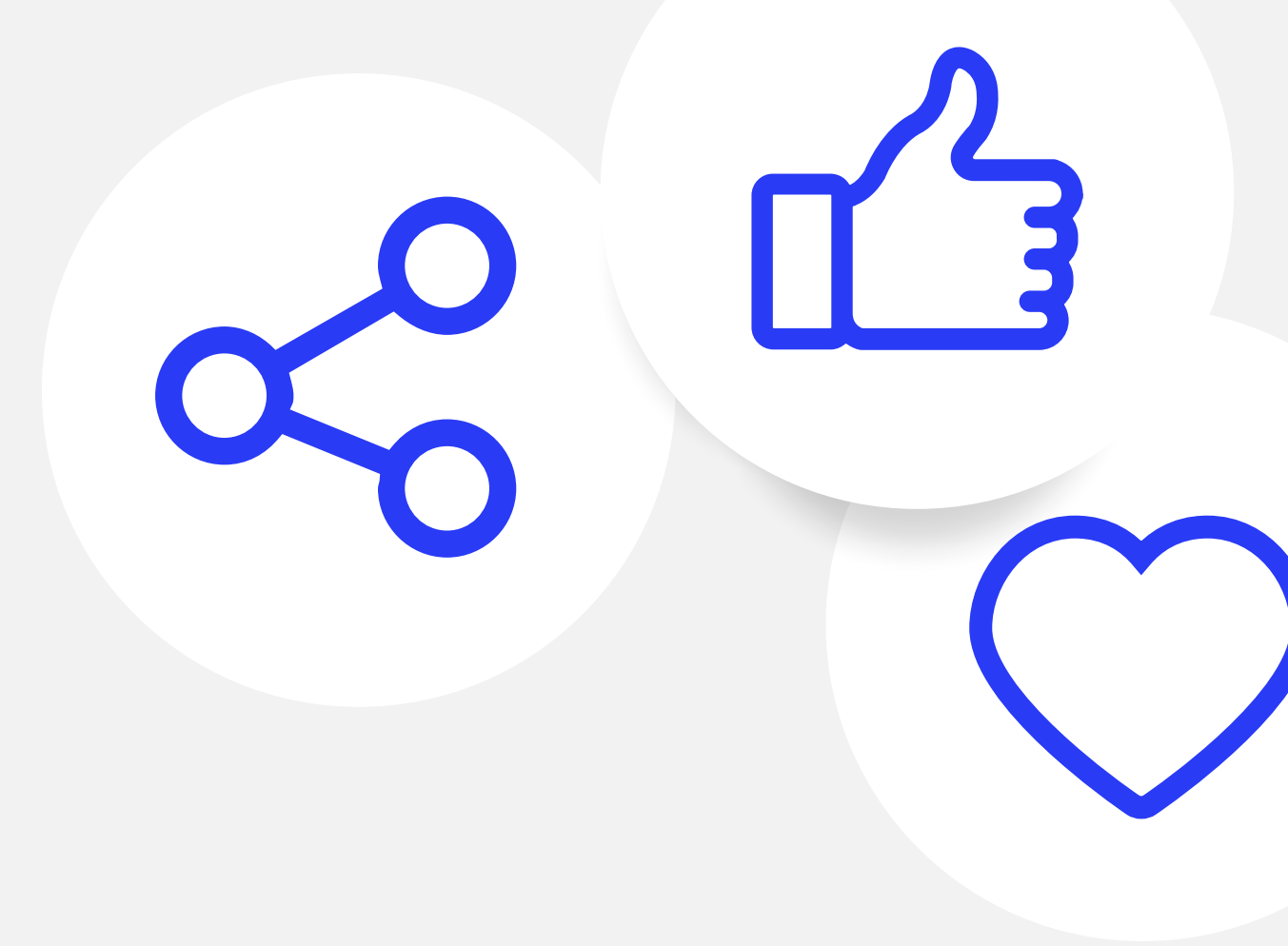
Tagging: tagging relevant accounts in your posts can amplify the reach and interaction



Hook: using a hook such as an international day and its correspondent hashtags can also widen the reach of your message

Increase the reach of your posts

- **Plan** your monthly social media presence
- Create a **hashtag** for your project and use it in all your posts combined with the respective hashtag of the programme which funded your project: **#HorizonEU #H2020 #Horizon2020**
- Use a **clear message, easy language** (avoid jargon and technical language)
- Always include **images** or **videos** for better performance
- Include a **link to your website**
- Keep your account **up to date** and consider **live tweets** of your events
- Engage with other **relevant accounts**
- Don't forget to mention **HaDEA** in your posts on **Twitter** and **LinkedIn**.



Interact with us!



Twitter: @EU_HaDEA



LinkedIn: European Health and Digital Executive Agency