

Social Media Guidebook – rescEU

INTRODUCTION

This guidebook is designed to help stakeholders organise their social media plan for the #rescEU campaign. You will find some valuable advice on how the materials provided in the campaign's toolkit can be used to create your social media posts for multiple platforms such as Facebook and Instagram.

The aim of this campaign is to showcase the work of first responders, civil protection officers and emergency personnel in the field and the work they do for Europeans.

STEPS TO FOLLOW

1. KNOWING YOUR AUDIENCE

Always keep in mind the people you are talking to. The #rescEU campaign is aimed at European citizens who are not always aware of what role you and the EU plays in case of an emergency or a natural disaster. You will have to ensure that you communicate in an appropriate way for the audience you are targeting through your social media post.

Additionally, always remember the purpose of the campaign and the message you're trying to get across to your audience. The purpose of the campaign is to make citizens aware of what the EU does in case of disasters such as forest fires, floods, earthquakes, etc.

2. USE APPROPRIATE HASHTAGS

In the example posts below we use precise hashtag (#). You should always use it, whatever the language you're writing in on your social media account. They are, indeed, the official hashtags of the campaign, so please make sure to use them.

- ▶ [#rescEU](#)

3. THE RIGHT ANSWER TO NEGATIVE REACTIONS

You cannot please everyone. You will sometimes receive some negative comments, it is important to respond in an appropriate way. A way that will give you the opportunity to better explain your point of view, your message and, let's hope, influence the person you are speaking to in the right way.

Appropriate, inoffensive language will have to be used in order to do that, you will also have to show respect for others' opinions. It is always enriching to have a debate and discussion!

Some key take-aways for that are:

- ▶ To be accurate
- ▶ To double-check your sources and information
- ▶ To keep to the topic of discussion
- ▶ To use rational arguments
- ▶ To avoid using a defensive or aggressive tone

4. USE ALL THE MATERIAL PROVIDED

This guidebook includes various examples of social media posts or visuals for you to use. We encourage you to mix and match the posts to the GIFs and videos included, to create different designs for your social media channels. **Why?** To ensure your posts are varied and efficient.

You will find all the materials in your local language on the **Prezly newsroom** that was shared with you by email.

Be careful to check that the visuals you choose match what you write on your post. For example, don't mix visuals for 'Civil Protection' with a text about 'Forest Fires'.

FACEBOOK AND INSTAGRAM



1. PROPOSED GIF POST

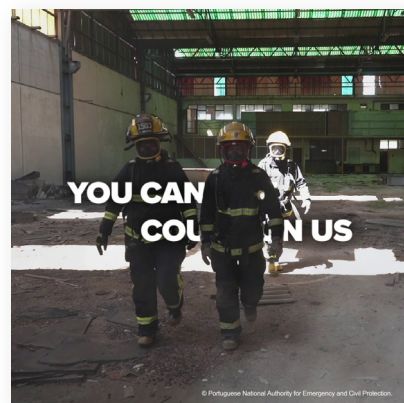
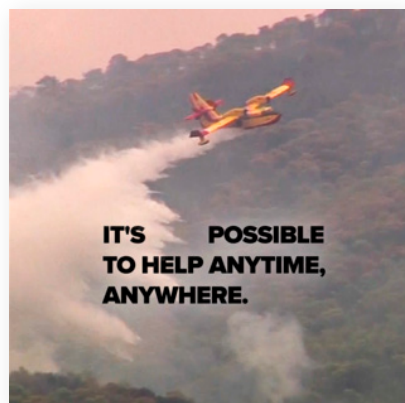
In the rescEU campaign, you will find several GIFs (static video) that are very powerful to spread a message to your audience. They are the perfect way to entice your followers and the square format makes them look better on mobile devices.



GIF of the 'Forest Fires' & GIF of the 'Civil Protection'

2. PROPOSED VIDEO POST

The impact of the videos is different, but just as powerful. The audience's attention is more drawn to the image than to the message. But the image is mysterious and leads to the message. Similarly to the GIF, the square format makes the videos look good across various platforms.



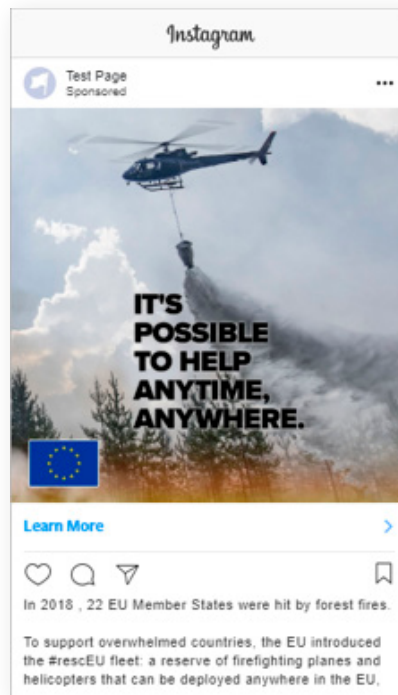
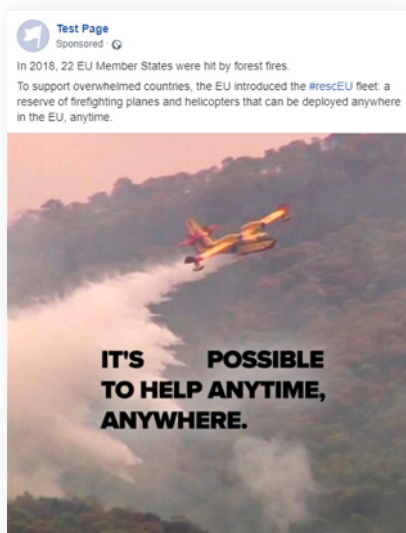
Video of the 'Forest Fires' & GIF of the 'Civil Protection'

Always upload your videos directly on Facebook rather than linking to YouTube videos. **Why?** Because the platform gives the priority to native content (content posted directly on the platform), so your post will be more likely to appear at the top of your audience's feed. Also, a native video starts playing automatically when a user scrolls through your post.

3. EXAMPLE OF TEXT FOR YOUR POSTS

► FOR 'FOREST FIRES'

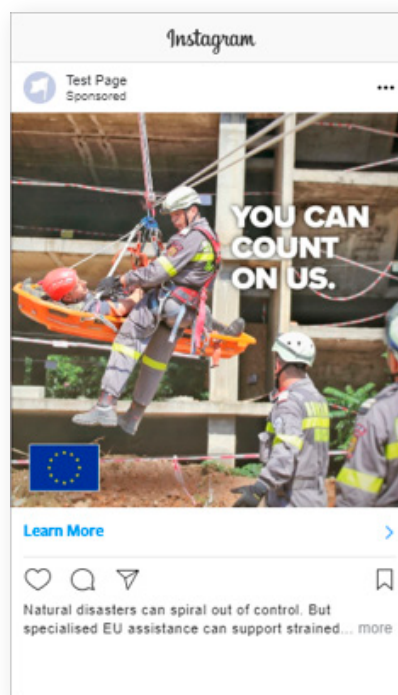
In 2018, 22 EU Member States were hit by forest fires. To support overwhelmed countries, the EU introduced the #rescEU fleet: a reserve of firefighting planes and helicopters that can be deployed anywhere in the EU, anytime.



Facebook video post & Instagram GIF post

► FOR 'CIVIL PROTECTION'

Natural disasters can spiral out of control. But specialised EU assistance can support strained national resources by helping prevent, prepare and respond to crises. Together they can save lives.



Facebook video post & Instagram GIF post

4. USING FACTOGRAPHS ON SOCIAL MEDIA

A factograph is an interesting statistic or fact chosen and presented in an accessible way.

It can be easily and quickly understood by your audience. This is done, for example, by finding a tangible comparison or by visually showing the evolution/progress of a particular action. The factograph will be used as an accompanying tool to reinforce the information and messages found in the other elements of the toolkit by providing figures or facts that act as concrete examples or proof points.

It should not necessarily be accompanied by text for your social media post because all the important information is present on the visual. However, you can add a link to your website or newsletter containing factsheets and backgrounders for more in-depth information.



Example of a factograph

5. USING THE BACKGROUNDER, INFOGRAPHIC AND FACTSHEETS¹

The backgrounder, the infographic and the factsheets should not be posted as such on Social Media. They are sources of information for you and your audience and tools to verify all the information you are using. The best way to use them is to upload them on your website and to then share the link to them with your audience through your social media posts.



Example of backgrounder

1 The backgrounder, factsheets, key visuals and infographic can also be used as offline communication such as print documentation during events, meetings, presentations, etc.