



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!





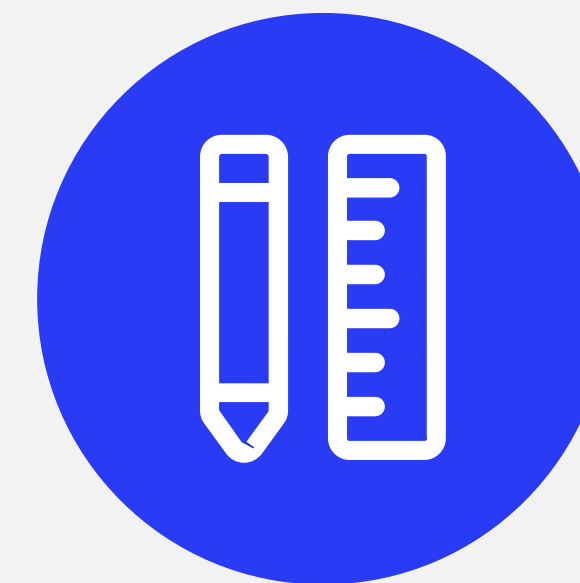
## Develop a social media strategy

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

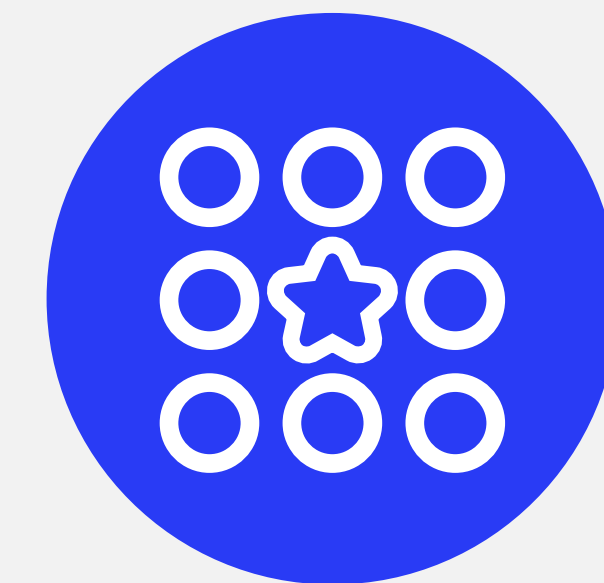
You should identify and decide on:



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



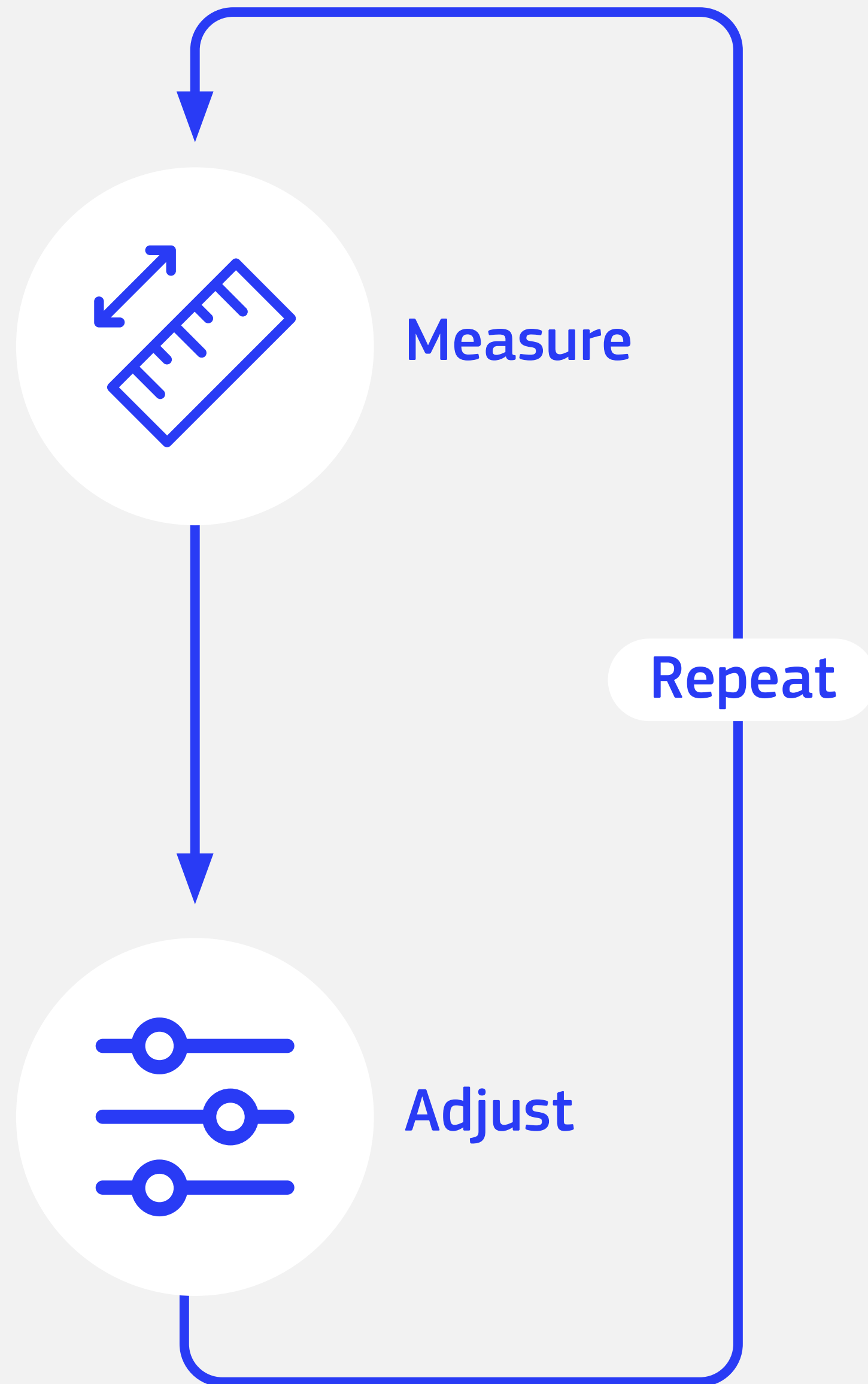
Events and awards



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.



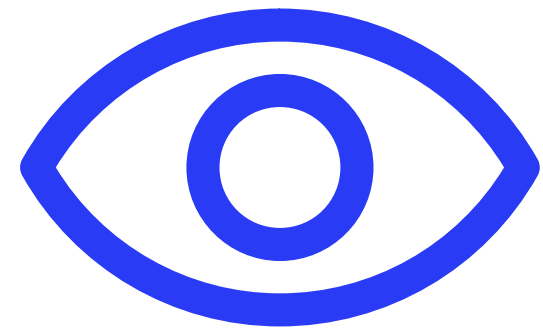


## Measure your success

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



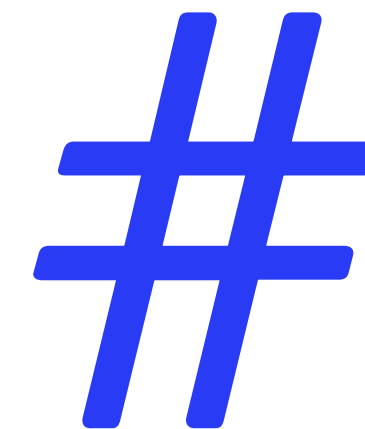
Quality and style of **visuals**



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



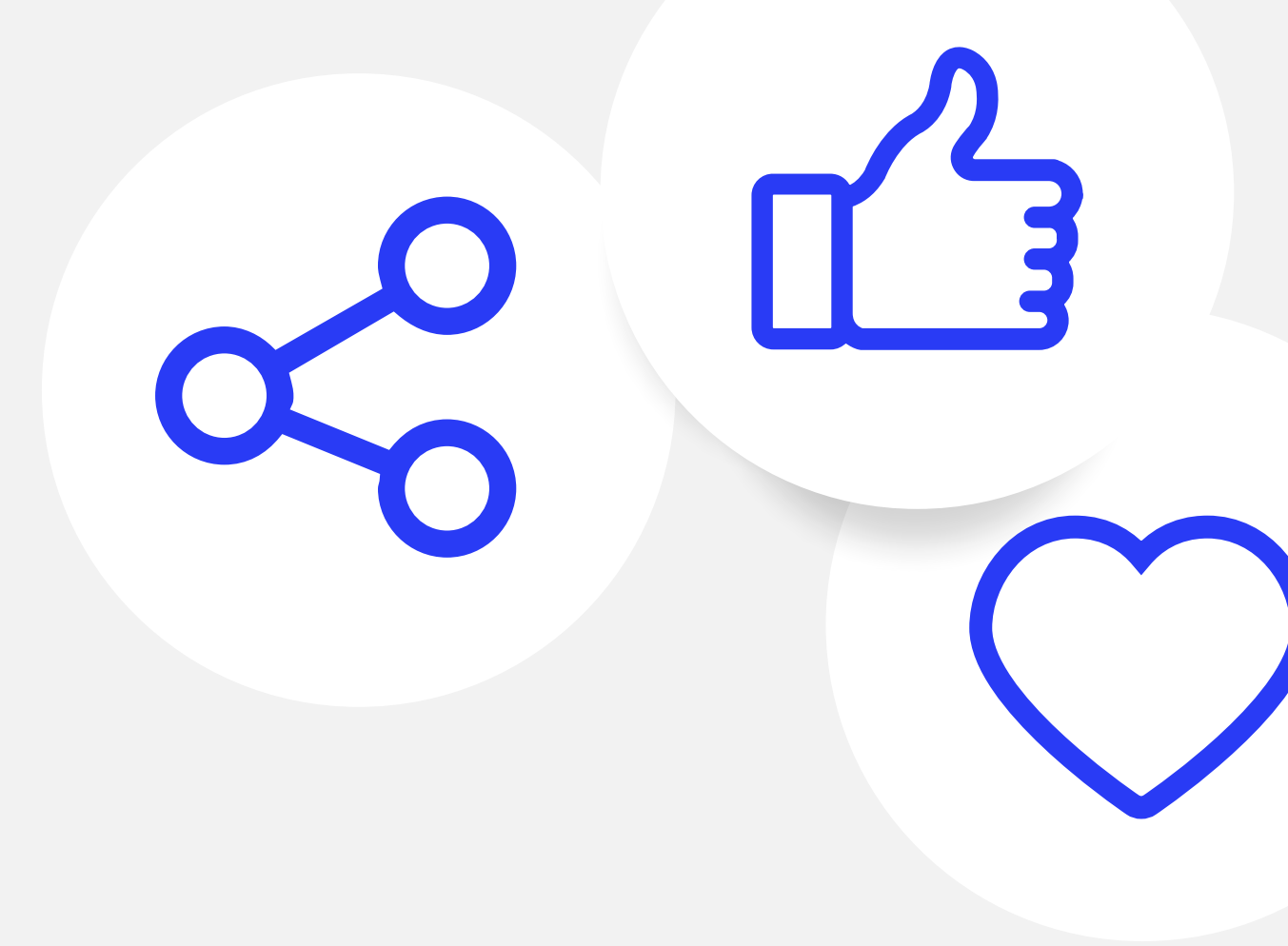
**Tagging:** tagging relevant accounts in your posts can amplify the reach and interaction



**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