

**Is social media helping to make news local?**

REGIONE  
ABRUZZO



**abruzzelles**®  
Abruzzo EU Office



**Abruzzo in Europe  
Avenue Louise, 210 1050 - Brussels**





## Where we are from





## Population



- Surface 10.794 kmq
- 1.335.000 inhabitants
- Density 123 inhab/kmq
- 4 Provinces
- 305 Municipalities
  - L'Aquila (Capital) 108
  - Pescara 46
  - Teramo 47
  - Chieti 104



## What we do

- **Representing**
- **Advise**
- **Monitoring**
- **Lobby**
- **Promotion**
- **Cooperation**
- **Dissemination**



# Communicating (what we do)

## ***Internal***

- Intranet Open Source
- ExtraNet

## ***Local***

- Newsletter
- Call Round-Up
- Website (ITA/ENG/FR)
- Social Media (ENG mainly)

## ***Wide***

**(Brussels, Europe and beyond)**

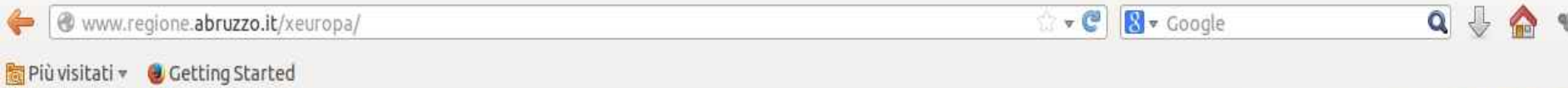
- Website (ITA/ENG/FR)
- Social Media (ENG mainly)



## Why?

- **Let our Region better known :**
  - as for **Multilevel Governance**
  - as for **Territory**
- **Let our work better known (while doing it better)**
- **Raise awareness (and quality of understanding) on EU, MS & Regions**
- **Enhance cohesion and subsidiarity (esp. horizontal)**
- **Enable People to *have-a-look-around***

# Abruzzo Europa: "www" classic (ITA/ENG/FR)



## ABRUZZO EUROPA

ATTIVITÀ, PROGRAMMI E FINANZIAMENTI



Sei in: Regione Abruzzo | Abruzzo-Europa

- Chi siamo
- Link utili
- Contatti

### Notizie dall'Unione Europea

- Bandi
- Newsletter periodica
- Speciali di approfondimento
- Archivi

### Abruzzo in Europa

- Nelle Reti Europee
- Nella Cooperazione Interregionale
- A Bruxelles
- F.A.Q. - Risposte a domande frequenti

### P.O.R. - F.E.S.R.



#### PROGRAMMA OPERATIVO REGIONALE 2007-2013 - F.E.S.R.

Approvato dalla Commissione Europea, il POR è lo strumento di programmazione per la gestione degli interventi da realizzare nell'ambito del Programma Operativo Regionale FESR 2007-2013 ed è pertanto rivolto a tutti i soggetti a vario titolo coinvolti nelle attività di gestione e attuazione del suddetto programma.

#### Proroga scadenza dei termini al 31/10/2013 - POR FESR Abruzzo 2007-2013: Attività I.1.1 e Attività I.2.3

Si comunica che con deliberazione di Giunta Regionale n. 675 del 23/09/2013, avente per oggetto: "POR FESR Abruzzo 2007-2013: Attività I.1.1 "Sostegno alla realizzazione di progetti di Ricerca industriale e di Sviluppo Sperimentale". Politica comunitaria di coesione, obiettivo "Competitività regionale ed Occupazione" - POR FESR Abruzzo 2007-2013: Attività I.2.3 "Promozione delle PMI attraverso servizi qualificati" - Modifica degli Avvisi Pubblici - Proroga dei termini.", in corso di pubblicazione sul BURAT, il termine perentorio di presentazione delle domande è stato prorogato al 31/10/2013.

#### POR FESR 2007/2013 - Poli d'Innovazione - Approvazione definitiva elenco Poli finanziati

E' in corso di pubblicazione sul BURA Ordinario - la Determinazione N. DI9/35 del 24/07/2013 avente ad oggetto: "Politica comunitaria di coesione, obiettivo "Competitività regionale ed Occupazione" - POR FESR Abruzzo 2007-2013: Attività I.1.2 "Sostegno alla creazione dei Poli di Innovazione" - D.G.R. n. 248 del 23/04/2012 e pubblicata sul BURA n.38 speciale del 16/05/2012 - Approvazione in via definitiva elenco Poli finanziati e relativi gestori - Impegno della spesa"

### Notizie da Bruxelles

RIEPILOGO/SCADENZARIO BANDI DI SETTEMBRE: IN EVIDENZA RICERCA E AFFARI

### News e avvisi

In questo momento non vi sono avvisi pubblicati...

[Leggi tutti gli avvisi](#)

### Finanziamenti Europei

- Programma Operativo 2007-2013 - FESR
- Docup Abruzzo 2000-2006
- Programma Operativo IPA Adriatico
- Programma Operativo FSE

### Programmi Comunitari

- Cooperazione Territoriale Europea
- Cultura 2007-2013
- Daphne
- Gioventù
- Lifelong Learning Programme (LLP)
- Public Health





# Facebook: *having-a-look-around* (ENG)

Browser address bar: <https://www.facebook.com/abruZZelles>

Navigation: [Più visitati](#) | [Getting Started](#)

Facebook navigation bar: **facebook** | Search for people, places and things | [abruZZelles](#) Home

**abruZZelles**  
261 likes · 18 talking about this · 15 were here

**Government Organization**  
Regione Abruzzo - Bruxelles / Region des Abruzzes - Bruxelles / Abruzzo Region EU Office - Brussels

**Events**  
EXHIBITION - EXPOSITION - TENTO  
7-10 OCTOBER  
Abruzzo Region & Province, Location: 221

**Likes**  
261

**Recent**  
2013  
Launched

**Cover Photo** (label pointing to the main image)

**Change Cover** (button)

**Promote Page** (button)

**See Your Ad Here** (section header)

**abruZZelles** (profile picture)

Regione Abruzzo - Bruxelles / Region des Abruzzes - Bruxelles / Abruzzo Region EU Office - Brussels

Like · abruZZelles likes this.

**Promote Page** (button)

**Highlights** (dropdown menu)



# Twitter: *press-friendly* (ENG)

Browser address bar: <https://twitter.com/abruZZelles>

Navigation: Home, Connect, Discover, Me

Search: [Search]

Profile Header:

- Avatar:
- Name: Abruzzo Region Bxl
- Handle: @abruZZelles
- Bio: Regione Abruzzo - Région des Abruzzes - Abruzzo Region EU Office - Brussels - regione.abruzzo.it/xEuropaEN/
- Location: Abruzzo EU Office

Statistics:

- 288 TWEETS
- 1,000 FOLLOWING
- 266 FOLLOWERS
- Edit profile

Tweets:

- Tweet 1:** Abruzzo Region Bxl @abruZZelles · 3h  
Is social media helping to make news local? #Abruzzo to provide feedback @EU\_CoR @EPP\_CoR on 7th Nov.Join us!! [goo.gl/LFKh0d](http://goo.gl/LFKh0d) #EPPWU  
Expand Reply Delete Favored More
- Tweet 2:** Abruzzo Region Bxl @abruZZelles · 22h  
#EUOPENDAYS: #ABRUZZO VIDEO-HIGHLIGHTS 2013 Enjoy!! :) [youtu.be/WQZj2Kam0MM](http://youtu.be/WQZj2Kam0MM)  
View media Reply Delete Favored More

Who to follow:

- Samsung Mobile @Samsung... Follow Promoted
- Javier Ruiz Soler @spanishwalker Follow



## Social-Media

**No**

- **ITA**
- **Externals**
- **Another website**
- **Formal**
- **Self-Referential**
- **Schedule**
- **Costly (HR)**

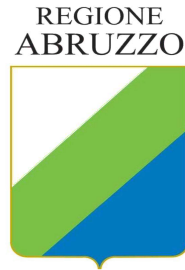


## Social-Media

**Yes**

- **ENG**
- **In-House**
- **Multilevel / Subsidiary**
- **Self-Explanatory**
- **Photos/Videos**
- **Tourism**
- **Hashtags/Smiles**

**Two steps  
behind: 1)  
*Branding***



**abruzzelles**®  
Abruzzo EU Office

- **Easy**
- **(A bit of) Fun**
- **Friendly**
- **Inclusive**
- **Registered TM**



# Two steps behind: 2) Rules

Commission staff are increasingly called upon to communicate with the general public and stakeholders via a wide variety of channels. One recent development is that social media such as Twitter, Facebook or professional networks like Linked'in and Yammer are growing more popular for people-to-people communication. In fact, social media are becoming one of the busiest media platforms where citizens are spending more and more time. Based on user participation and user-generated content, social media provide a means of gathering and sharing information, knowledge and opinions in an easy, conversational manner.

## What are social media?

'Social media' is the term used for online technologies and practices to share content, opinions and information, promote discussion and build relationships. Social media services and tools involve a combination of technology, telecommunications and social interaction. They can use a variety of formats, including text, pictures, audio and video.

## Who can take part in this new form of communication?

Everyone can participate in social media, in their own personal capacity. However, your statements and opinions will remain personal and cannot be regarded as representing the Commission's official position. You do not speak on behalf of the Commission and you should point this out in the appropriate manner.

**As a general rule, only Commissioners, Spokespersons, Heads of Representations and Press Officers in Representations are entitled to speak on behalf of the European Commission and to relay political messages.** In response to the growing interest in social media, 'mandated staff' in every DG, working in close cooperation with the Spokespersons, have now been added to this group. Their role is to relay political messages and to provide support and assistance on social media.

What follows are a few principles and guidelines to ensure the appropriate use of social media.

## Core Principles

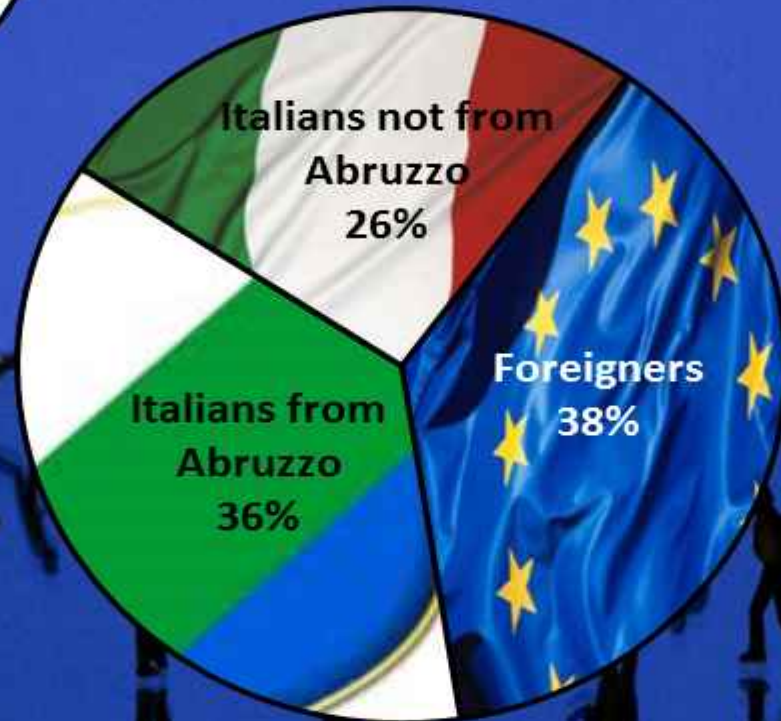
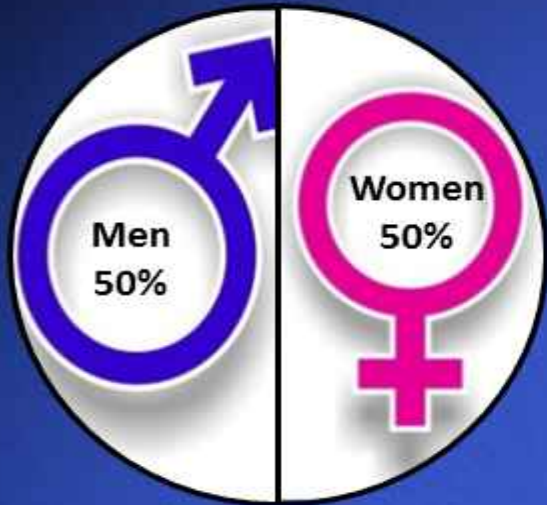
### How to deal with social media

Many European Commission staff members use social media in various ways. However, the 'personal' style of social media can make it difficult to draw the line between public/professional and private use. As an official or other servant of the European Commission, you are bound by the Staff Regulations and the Code of Good Administrative Behaviour, which apply to your contributions to social media in the same way as they do when you communicate with other media or speak at conferences, etc. The five core principles from the Staff Regulations set out below are the guiding principles which you must always respect whenever you get involved in the internet or in social media.

- **Objectivity** – which means presenting any situation in a reasoned and unprejudiced manner (Staff Regulations, Article 11).
- **Impartiality** – which means weighing opinions in a balanced manner and without taking a position: for example, explaining the reasons behind a Commission position, while acknowledging differing views (Staff Regulations, Articles 11a and 17).



# Lessons learnt (so far) : our fans





# Highlights: Open Days 2013 (Twitter)

The screenshot shows a Twitter interface with the following elements:

- Browser Address Bar:** <https://twitter.com/abruZZelles>
- Navigation Bar:** Home, Connect, Discover, Me, Search, and utility icons.
- Left Column:** A vertical image of three flags: the Italian flag, the Italian regional flag, and the European Union flag.
- Center Column:**
  - Tweet 1:** From **Abruzzo Region Bxl** (@abruZZelles) on 25 Sep. Text: "@EU\_Regional @EU\_CoR 100 EUrban Solutions tram is ready for departure! @abruzzelles during #EUOpenDays on 7/10 October pic.twitter.com/dX00qZKibr". Includes a photo of a tram and 3 retweets, 5 favorites.
  - Tweet 2:** From **België's Trends** (@trenditaliaBE) on 7 Oct. Text: "@abruZZelles the 1st mention of the #euopendays hashtag appears on your TL. Now is Trending Topic in Belgium! #trndnl".
- Right Column:** A vertical image of a tree trunk.

**Any further  
Information**

**Abruzzo-Europa:**

[www.regione.abruzzo.it/xEuropa](http://www.regione.abruzzo.it/xEuropa)



[www.facebook.com/abruZZelles](http://www.facebook.com/abruZZelles)



[www.twitter.com/abruZZelles](http://www.twitter.com/abruZZelles)



[www.youtube.com/abruzzelles](http://www.youtube.com/abruzzelles)

---

**E-mail: [rp.bruxelles@regione.abruzzo.it](mailto:rp.bruxelles@regione.abruzzo.it)**

**Tel.: 0032.02.6262850 - Fax 00032.02.6262859**



...and of-course: thanks for Liking/Following!!



EU Open Doors, CoR 4th May 2013 - Launchment of Fb/Tw accounts