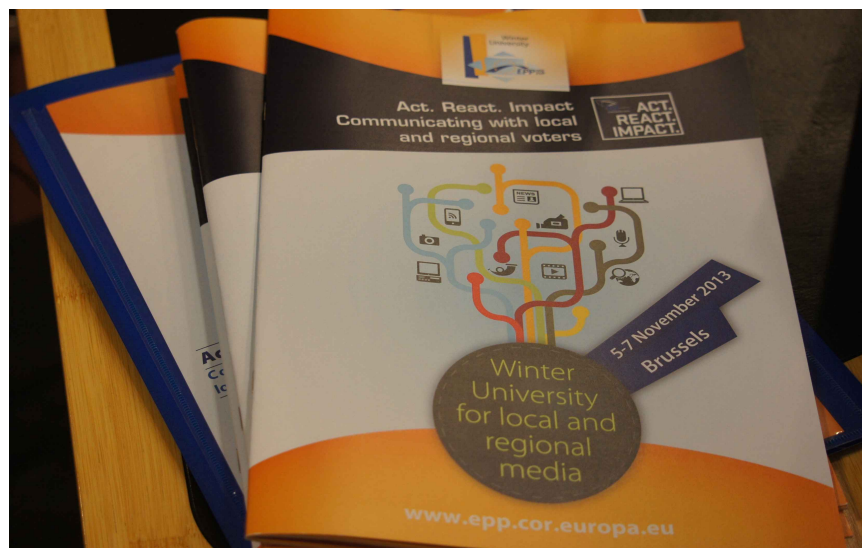


ABRUZZO TALKS ABOUT SOCIAL MEDIA GOING LOCAL AT THE WINTER UNIVERSITY OF THE COMMITTEE OF THE REGIONS



On 7th November the last, **Abruzzo Region** took part in a workshop, organized by the Committee of the Regions, on *Social-Media's role* in communicating Europe at local and regional level.



The initiative involved **70 journalists** from **24 European countries**.

Speakers were **politicians, officials and experts** representing **European Institutions** and **regional and local administrations**.

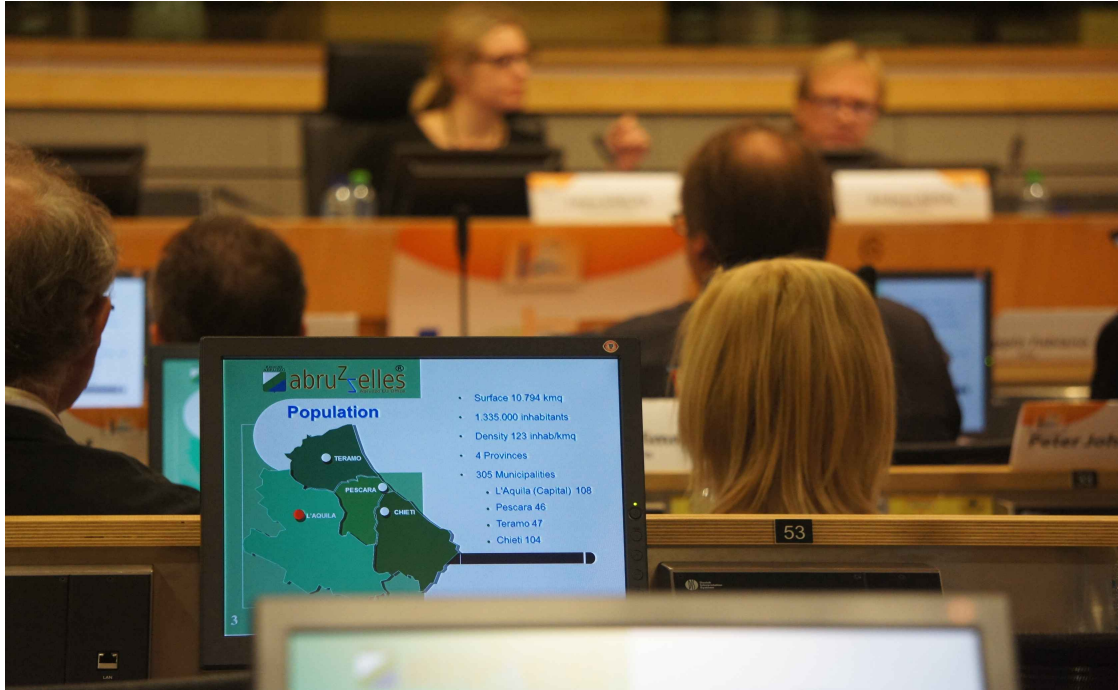


The **Abruzzo Region** was invited to present the first outcomes from new “**Facebook**” and “**Twitter**” accounts, following a decision made by the **Directorate for Presidency Affairs - Liaison activities with the E.U. in Brussels**.



During the presentation, it was made clear that the new services are managed (mainly in **English**) by the **officials** belonging to the Brussels Office. Moreover, those new channels are supposed to integrate the existing communication tools (**multilingual website**

“Abruzzo-Europe” available in **ITA/ENG/FR**). The aim is to offer an increased visibility to **Abruzzo**, both as a **Territory** and as a **Multilevel Governance system**, extending the possibilities of **cooperation** and **partnership** beyond the national borders.



As for the **European Commission**, **Abruzzo's** social media are regulated by the **Code of Conduct** adopted by the Commission itself for **European officials** when it comes to use them in order to perform institutional tasks.

Abruzzo's initiative was intended to respond to the call by **Representation of Italy to the European Union** one year ago for a smart implementation of social-media for institutional communication in all **italian regions**.

Slides presentation :

<http://www.regione.abruzzo.it/xEuropa/asp/redirectApprofondimenti.asp?pdfDoc=xEuropa/docs/news/410/Abruzzelles.pdf>

Photo-gallery (Facebook):

<https://www.facebook.com/media/set/?set=a.580449118688265.1073741849.382146308518548&type=3>

Program of the initiative on the official website:

http://web.cor.europa.eu/epp/Events/SummerUniversity/Pages/WU2013_programme.aspx

Information-pack for local/regional press (ENG):

http://issuu.com/eppcor/docs/2000_brochure_epp_winter_university

Facebook account:

<http://www.facebook.com/abruZZelles>

Twitter account:

<http://www.twitter.com/abruZZelles>

European Code of Conduct:

http://ec.europa.eu/ipg/docs/guidelines_social_media_en.pdf

(Directorate for Presidency Affairs - Liaison activities with the E.U. - 20/11/13)