

UEF SOCIAL MEDIA GUIDELINES

Social media channels such as **Facebook**, **Twitter** and **YouTube** have made it possible for anyone with an Internet connection to be part of online communities where discussions are made, stories, photos and videos shared.

Smartly used these media can help to enhance overall communication about **the Union of European Federalists** and the ideas that we believe in. Via social networks we can connect with others interested in **European Federalism**, more effectively tell about our mission, policies, and activities in striving for more democratic and more federal Europe.

We believe it is important for all UEF members to be aware of social media and how they can help to share information, raise awareness, enhance knowledge, engage in conversations and collaborate on new ideas. Therefore the UEF European Secretariat has developed guidelines to help you navigate the use of social media channels. These guidelines are for you, if you use Twitter or Facebook!

UEF SOCIAL MEDIA CHANNELS AND CONSIDERATIONS FOR USE

FACEBOOK

It is a wonderful way to form online communities where groups of people can gather to have conversations and share information. The UEF (www.facebook.com/european.federalist) as well as many national sections already are using Facebook to communicate about European Federalism.



Currently we have **over 6000 fans** that follow our posts (**1-2 per day**).

What you can do:

- Be active! Like and comment on European Federalists posts
- Share them on your private Facebook profile
- Engage! Posts relevant articles, policy papers, actions on our wall
- Invite your friends to join the page by promoting the page on your personal wall

TWITTER

Twitter is a micro-blogging application that is more or less a combination of instant messaging and blogging. Twitter enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers, who are known as followers. UEF currently maintains a Twitter account: **@federalists**



What you can do:

- Retweet (repost) European Federalists official account @federalists tweets, be the multiplier!
- “#” or Hashtags enables other users to search and filter based on those key terms. Use hashtags such as **#UEF**, **#FederalEurope**, **#federalists**, **#federalism**, **#EUfederalists**, when tweeting about European federalism and UEF. **#FederalUnionNow** to tweet anything related to the campaign “Federal Union Now”.
- Give live coverage of events. Use **#UEF_FC**, **#UEF_EB**, **#UEF_Congress**, **#ToFedEU**, **#EP2014!**

Twitter can be a great place to:

- Share quick observations, random thoughts and ideas
- Provide updates about events, campaigns and other activities
- Link to other websites with event details
- Share web finds and interesting articles
- Ask questions
- Have an informal conversation with followers

Each member organisation and UEF members should evaluate what, if any, social media technologies are appropriate for their communication needs. If you have questions about the social media guidelines document, contact the Communication Officer, Laura Bringina at laura.bringina@federalists.eu.