

The 2013 edition of European Development Days (EDD13) will focus on the post-2015 debate and the need to build consensus for a strong European position advocating a common approach to addressing global poverty and sustainable development.

The aim of our social media strategy is to spread awareness of EDD13 and to engage broader audiences in the conversation surrounding the post-2015 debate before, during and after the forum.

Given that EDD13 aims to be an inclusive forum, our intention is to create a platform where both participants and non-participants can partake and make their voices heard. All of our colleagues and partners in the global development community are strongly encouraged to join our efforts to promote EDD13 and its main thread, the post-2015 debate.

This guide outlines the various ways in which you can participate effectively.

debating
networking
exchanging
good practices
brainstorming
presenting
projects
& reports
inclusive
green
policy
lab lessons
learnt

How to get involved online

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CONTACT US

- › For anything related to EDD13 social media, please e-mail: socialmedia@eudevdays.eu
- › For anything related to the EDD13 website, please e-mail: editor@eudevdays.eu
- › For anything related to the live web-streaming, please e-mail: web@eudevdays.eu
- › For anything related to registration at EDD13, please e-mail: accreditation@eudevdays.eu
- › Join us on capacity4dev: <http://capacity4dev.ec.europa.eu/edd2013socialmedia/>

More information on EU development policies and the post-2015 agenda can be found on EuropeAid's Facebook account <https://www.facebook.com/europeaid> and Twitter handle – <https://twitter.com/europeaid>.

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Objectives

EDD13 social media activities aim to achieve the following objectives:

- › **To disseminate key information about the forum:** Along with the website – eudevdays.eu – EDD13 social media networks will help stakeholders and regular attendees stay abreast of important updates about the forum, including speaker confirmations.
- › **To engage the broader development community in conversations on key issues surrounding the post-2015 development debate:** Those engaged in international development should think of EDD not only as a forum, but also as a conversation about the future of development cooperation. To inspire members of the development community to share their views and ideas, we will make use of open-ended questions, quotes, photos, videos, slideshows and infographics as springboards for community discussions and debate.
- › **To engage children and young people in development issues:** Children and young people will be encouraged to actively engage in these conversations by entering our [video contest](#) for youth, 'Young Voices Against Poverty'.
- › **To increase the visibility of the forum:** Everyone engaged in international development should be aware of EDD13 as both a forum and a conversation about the future of development. As EDD13 content is shared via social media, awareness of the forum – and its themes and topics – will increase.
- › **To increase the number of people following the forum via live web-streaming:** Social media can play a key role in relaying the debates to a virtual audience thanks to the availability of live web-streaming.

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Our social media channels

- › **Facebook** www.facebook.com/EUDevDays – for engaging the broader development community in the post-2015 conversation, sharing all updates about the forum and hosting our video contest, 'Young Voices Against Poverty'.
- › **Twitter** – [@eudevdays](https://twitter.com/eudevdays) – for engaging the broader development community and hosting/participating in live Twitter chats.
- › **YouTube** – EUintheWorld – for hosting all video content produced for EDD13.
- › **Storify** – for aggregating all social media conversations in one place and publishing them on the relevant pages of the EDD website, eudevdays.eu.

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What we offer?

EDD13 will frequently and consistently post a range of rich content via social media, including articles, photos, videos, infographics and discussions.

3.1 Promoting content and live web-streaming before the forum

3.1.1 On substance

From September, each week we will provide information about key social media content planned for the week ahead, which you are encouraged to cross-post and share. This information will be shared via a [dedicated social media managers group on capacity4dev.eu](https://capacity4dev.eu) to which you will be invited in September (see page 9 for more information). If you have not been invited, please contact socialmedia@eudevdays.eu

Prior to the forum in November, we will encourage a concerted effort from all actors to work together by cross-sharing content to increase awareness of two key events related to the EDD13 issues:

- › The United Nations General Assembly special event on the MDGs on **25 September**
- › The International Day for the Eradication of Poverty on **17 October**

The EDD13 Social Media Team will also promote all the sessions included in the programme, alongside general information about the forum. In this regard, the team will:

- › publish original editorial and audiovisual content on the main thread of the EDD13 forum, namely the post-2015 debate
- › share or cross-post on our social media channels any content relevant to the EDD13 thread, themes and topics that are brought to our attention



Please share relevant information about your sessions with us by sending an email to socialmedia@eudevdays.eu or via the capacity4dev.eu social media group (see page 9 for more information).

3.1.2 Promoting the live web-streaming

In October, we will produce and disseminate [hyperlinked banners](#) promoting the live web-streaming of EDD13, which you are encouraged to display on your websites, social media networks and in your newsletters.

We will also provide you with the option to place an embedded video player on your website, enabling your site's visitors to watch the EDD13 sessions live via your website.

3.1.3 Sharing quotes during the forum 26-27 November 2013

We will share live updates from the forum by:

- > live-tweeting during the forum
- > sharing memorable quotes from speakers on Facebook

We will work with you on disseminating the quotes from the speakers of your sessions and the speakers from your organisations.

3.1 Sharing video footage and slideshows after the forum 28 November – mid-December 2013

We will summarise key moments and encourage our audiences to continue the conversation by:

- > posting edited excerpts from recorded EDD13 keynote speeches and panels
- > posting and sharing quotes and photos from EDD13 on our social networks
- > creating slideshows of key highlights and conclusions of the forum
- > creating a slideshow of top quotes from EDD13

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How you can contribute

You will be contacted regularly ahead of the forum by the EDD13 Social Media Team regarding various aspects of the promotion of the forum and the post-2015 debate. Following the invitation that you will receive in September to join the [capcity4dev.eu](#) social media group, all communications will be managed via the [capcity4dev.eu](#) group

A special focus will be on promoting the video contest for youth, promoting the live web-streaming during the forum and the cross-sharing of content for the United Nations General Assembly special event on the Millennium Development Goals on **25 September** and the International Day for the Eradication of Poverty on **17 October**.

4.1 From low to high involvement before the forum

Before the forum, there are a variety of ways in which you can connect with EDD13, promote the forum, the thread, themes and topics to be discussed, as well as share relevant content from EDD13 social media accounts.

4.1.1 Connect with EDD and follow us low involvement

You are invited to connect with and follow the EDD13 social media accounts. Please be sure to:

- > 'like' the [EDD Facebook page](#), as we will use this page to share important updates concerning the forum
- > tag the [EDD Facebook page](#) in posts
- > mention [@EUDevDays](#) on Twitter
- > use the forum hashtag [#EDD13](#) in all tweets about the forum
- > promote EDD13 social media accounts so your networks can follow key conversations there
- > include links to the main EDD social media accounts on all promotional materials
- > alert us via your organisation's social media accounts, so the [EDD Facebook](#) account can 'like' you
- > engage with our open-ended questions and other posts

4.1.2 Share and cross-share EDD13 content medium involvement

You are encouraged to share the content EDD13 publishes on its website and social media accounts:

- › **Video contest:** You will by now have received information from us about the [EDD13 Facebook video contest](#) for children and young people aged between 13 and 24. The contest aims to engage this age group in the post-2015 debate and you are strongly encouraged to spread the word about this contest via your social media accounts, newsletters and website. Please contact socialmedia@eudevdays.eu if you have not received this information and the associated promotional materials.
- › **Open-ended questions:** Share our open-ended questions on your social media accounts. The EDD Social Media Team will be posting several open-ended questions per week until November 2013.
- › **Editorial content:** You are invited to stay up-to-date with our online editorial content and share it on your social media platforms. You can regularly share posts and retweet relevant tweets from the EDD [Facebook](#) and [Twitter](#) accounts.
- › **Videos and photos:** EDD will share pictorial quotes from EDD speakers on a weekly basis on its [Facebook](#) account. In October, EDD will also release video trailers for the promotion of the live web-streaming of EDD13. Stakeholders are encouraged to share these pictorial quotes and videos on their social media platforms.
- › **Promote the live web-streaming:** You are encouraged to promote and embed the live web-streaming on your website, newsletters and via social media. The live web-streaming will be available in English, French and the speaker's language, if different. You can either embed a live web-stream of the whole conference, or a specific panel in either French or English or both.



Please contact socialmedia@eudevdays.eu and use the [capacity4dev.eu](#) group to share any content relevant to EDD13 you plan to publish, along with the date you plan to publish so that we can cross-post, 'like', share, or retweet.

WHAT CAN I DO ON CAPACITY4DEV?

[capacity4dev.eu](#) is the European Commission's primary online knowledge sharing platform on development, external cooperation and policy. Launched in 2009, today it brings together over 7 000 members, including staff from EuropeAid and other European Commission Directorates-General, the European External Action Service (EEAS), EU Member States, partner governments, civil society, academia and the private sector.

Created and managed by EuropeAid, [capacity4dev.eu](#) aims to improve capacity development through knowledge sharing by consolidating knowledge, supporting thematic expertise and enabling cross-learning among practitioners from the EU institutions and other organisations. For more information about capacity4dev, please consult this [video](#).

In this regard, we suggest that you take the following steps:

- › **Join the capacity4dev.eu platform and the EDD13 Social Media Group:** If you are already a member of the platform you can join this group by clicking [here](#). Please note you will need to be logged in. If you are not yet a member you can register [here](#). We encourage you to use your work e-mail – and not your private e-mail address – to register, as this may grant you access to further information and features. You will find [here](#) the steps to follow in order to [create a capacity4dev.eu profile](#) and join a group.
- › **Invite your social media colleagues or counterparts to the group:** You can use the 'invite others' button on the group homepage, once you have become a member yourself and joined the group. You can also use [template e-mails](#) for inviting others to join the [EDD13 Social Media Group](#).
- › **Do you need help?** If so, do not hesitate to get in touch with the capacity4dev.eu coordination team by using the [contact form](#) on the website, or by sending an e-mail to capacity4dev@ec.europa.eu.

4.1.3 Share your involvement with EDD13 on your website and newsletters high involvement

You are encouraged to place EDD13 visibility items on your website and newsletters as a means to promote your involvement with EDD13, including the following:

- › **Forum:** Upload the [hyperlinked EDD13 banners](#) to your electronic newsletters and website.
- › **Video contest:** Advertise the [EDD13 youth video contest](#) on your website, newsletters and via e-mail, using the [hyperlinked video contest banners](#).
- › **Live web-streaming:** Advertise the live web-streaming on your website, newsletters and via e-mail.

If you are organising one of the sessions selected for inclusion in the official EDD13 programme, you should consider:

- › promoting your involvement with EDD13 in news articles on your website and in your newsletters
- › linking the issues you are addressing in your session to current trends and world news. For example, 17 October is the International Day for the Eradication of Poverty
- › sharing updates about your session in your newsletters and on your social media platforms. If you inform us of these updates, we will be happy to share them on the EDD13 social media accounts
- › sharing audiovisual materials such as teaser videos or photos
- › giving your topic a human face by telling stories from the field. Sharing this type of relevant material before the forum will help you build momentum for your session
- › Engage and encourage input from your community (high involvement)

More broadly, you are encouraged to engage with your community on the EDD13 thread, themes and topics. For example, you can:

- › encourage input from your online community for inclusion in your session
- › discuss your session topic with your online community ahead of time

- › make use of an online forum to start the debate on your session and share the most interesting comments garnered on social media
- › encourage young people to take part in the [video contest on Facebook](#) and follow the live web-streaming
- › link to and share posts on social media from other relevant sessions in your cluster
- › retweet other stakeholders' posts and comment on their Facebook pages

4.2 During the forum

During the forum, you are encouraged to keep conversations active on social media. You should also use social media as a means to engage the broader development community not attending the forum, by sharing as many live updates from the forum as possible:

- › **Promote the live web-streaming:** You are encouraged to promote and embed the live web-streaming on your website, newsletters and via social media. The live web-streaming will be available in English, French and the speaker's language, if different. You can either embed a live web-stream of the whole conference, or a specific panel in either French or English or both.
- › Encourage input from your community by inviting them to follow the debates via live web-streaming and contribute to the discussions via Twitter and Facebook.
- › Tweet from the forum using the session-specific hashtags, participate in live Twitter chats during the forum and cross-post any live content from EDD13 social media channels.

TIPS ON SHARING CONTENT AND ENCOURAGING INPUT FROM YOUR COMMUNITY

- > Use hashtags: In order to generate as much momentum and visibility as possible in advance of the forum, stakeholders are encouraged to use the #EDD13 forum hashtag in all tweets and Facebook posts related to EDD13. You are also encouraged to use any existing hashtags that are relevant to the content you post. For example, #globaldev can be used for any posts related to development; #MDGmomentum can be used for any posts related to the MDGs; and #Post2015 can be used for any posts related to the post-2015 debate. To the right, there is a summary of EDD13-relevant hashtags, which you are encouraged to use in your posts before the forum.
- > Session-specific hashtags: To the right, there is a list of the EDD13 topics with a list of topic-specific hashtags for use before and during the programme. The list indicates which hashtags to use for which session. We strongly encourage you to make use of them in your tweets and Facebook posts during the forum to allow participants and other interested parties to follow their EDD13 topics of choice in this way. There will be tweet walls in the auditoriums so that the audience can follow the reactions shared during the session itself.
- > Ask broad questions that inspire debate and commentary: Share diverse and rich content such as photos, videos, blog posts, infographics, etc.
- > Host live online webcasts: Stakeholders are encouraged to create live online webcasts on key EDD13 themes and topics using platforms such as [Google+ Hangouts On Air](#). This is a free online service that allows you to stream live video of a conversation with up to 10 speakers to an unlimited number of users. We will be happy to provide guidance on best practices for hosting Google+ Hangouts On Air. We will also advertise your live online events or Google+ Hangouts on the EDD social media platforms and website.

LIST OF HASHTAGS TO USE

The following is a compilation of suggested hashtags to be used when discussing any of the EDD13 agenda themes via Twitter or Facebook.

HASHTAG BEFORE	EDD13 TOPICS	HASTAG DURING
#globaldev, #Post2015	General	#EDD13_P2015
#climatechange, #susdev, #energy4all, #carbon, #climateaction, #co2	Climate change	#EDD13_Climate
#education, #education4all, #youthdev	Education	#EDD13_Education
#oda, #aid, #aidreform, #BeyondAid	Financing beyond ODA	#EDD13_ODA
#nutrition, #foodsecurity, #foodwaste, #malnutrition, #resilience #endhunger	Food security, resilience & nutrition	#EDD13_Food
#res1325, #womenpeacesecurity, #ADRhubchat, #IDWP	Fragile states, peace & security	#EDD13_Peace
#empowerwomen, #genderequality, #womenshealth, #endFGM (End Female Genital Mutilation), #Familyplanning, #womensrights, #sexualviolence, #empowerment, #IWD2013, #womensday, #equalitymonday	Gender equality & women empowerment	#EDD13_Gender
#health, #globalhealth, #womenshealth, #health2015, #MDGs, #post2015, #childhealth	Health	#EDD13_Health
#humanrights, #hrw, #democracy, #governance, #opengov, #gov	Human rights and democratic governance	#EDD13_Rights
#poverty, #endpoverty, #povertymustend, #socialprotection, #inequality, #developmentagenda, #talkpoverty, #EndPovertyFriday	Inclusiveness, equity & social protection	#EDD13_Social
#agri, #livestock, #waterforpeople, #sustainability	Land, livelihoods & sustainability	#EDD13_Env
#PSDMatters, #PSDNews, #privatesector	Trade & private sector	#EDD13_Trade
#ilo, #employment, #YouthJobs, #YouthSkillsWork	Employment & decent work	#EDD13_Employment

4.3 After the forum until the end of 2013

Development stakeholders, practitioners and advocates are strongly encouraged to continue the discussions begun in the build-up to and during the forum. One of our objectives is to position EDD as a conversation and not merely a forum. To this end, after the forum, you are encouraged to:

- › share on your social media platforms the summaries, photos, videos and news we will upload to the EDD13 website
- › continue to **share and retweet** posts on EDD13 social media accounts
- › share your own follow-up content
- › respond on your Facebook account to outstanding questions that were not addressed during your session, as well as to other relevant questions in other sessions. If you inform us about your posts, we can also share them on the [EDD Facebook](#) account
- › create a story of your session on Storify and send the link to web@eudevdays.eu so that we can link to it on the EDD13 website, eudevdays.eu