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**Social media during the European Year for Development**

A step-by-step guide for partners

**1. Follow** the official EYD2015 social media accounts:



**@EYD2015**



**Facebook.com/europeanyearfordevelopment2015**

**2. Working in partnership**

Repost tweets and facebook posts from the official EYD accounts as well as partner posts that are hashtagged **#EYD2015**

Check the EYD2015 editorial calendar to synchronise with the overarching campaign thematic months and key messages.

As of the beginning of 2015, EuropeAid will also be posting suggested tweets, information materials and audiovisual content in a dedicated toolbox on Capacity4dev.eu (<http://capacity4dev.ec.europa.eu/eyd2015/> ) which you are welcome to tailor to your needs and repost.

**3. Promote your EYD events and contributions to the EYD website on your own social media accounts**

Tag your own posts with the #EYD hashtag, as well as tags corresponding to the thematic month, where appropriate: girls and women, jobs and growth etc

**4. Keep in mind the target audience**:

Use simple, jargon-free language. The campaign targets the general public and young people in particular. Levels of knowledge, interest and support for EU development cooperation may vary.

**5. Keep the conversation going and two-way:**

Monitor comments, respond as often as you can and share more info. One of the goals of the European Year for Development is to engage with citizens directly!