

EPR Communications Network meeting

6th September 2021

10:00 - 12:00 CEST Brussels time

Online Meeting, Zoom

Aims of the Meeting

- Provide tips to make the best use of social media for EPR members
- Address challenges and needs of EPR members to disseminate and promote better their work online
- Share good practices and expertise on communication's tools and EU project's dissemination

Agenda

- 9:50** **Online check-up** (*connection to Zoom*)
- 10:00** **Welcome and introduction/ tour de table/ Agenda of the day**
- 10:10** **EPR Communications Work 2022: Social Media Strategy 2022, EPR Newsbulletin – new design, Online Campaign 2022**
- 10:25** **EPR Members good practice: CEDAR Foundation and Theotokos Foundation**
- 10:55** **Last meeting results recap: use of social media and challenges**
- 11:10** **Effective digital communication in social organisations: Learning from each other**
Open discussion based on points prepared by EPR members (see below)
- 11:50** **Conclusions and next steps**
Sharing reflections/ Follow up

In the beginning of the meeting the group will decide if and when to take breaks

Preparation for the Meeting

Your Contribution

In order to make the most out of our online meeting, thanks for preparing the following information ahead of the day:

- Please register to the meeting [here](#).

- Please prepare some points you would like to share with the group at the meeting related to your organisation communications.
- To guide your preparation, you can use the following:
 - What communication tools are used in your orgs, ie. Canva, Mailchimp, Photoshop
 - How do you address to your target? How do you engage with them?
 - How do you measure your communication impact, ie. Facebook analytics, Twitter analytics...
 - Bring 1 or 2 tips that work for you/your organisation in using social media.
 - Bring 1 example of good practice.

Thank you for your collaboration!

EPR Secretariat