

**From:** INEA CEF GAS  
**Sent:** 09 November 2017 12:04  
**To:** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
**Subject:** Action 5.19-0011-MTIT-S-M-15 - CEF Energy mini-campaign on Twitter  
**Attachments:** We-receive-CEF-Energy-project\_gas\_template for beneficiaries.pptx

Dear [REDACTED]

(Please also forward to your communication department)

The Innovation and Networks Executive Agency (INEA) is launching a **social media campaign to promote CEF energy co-funded actions**, to help them gain visibility and to help beneficiaries to network. Join us in the month of November and help promoting CEF Energy on Twitter.

\*\*\*\*

#### **What's in it for me?**

At INEA, we want to support your communication activities and help you promote your successes – to show how European funding is spent and what are the results.

By joining the campaign you can:

- **gain visibility**
- **promote your results** to a wider audience
- **engage** with other stakeholders

#### **How can we participate?**

**The action 5.19-0011-MTIT-S-M-15 has been selected as a 'project of the week' from 22 to 28 November during the campaign.** What does it mean? During one whole week of November, INEA will publish tweets about action **5.19-0011-MTIT-S-M-15** and promote it to a wider audience. Please send us photos, links to videos or any other material that you think could be interesting for sharing from INEA's account. We will contact you again once it's been announced on INEA's Twitter – so that you retweet and promote it further afield.

In the attachment, we are also sending you a PowerPoint slide including visuals with the campaign hashtag (#CEFEnergy) and a free text space in which you can describe what your project does, or what kind of results it has already achieved. You can also exchange the images from the visuals for photos from your project.

We invite you to post the visual on Twitter, via your Twitter account or other accounts (such as staff members or other project promoters). When posting, please **tag @inea\_eu** in the image – we will retweet you to increase the visibility of your project among our followers, incl. other projects, policy makers and experts in the field of energy. **Please use the campaign hashtag #CEFEnergy in your tweets.**

### **How and when?**

The campaign was launched on 1<sup>st</sup> Nov (Wednesday) and will go on through the whole month of November. You can post your tweets and images at any time during this period. Please do not forget to tag @inea\_eu and use the #CEFEnergy hashtag.

### **Need more info?**

Write a private message to INEA on Twitter, contact me directly, or contact us at [inea-communication@ec.europa.eu](mailto:inea-communication@ec.europa.eu)

Here are [some general tips](#) on why and how to communicate on your project!

\*\*\*\*\*

We hope to see you on Twitter in November!

Best wishes,



**Project Manager – C4 CEF Energy**



### **European Commission**

Innovation and Networks Executive Agency (INEA)  
Chaussée de Wavre 910  
W910 01/117  
B-1040 Brussels



<http://inea.ec.europa.eu>

[Follow INEA on Twitter!](#)

