



I SOCIAL MEDIA DELLA PAC

... o meglio, i social della Direzione generale
per l'agricoltura e sviluppo rurale della
Commissione europea, per gli amici **DG AGRI**

Francesca Falchi & Francesco Laera

PIATTAFORME



[@EUAgri](https://twitter.com/EUAgri)

78,3K followers



[EU Food & Farming](https://www.facebook.com/EUFoodandFarming)

179K followers



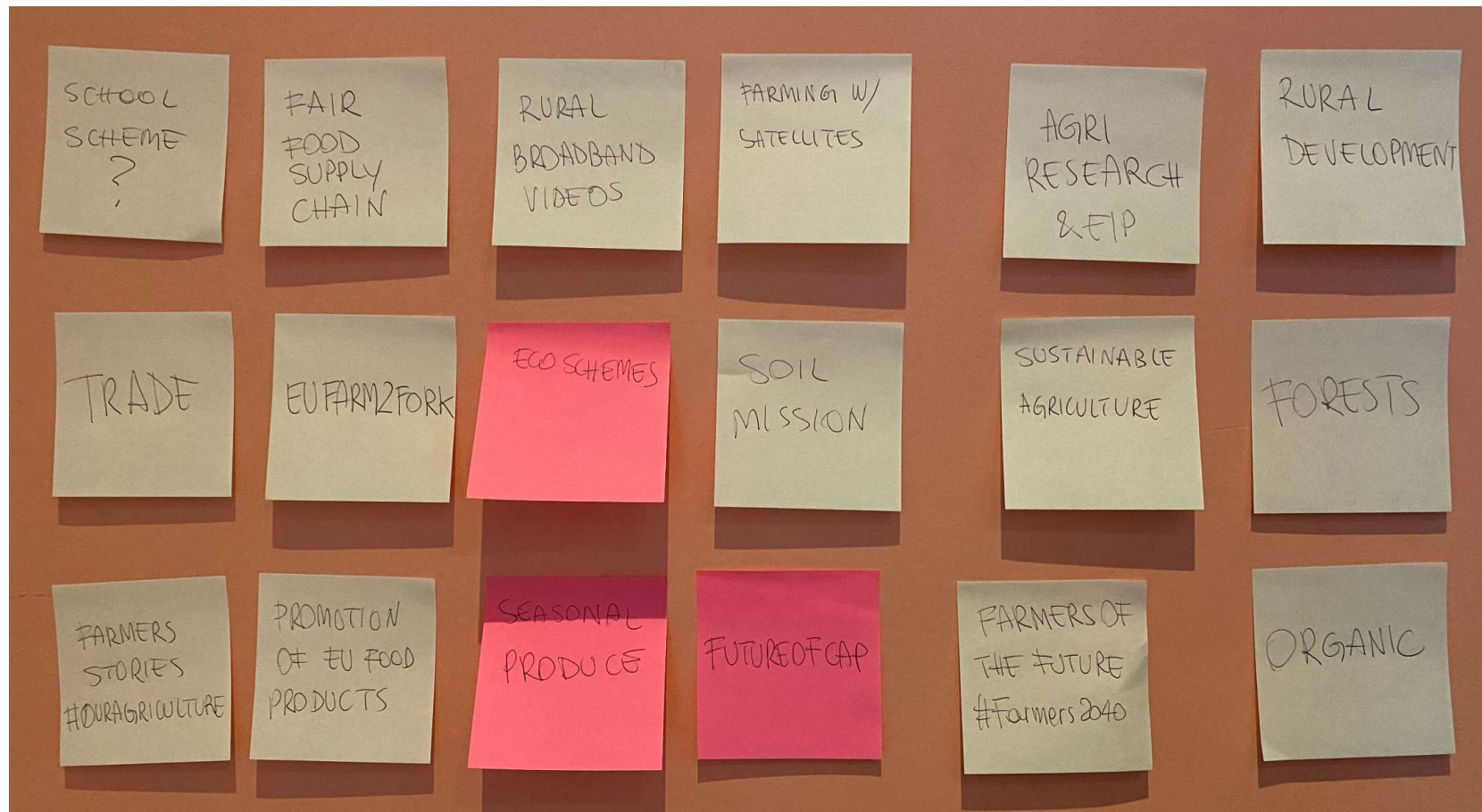
[@euagrifood](https://www.instagram.com/euagrifood)

16.2K followers

CONTENUTI

Molto vari, i nostri social devono coprire TUTTE le attività di DG AGRI.

Alcuni esempi dal making of di un calendario editoriale per i social →



AUDIENCE

- Agricoltori e allevatori
- Altri professionisti dell'agroalimentare
- Studenti e ricercatori
- Abitanti delle aree rurali



EU Agriculture @EUAgri · Oct 8

La Commissione si è impegnata a sviluppare una visione a lungo termine per le zone rurali!

È possibile partecipare alla consultazione pubblica rispondendo al questionario online →

europa.eu/!fN38gD

#RuralVisionEU @europainitalia



EU Agriculture @EUAgri · 4 Nov 2019

We launched the new wine **market** observatory 🍷🍷🍷🍷🍷
It includes updated data on EU wine production 🍇 prices 🇮🇹 & trade 🌐
→ europa.eu/!dQ67CT

✉ You can subscribe to the updates to always get the latest data in your inbox!



EU Agriculture @EUAgri · 23 Dec 2020

Agri policy **nerd**?
Check out our #AgriData portal!

Find stats & maps on rural population, employment, income, farming intensity, organic, natural resources, environment and more.

Pick a topic and browse by country or by year
→ agridata.ec.europa.eu/extensions/Dat...



EU Agriculture @EUAgri · 22 Apr 2020

The @EU_Commission is proposing exceptional measures to support agricultural and food sectors affected by #coronavirus, including:

- ◆ Private storage aid
- ◆ Flexibility for market support programmes
- ◆ Derogation from some EU competition rules

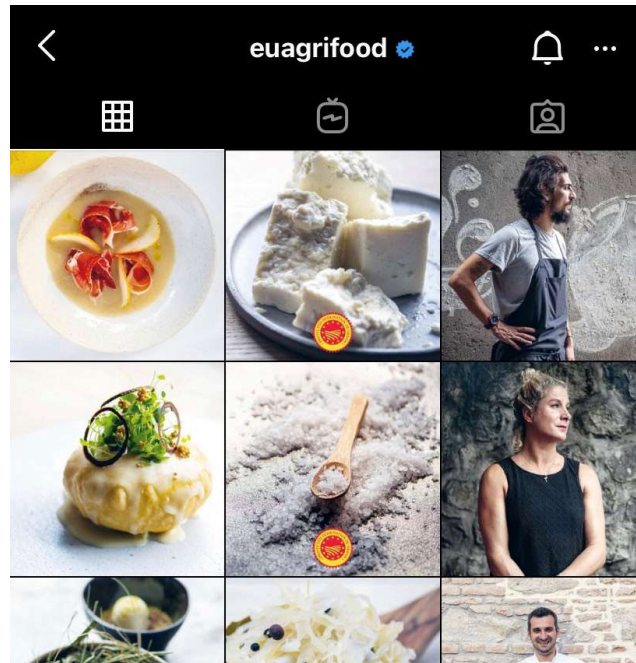
More info: ec.europa.eu/commission/pre...



AUDIENCE

... ma anche:

- Appassionati di cibo
- Persone interessate all'ambiente
- Cittadini/e che vogliono saperne di più



EU Agriculture @EUAgri · 25 Jan
 .@EUAgri Director General Wolfgang Bartscher will have a live-streamed chat with the #WithdrawTheCAP movement on 29 January [askCAPreform](#)

Anybody can leave a question for him at [sli.do/askCAPreform](#)

Like your favourite questions, the most upvoted will be answered.

Withdraw The CAP

Live Meeting with Mr. Wolfgang Bartscher, Director-General of the European Commission's Directorate-General for Agriculture & Rural Development

29th of January 12:30 CET

WITHDRAW THE CAP FRIDAYS FOR THE FUTURE

JUSTICE CLIMATE JAY

ACT NOW

EU Food & Farming Published by Socialbakers.com · 20 January at 18:00

What is the Common Agricultural Policy?
 How does it help farmers?
 Who pays for it?

The CAP, in brief (in all EU languages): [europa.eu/!uP83gR](#)



OBIETTIVI

- 1. INFORM** – informare
Il post funziona se gli utenti lo vedono/leggono
- 2. ENTHUSE** – entusiasmare
Funziona se mettono like, commentano, condividono
- 3. ENGAGE** – coinvolgere
Funziona se fanno l'azione indicata: aprire una pagina, seguire un evento, scaricare un documento, rispondere a un sondaggio.

OBIETTIVI – 1. INFORMARE

- Notizie
- Dichiarazioni
- Spiegazioni
- Statistiche

 **EU Agriculture** @EUAgri · 19 Mar 2020
In his letter to all EU agri Ministers, **Commissioner** Wojciechowski welcomes ongoing efforts across the EU, assures @EU_Commission support & calls for swift actions to continue to protect human health, secure food supply & alleviate the impact on farmers.
europa.eu/!Mr69gX




”
“We will need to continue to work together and coordinate our actions in order to support our farmers, agri-food industry and retailers.”



 **EU Agriculture** @EUAgri · 14 Oct 2020
We published a new external study on the future of EU livestock, detailing how the livestock sector can contribute to a **sustainable** agriculture in the EU: europa.eu/!tX78Th



ALT

 **EU Food & Farming**
1 June 2020 · 🌍
🥛 Happy World Milk Day! 🥛
In the EU we process more than 170 million tonnes of whole milk in a year. Most of it is used to make cheese & butter 🧀🧈
More on Eurostat: europa.eu/!nN73nY

What is the milk in the EU used for?

Fabrication of:

| | | |
|---|-----------------|--------|
|  | Cheese | 37.7 % |
|  | Butter | 29.4 % |
|  | Cream | 11.9 % |
|  | Drinking milk | 11.0 % |
|  | Acidified milk | 4.3 % |
|  | Powder products | 2.9 % |
| | Other products | 2.7 % |

Milk refers to whole milk which is processed (98.1 % of the available milk). The remains (1.9 %) is non-processed milk, which is delivered to the national non-dairy industry (agri-food, feedstuff industries etc.), returned to farms or lost.

Date for 2018.



OBIETTIVI – 2. ENTUSIASMARE

Esempi: gli effetti delle policy

- Storie di persone e progetti reali
- Foto e ricette con prodotti IGP e DOP
- Video



Here's how the EU is helping farmers to care for our [#soil](https://europea.eu/!mg77Uw)
→ europea.eu/!mg77Uw



Meet Evert, a Dutch specialist in organic farming. He works at the Oirschot farm growing tomatoes, peppers, cucumbers, eggplant and zucchini.

🍅 Every year the seeding is made during the first week of January and the harvest from March to November: cucumbers are harvested after 6-7 weeks, tomatoes after 11-12 weeks and sweet peppers after 13-14 weeks.



... n the soil without artificial fertilizers or
... houses are heated partially with gas,
[Ouragriculture](#)



Riso Nano Vialone Veronese PGI with red cabbage and smoked fish, Italy IT

Riso Nano Vialone Veronese PGI is a highly renowned variety of rice, much sought after for its smooth texture and pleasing aroma 🍚 #InspiredbyGIs From absorbing the mineral-rich soil in the plains of Verona to soaking up sauces on the plate, Riso Nano Vialone Veronese PGI is not only perfect for risottos, but is also the foundation of choice for a wide variety of rice-based dishes 🍷 It is cultivated using traditional techniques that protect the nourishing qualities of the soil and water. Crop rotation and careful regulation of the



OBIETTIVI – 3. COINVOLGERE

- Approfondimenti da leggere
- Materiale da scaricare



OBIETTIVI – 3. COINVOLGERE

- Dashboard con dati interattive da consultare
- Consultazioni pubbliche
- Eventi live



CREARE I POST


COPY

- Linguaggio
- Formattare il testo
- Call to action
- Hashtags (massimo 3)
- Emoji
- Link accorciati
- Tag (nel testo & nella foto)



EU Agriculture  @EUAgri · 23h

#EUtrade agreements are set to have an overall positive impact on the EU economy & the agri-food sector  

 Read the new study by **@EU_ScienceHub** on the cumulative effects of 12 trade agreements on the agri-food sector by 2030
→ europa.eu/!vw43fP



CREARE I POST

CREATIVE

- Libreria foto della Commissione
- Abbiamo una graphic designer e un video editor



CREARE I POST

IL MOMENTO GIUSTO

- Notizie appena escono
- Zucche ad Halloween, Champagne a Capodanno



EU Agriculture @EUAgri · 2 Sep 2019

Back to school! Millions of schoolchildren across the EU will receive fruit vegetables & milk products this school year thanks to [#SchoolSchemeEU](#) 🥕🥛

More info → europa.eu/!CR74RH ❤️



The EU School
Fruit,
Vegetable
& Milk
Scheme



Tibor Navracsics and 2 others



EU Agriculture @EUAgri · 8 Mar 2020

Share of farms managed by a woman 🧑🌾👩🌾👩🌾

| | |
|--|-----|
| | 45% |
| | 45% |
| | 34% |
| | 33% |
| | 32% |
| | 31% |
| | 30% |
| | 29% |
| | 27% |
| | 27% |
| | 28% |
| | 26% |
| | 25% |
| | 23% |
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| | 21% |
| | 20% |
| | 19% |
| | 17% |
| | 15% |
| | 14% |
| | 12% |
| | 12% |
| | 11% |
| | 10% |
| | 8% |
| | 6% |
| | 5% |

@EU_Eurostat

[#InternationalWomensDay](#)

MONITORING

- Cosa funziona? Cosa va meno bene? Ore migliori per postare?
- Report settimanali, mensili e trimestrali.
- Strumenti: dati raccolti dalle piattaforme, Socialbakers.



Last Week

POST LEVEL



Mon Jan 18, 2021 at 13:30 UTC +00:00



Ever heard of farming therapy? Positive Agritude is a EU-funded social farming project in Lierneux BE, offering patients

118 Interactions 89 Likes 28 Retweets



Thu Jan 21, 2021 at 8:00 UTC +00:00



We launched a public consultation on EU Geographical Indication products! 🍷🍷 Participate to help shape the future of the

113 Interactions 67 Likes 45 Retweets



Wed Jan 20, 2021 at 8:00 UTC +00:00



Planning to apply for #EUAgriPromo funding, for campaigns promoting EU food products in 2021? 📄 Register to

74 Interactions 45 Likes 28 Retweets



Sun Jan 24, 2021 at 8:00 UTC +00:00



🍷 How does EU funding for campaigns promoting food products work? 📄 How can you apply to get #EUAgriPromo

66 Interactions 41 Likes 25 Retweets

COMMUNITY

A chi si risponde?

In linea di massima:

- A chi ha una domanda
- A chi fa un'osservazione, anche critica, ma che può essere l'inizio di una conversazione

! Don't feed the trolls.

Solo i commenti che contengono discorsi d'odio vengono rimossi.

Peter

The EC should come up with a plan, how to prevent the following situation: retailer imports veg from 3500 km state, sells for 1,00 eur. Selling locally sourced veg, for 3 eur, as its local, but the local farmer gets the same price as the 3500 km farmer away. So retailers win, donig huge damage to @greendeal and local food producing farmers. This model is unsustainable and not aligned with eu strategies, thus spending money wreck less not achresults it could

Like · Reply · Message · 6 d



Author

EU Food & Farming ✓

Hi **Peter Prekmurc**, it is one of our objectives to make sure that farmers get a fair price for their produce 🙌 The EU Directive on unfair trading practices in particular aims to make the relationship between farmer & retailers more balanced.

If you are an operator in the food chain please make your voice heard by answering our survey on unfair trading practices. The survey is in all languages (select yours on top of the page) and it's open until January 31: <http://europa.eu/ltQ79bD>



EC.EUROPA.EU

European Commission takes stock of relations within...



Like · Reply · Commented on by **Francesca Falchi** ⓘ

· Remove Preview · 5 d

Peter

EU Food & Farming will do and awaiting some calls to tackle this in-field within Horizon Europe



DOMANDE?