

Social media information & sample posts

Cooperatives Europe - European Elections 2019
April 2019

In this document:

This document will explain the different elements that can be included in your social media posts on the EU elections campaign, and a small amount of example tweets.

You may find images to illustrate your tweets in the online folder.

This document explains:

- i. Hashtags
- ii. Websites
- iii. Sample tweets & FB posts
- iv. Use of images with tweets

i. Hashtags

1. #CoopsInspireChange

For all the social media posts use the hashtag **#CoopsInspireChange**.

This will help us have an overview of the campaign, ensure your posts are visible on our elections website (elections.coopseurope.coop) and help us promote you.

It can be used in any relevant context – How do #CoopsInspireChange for our communities? The economy? The local schools? Women? For peace-building? Spin it to showcase the wide impact that we know cooperatives have not only in Europe, but worldwide.

2. #ThisTimeImVoting

You may also use this secondary hashtag of the European Parliament's campaign This Time I'm Voting – www.ttimv.eu/cooperatives. Pair it with a post encouraging your followers to vote.

3. #EUElections2019

Hashtag that European institutions are using.





4. @CoopsEurope

When possible, tag (in text or under photo) Cooperatives Europe. Another way to ensure we can follow your activities to the minute.

ii. Websites

1. elections.coopseurope.coop

This is the elections website of Cooperatives Europe that includes information on voting, taking part in #CoopsInspireChange campaign, information for future MEPs – how to become a #CoopSupporter, and a list of existing #CoopSupporters.

The social media posts of #CoopsInspireChange will be displayed as well.

2. www.ttimv.eu/cooperatives

This is the link to the **#ThisTimeImVoting** website, which provides information about voting in the elections. This is a custom link for the whole cooperative movement, where we can track how many people we have 'recruited' – statistics of most active recruiters are sent out regularly by the European Parliament.

When promoting this platform, make sure to use the given link (and **not** www.thisimeimvoting.eu).

3. <https://what-europe-does-for-me.eu/>

This website provides information regarding what Europe does for its citizens and how it influences their lives.

iii. Sample posts

Feel free to translate the tweets or write your own. These will help you get started! Adapt as needed to your country, sector, field of work etc.

We are building a people-centred future for Europe, with cooperatives. Will you be part of it? Join the #coop @Europarl_EN election campaign and show how #CoopsInspireChange for communities across Europe >> elections.coopseurope.coop



#CoopsInspireChange posts with posters / printables:

For my community, **#CoopsInspireChange** because ...**(INSERT YOUR REASON)**.....
#ThisTimeImVoting for**(INSERT WHAT YOU VOTE FOR)**....., with cooperatives. And you? Join the campaign: elections.coopseurope.coop

Want a Europe that is more...sustainable? Inclusive? Innovative? Fair? Now is the time! European Parliament elections between 23-26 May are your moment to put #coops values in practice and vote in a Parliament that puts #PeopleFirst! Find out more >> www.TTIMV.eu/cooperatives
#ThisTimeImVoting

#CoopsInspireChange campaign is open to all! Join us in encouraging the #coops communities to vote in the European Parliament elections & tell the candidates how **#CoopsInspireChange!**

Find all the editable resources on <https://elections.coopseurope.coop/resources/>

#CoopsInspireChange: Have cooperatives changed your community, way of work, the way you consume, or way of life in general? Or do you know an inspirational cooperator? We want to hear your story!

Print out the template here and tell us in a photo or a video (we love videos!):
www.elections.coopseurope.coop

#Coops will support the work of @Europarl_EN that builds a sustainable, inclusive and people-centred economy, serving the needs and aspirations of the communities. Your support is now crucial to build a cooperative Europe.

Find out more www.elections.coopseurope.coop **#CoopsInspireChange**

What does EU do for you? More than you think: www.what-europe-does-for-me.eu

This May, your vote is crucial to ensure that the next EU Parliament supports **#coops**, and shapes the sort of world that you would want to live in. Pledge to vote at ttimv.eu/cooperatives
#CoopsInspireChange

Are you a candidate MEP or do you know one? Do you commit to putting people before profit, and would like to support cooperatives across Europe? Then become a **#CoopSupporter!** Find out more and sign up now >> elections.coopseurope.coop **#CoopsInspireChange**





When 1 out of 5 people in EU are part of cooperatives, they must be taken on board of all key decisions of EU institutions to build a truly people-centred Europe. Read the #coops recommendations for the new Parliament <https://elections.coopseurope.coop/key-priorities/> #CoopsInspireChange

IV. Use of images with tweets

You may find sample images to use with your posts in the folder. You may also modify the colours of the posts, put your logo, change the text. Editable photoshop files are included in the folders.

The images may only be used in the context of the European Elections and the cooperative campaign with messages that are supportive of cooperatives. The images may not be used for offensive or discriminatory purposes. They may not be used for commercial purposes.

Cooperatives Europe is not responsible for any text and edits made on the images by the users. Cooperatives Europe is also not responsible for any posts outside its' own communication channels.

The use of Cooperatives Europe's full logo is not authorised, unless the image used remains unchanged and in its original form.

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