Circular
Cities & Regions
Initiative

Social Media Guide – Circular Cities and Regions Initiative

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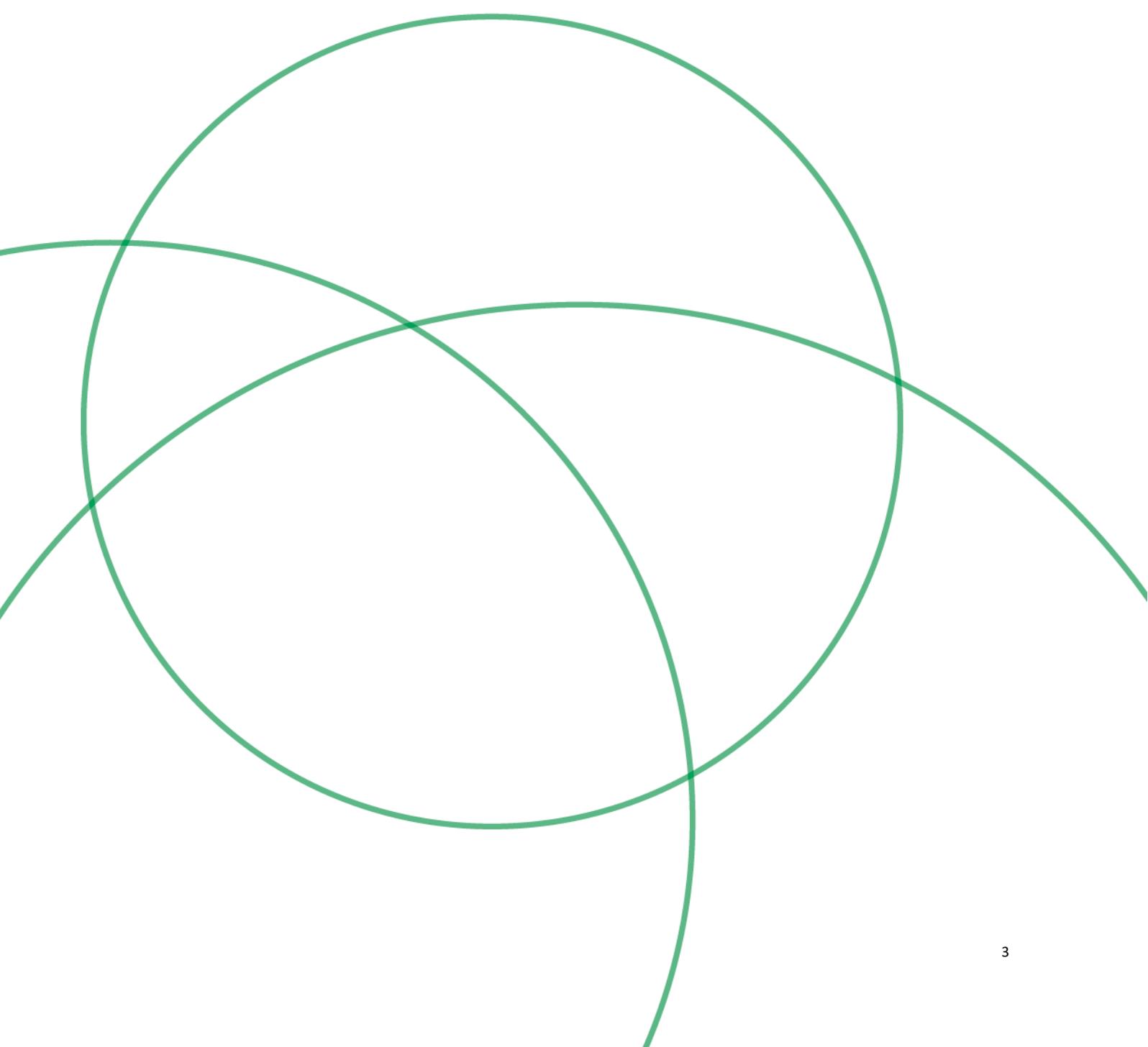## Introduction

About the CCRI Social Media Guide

What is the purpose of this guide?

This guide was developed to provide an overview of the approach taken towards promotion of the Circular Cities and Regions Initiative (CCRI) via social media. This involves providing you – as a CCRI multiplier – with tactics that can be used when sharing content developed by the CCRI Coordination and Support Office (CSO) for your own social media accounts. I.e., promoting CCRI activities, responding to comments and questions and general community management tips. Your involvement in the promotion of key CCRI-related messages is very important and much appreciated!

Who is this guide for?

CCRI multipliers including:

- CCRI Stakeholders (Pilots, Fellows, CCRI Projects, Associated Partners)

- Other relevant stakeholders and networks

Through this collaboration we aim to boost the reach and engagement of CCRI content on social media, helping to raise the profile of the CCRI and promoting engagement with its key messages and activities.

Overview of Circular Cities and Regions Initiative

What is the CCRI?

The Circular Cities and Regions Initiative (CCRI) is an initiative of the European Commission, launched by the Directorate-General for Research and Innovation as part of the EU Circular Economy Action Plan 2020. It contributes to the policy objectives of the EU Green Deal and the EU Bioeconomy Strategy. It is supported by Horizon Europe, the EU's research and innovation funding programme.

Rationale and scope

The CCRI specifically targets EU cities and regions, and supports them in improving circularity in their economic sectors, value chains and services. They are the closest governance level to Europe's citizens and sources of innovation, socio-economic transformation and circular ecosystems. They are thereby well placed to drive change towards a sustainable, regenerative and inclusive circular economy.

Aims and activities

The CCRI aims to support Europe's green transition by boosting circularity at local and regional level. It is a rather unique **multi-stakeholder collaboration and support scheme.**

In order to build capacity and drive economic growth, the CCRI works to increase collaboration and knowledge sharing between EU cities and regions. It also aims to boost innovation and upscaling, which are essential for making the circular economy more widespread and mainstream.

Delivering concrete solutions can prove challenging, given that economic sectors, value chains and services vary greatly across Europe's cities and regions. The CCRI therefore aims to share replicable best practices to help cities and regions find concrete Circular Systemic Solutions (CSS) that suit their own needs.

It also combines this knowledge-sharing with financial support and technical support, including:

> ➢ **financial support for project development assistance (PDA) and technical assistance** services for investments in circular economy at local and regional scale, delivered through PDA grants from Horizon Europe and the future Circular Economy Technical Assistance Facility from the European Investment Bank (EIB) (estimated €40-50 million);

> ➢ **Cooperation and support** by the CCRI Coordination and Support Office (CCRI-CSO)

> ➢ **further assistance (non-financial, e.g. advisory services, support on circular economy governance, promotion of good practices)** from collaborating organisations, such as the EIB Circular City Centre (C3), the Organisation for Economic Co-operation and Development (OECD) 'Programme on the Circular Economy in Cities and Regions', as well as the European Circular Economy Stakeholder Platform and many other CCRI Associated Partners.

More information can be found on https://circular-cities-and-regions.eu/about.

CCRI Messaging

Key message:

The CCRI is leading the transition towards a circular economy in Europe by bringing together cities and regions and gathering knowledge and good practices, including concrete Circular Systemic Solutions[1].

Supporting messages:

1) The CCRI is fully committed to circular economy principles such as circularity, regeneration and sustainability, and to the wider objectives of the European Green Deal and Bioeconomy Strategy.

2) The CCRI is a trusted, accessible and credible hub of knowledge and good practice and an example to follow at EU level.

3) By getting involved in/following the CCRI, you can obtain the knowledge you need to contribute to environmental protection, become more sustainable, minimise your resource waste, boost your economic growth and create jobs.

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[1] A Circular Systemic Solution is a project aiming to achieve an overall net sustainability added value in a local context by applying innovative circular models. More details on the FAQ section of https://circular-cities-and-regions.eu/

Circular Cities & Regions Initiative

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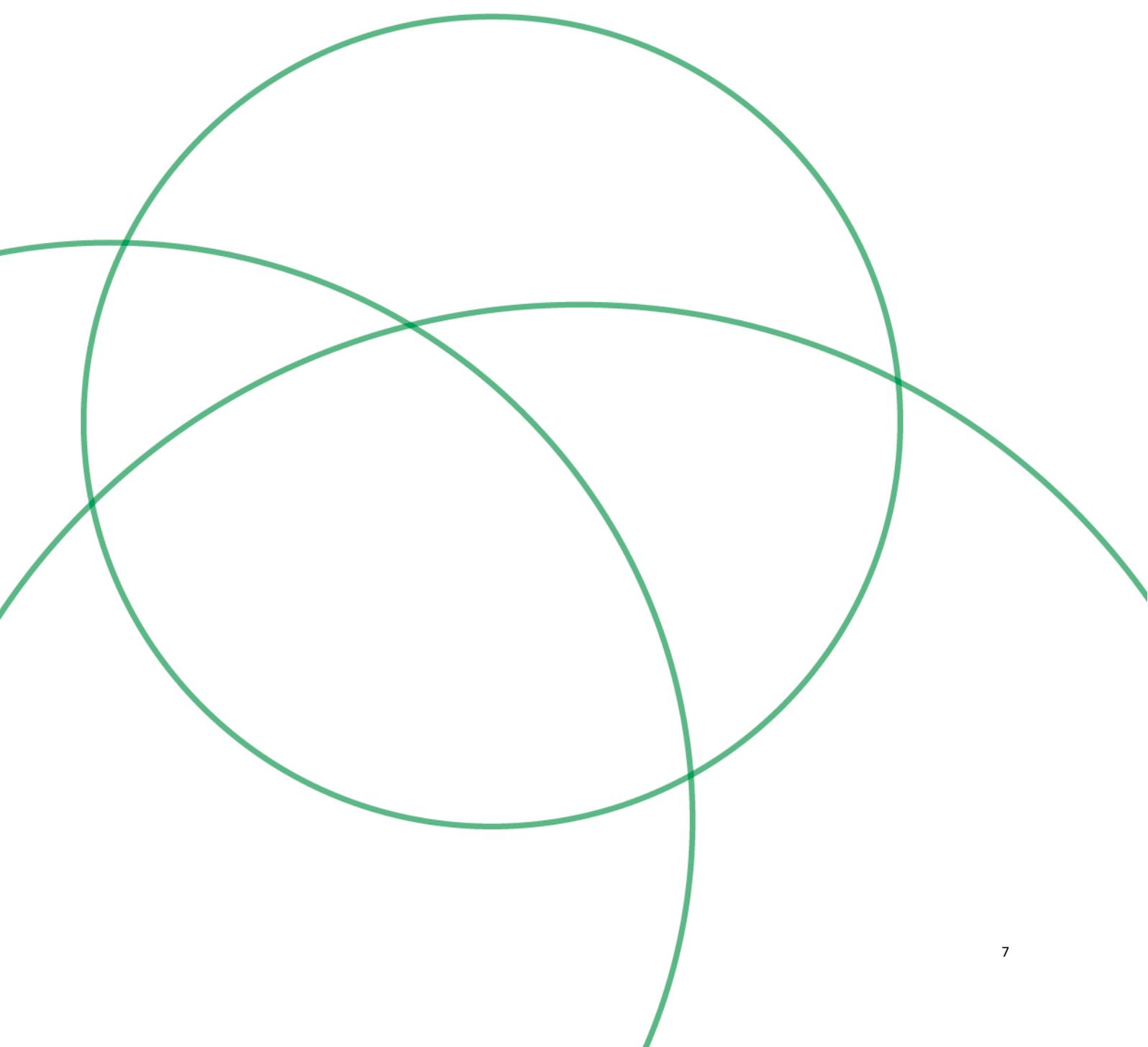
Social Media

CCRI on Social Media

The official CCRI social media channels include DG Research & Innovation's Facebook and Twitter accounts and a new dedicated CCRI LinkedIn Page.

Please follow the below social media accounts and share with your network, inviting them to do the same.

> **Social media pages for CCRI news:**
>
> - **EU Science & Innovation Facebook page**
> - **EU Science & Innovation Twitter page**
> - **LinkedIn Page**

Writing for social media

The approach to drafting content for social media relating to CCRI topics follows general guidelines that are both appropriate for the style and length expected on each platform and in line with the CCRI's overall identity. As the main platforms officially used to promote CCRI-related messages include Facebook, Twitter and LinkedIn, these are the ones mentioned in this guide. In most cases the assets required to post about the CCRI and its key messages will be provided by the CCRI-CSO (both text and visuals).

That said, multipliers are welcome to adapt the text (to better match their accounts' and target audience's styles) and promote content on other platforms they have relevant presence on (as well as use other channels like websites, webinars, intranet/extranet, email).

Social media platform	General characteristics
Facebook	- Informative tone of voice - Details can be added but it's best to keep messages short and to the point where possible - A fun touch can be included, i.e., adding emojis where relevant. - 1-2 hashtags (no more than 3) including the official #CCRIEurope

Twitter	- Concise, straight to the point, total character limit 280 including spaces. URLs count for 23 characters (fixed) so content excl. URLs is max 257. - Only necessary information - Emojis can be added where relevant 1-2 hashtags (no more than 3) including the official #CCRIEurope
LinkedIn	- Most detailed of the platforms, informative content - More formal style and fewer emojis, neutral ones 1-2 hashtags (no more than 3) including the official #CCRIEurope

Note: when referring to CCRI-CSO on social media please use EU Circular Cities and Regions Initiative

Visuals

Visuals will be prepared by the CCRI-CSO for use by multipliers. Please refrain from adapting the visuals shared with you. The visual identity follows strict guidelines and should not be compromised in any way as a result of the addition of logos, text, cropping, adjustment of the location of visual elements etc. If you require visuals in a format that has not been provided, please contact CCRI-CSO-Communications@ecorys.com to enquire about the feasibility of developing a new format. By default, these are the dimensions visuals will be available in:

- Facebook - 1200 x 630px

- Twitter - 1200 x 675px

- LinkedIn - 1200 x 1200px

Slogans

The CCRI's official slogan reads '**Leading Europe's circular economy transition**'. Its aim is to effectively communicate the CCRI's core values.

Multipliers should use the adapted version of the slogan to encourage participation in the initiative (e.g. in communications encouraging attendance to events or visits to the website).

'Join Europe's circular economy transition'

Circular Cities & Regions Initiative

Hashtags

Online conversation related to the CCRI is helped by a mix of CCRI-specific hashtags and more general hashtags relating to. These include:

Hashtag	Usage
#CCRIEurope	Main hashtag for the initiative to be used across all posts relating to CCRI.
#CCRIpilots #CCRIfellows #CCRIprojects #CCRIpartners #EUCircularSystemicSolutions #EUCircularCities #EUCircularRegions	Secondary hashtags to accompany the main hashtag in particular types of posts, where relevant, and where character limit allows. For example, posts about the CCRI Projects would carry the #CCRIprojects hashtag to group relevant posts together.
#CircularEconomy #Circularity #Circular #CircularSociety #SustainableEconomy #GreenTransition	To boost discoverability and reach, it is important that social media posts also include generic hashtags relevant to circularity, so that they are linked with the wider dialogue on circular economy.

Social media content calendar

You will receive a small number of social media posts monthly (1-3), adapted by channel. You are free to use them as they are, or to adjust and translate them (apart from hashtags) to meet the needs of your audiences and writing style for each platform. A couple of examples of what to expect are displayed below.

	Facebook	Twitter	LinkedIn
Post	🌱 This year at #EUGreenWeek 🇪🇺, the EU Circular Cities and Regions Initiative organised a partner event on 'Circular systemic solutions for regions and cities in action', introducing the #CCRIEurope and its activities. 🔵 European Investment Bank presented its Circular City Centre (C3), which will provide advisory support on circular economy investments 🔵 OECD presented its programme to support cities and regions to improve circular economy governance Watch the online recording 👇 www.youtube.com/watch?v=AXE8aLX0A_A #CCRIEurope #EUCircularSystemicSolutions	🌱 Did you miss the event 'Circular systemic solutions for regions and cities in in action' from the EU Circular Cities & Regions Initiative at #EUGreenWeek? Watch it 👇 https://t.co/2qbRkkrgEf #CCRIEurope	Did you take part in the EU Green Week 🇪🇺 ? Each year the #EUGreenWeek is an opportunity to debate and discuss European environmental policy. This year, the EU Circular Cities & Regions Initiative organised a partner event entitled 'Circular systemic solutions for regions and cities in action', introducing the CCRI and its activities. ◇ The European Investment Bank presented its EIB Circular City Centre (C3), which will provide advisory support on circular economy investments ◇ The OECD presented its programme which will support cities and regions to improve circular economy governance Watch the online recording 👆 https://lnkd.in/eywGEFKt #CCRIEurope #CircularEconomy
Visual			

	Facebook	Twitter	LinkedIn
Post	Don't miss out on all the news and events from the EU Circular Cities & Regions Initiative! CCRI focuses on implementing the circular economy across Europe's cities and regions. ✍️Subscribe to the CCRI newsletter to receive updates directly in your inbox and become involved in Europe's transition to a circular economy. 🔗 https://circular-cities-and-regions.eu/ #CCRIEurope #CircularEconomy	✍️Don't miss out on news and events from the EU Circular Cities and Regions Initiative. CCRI focuses on implementing the circular economy across Europe's cities and regions. 🔗Subscribe today: https://circular-cities-and-regions.eu/ #CCRIEurope #CircularEconomy	Don't miss out on all the news and events from the EU Circular Cities & Regions Initiative! CCRI focuses on implementing the circular economy across Europe's cities and regions. Subscribe to the CCRI newsletter and become involved in Europe's transition to a circular economy. 🔗 https://lnkd.in/evjnQuBw #CCRIEurope #CircularEconomy
Visual			

Questions and answers

Answers to potential questions raised on social media can be found in the FAQ section of the CCRI website: www.circular-cities-and-regions.eu If you cannot find an answer, please contact the CCRI Helpdesk for support via helpdesk@circular-cities-and-regions.eu or +32 25033554.

Community Management / Escalation Guidelines

When posting on social media it's inevitable that some users will comment. They may respond to offer their own views on the topic, to ask genuine questions, to provide compliments or complaints, or raise topics that may seem completely irrelevant to the original post. It is important to know how to handle comments in a professional and efficient way. The below section offers some tips on how to approach comments relating to CCRI posts.

Social Media Response Handling Plan

Step 1: Assessing post comments

The comment will need to be assessed to understand its tone/content and then categorised by its sentiment into positive, neutral, negative, hostile comment or a request for more information.

Step 2: Decide on the response to the comment

Positive comment

Most positive comments will not need any reply. There is the option to thank them for their feedback or provide more information or "like" the comment.

Neutral comment

No reply is recommended for neutral comments unless they also include a query for more information for example 'why are you running this initiative?' If it is a question, consult the Q&A section above. If the answer to the question is not available above, contact the CCRI Helpdesk for guidance on how to respond, or if appropriate encourage the user to contact the Helpdesk directly.

Negative comment

It is recommended that more time and consideration is taken when replying to negative comments. Some responses may need to be investigated and a reply drafted before the comment is replied to.

The first step is to consult the Q&A answers and select the most appropriate reply to the negative comment.

If the negative comment is simply stating an opinion or does not necessarily need a reply, options include:

- Ignoring the comment. If the comment is not offensive or abusive it does not need to be hidden or deleted.
- If the comment is reasonable, you can respond "Thank you for your feedback and we will take your comments on board".

If the negative comment needs a reply that is not covered by the Q&A section above, you don't feel that a generic 'thank you note' is appropriate and need support on how to deal with the comment, please contact CCRI-CSO-Communications at CCRI-CSO-Communications@ecorys.com, stating in the subject that this relates to a negative comment on social media.

Hostile comment

Any comments that are abusive or contain offensive language should be hidden immediately using the 'hide this comment' feature on Facebook or select 'hide reply' and confirm on Twitter. Sadly LinkedIn doesn't allow comments to be hidden, so the best option available is to delete the comment.

In general it's best to hide rather than delete comments if possible. Hiding a comment made as a respond to your posts will stay hidden from everyone except the user who made the comment and their friends. The user won't receive any notification, limiting the risk of them going on other platforms and intensifying the hostility. You can also unhide the comment and deal with it with a well-thought response at a later stage. Deleting a comment erases it, meaning nobody will be able to view it anymore. The user who made the comment won't be notified of its deletion; that said, should they decide to revisit the original post, they will be able to tell their comment is missing (and guess it was deleted). Disabling comments to posts is another option usually available on social media which we wouldn't recommend using.

It is advisable to avoid engaging with anyone who posts hostile comments. If a series of hostile comments quickly appear please notify the CCRI Helpdesk and mark the email as urgent: helpdesk@circular-cities-and-regions.eu.

We may advise changing the wording or/and the visual content of the post and potentially the deletion of any posts that receive a highly negative reaction.

Request for further information

If the FAQs section above doesn't answer a request for further information, the official website Circular Cities and Regions Initiative should be consulted to see if it provides the answer. If it does, the reply should briefly describe the answer and then end with "For more information please visit www.circular-cities-and-regions.eu"

If you are unable to obtain the answer to the question on the website, please contact helpdesk@circular-cities-and-regions.eu for support.

Step 3: Reviewing Future Posts

The CCRI-CSO social media team and the CCRI Helpdesk will review future social media content calendars in light of any negative feedback and make any necessary adjustments.

We may ask you to delay sharing any more posts in case they have similar potential for misunderstanding or attracting a mainly negative response. This will allow time for the visuals and messaging to be changed should that be necessary.

Do you have any feedback on this social media guide? We'd love to hear from you! Contact us via CCRI-CSO-Communications@ecorys.com

Thank you for your support on promoting the CCRI and for following use on:

- **EU Science & Innovation Facebook page**

- **EU Science & Innovation Twitter page**

- **CCRI LinkedIn Page**