



EUROPEAN ANTI POVERTY NETWORK **ES**

EAPN Training on Information and Communications Technologies

SOCIAL MEDIA FOR SOCIAL NGOS

**12 & 13 Dec 2013 Leuven,
Belgium**

Timetable



EUROPEAN ANTI POVERTY NETWORK ES

- **9:30-10.15 | Facebook: How to use it in a NGO campaign**

- Some tips and key messages**
- Our Fan Page (How to connect with audiences)**
- European Elections Campaign in Facebook**

- **10:15-11:00 | Twitter: How to use it in a NGO campaign**

- How to 'tweet' effectively**
- How to manage 'influencers'**
- How to create a Trending Topic: Examples for action**

- **11:00-11.30 | COFFEE BREAK**

- **11.30-12.30 | Blogging**

- **12:30-14:00 | LUNCH**

- **14:00-15:30 | Campaigning tools and brainstorming part I**
 - LinkedIn**
 - Google+**
 - Petition tools: Avaaz and Change**

- **15:30-16.00 | COFFEE BREAK**

- **16:00-17:00 | Campaigning tools and brainstorming part II**
 - Videos: Youtube, Vimeo**
 - 'Viral' flashmobs**
 - Crowd funding tools**

WWW community network like tweet
share global freindship
blog group communication web
communication follow internet web like
chat world blog post
like network thread web media
post society like group
web media web like communication
social world blog social
thread www message network
message network share world
social global post like chat
www internet thread group
web network chat share world
follow internet www post
web freindship group message
follow network media
world web communication
share blog web freindship
tweet share tweet internet
group blog share like chat
world post society communication
social thread www social

web media society web social
chat message global web
web world message network
tweet world community society
freindship internet tweetwww blog
network communication group
society world chat
follow communication web global tweetwww
freindship internet world share chat thread web community global
www message freindship world media thread
community network thread communication communication
social web message like post like
chat global community tweet share society network freindship internet
tweet share communication freindship www follow
web tweet media community group
chat global message freindship communication
network group community world
communication share thread web
world follow www post
tweet web community blog internet post
www group chat post web freindship society
share network like blog media global communication web internet
world chat thread post freindship
communication internet society world follow world
global internet web community www
www share like communication like
global freindship post thread media freindship
community communication media message blog

Like

Facebook for NGOs Campaigns (Some tips)

[Carie Lewis](#) of the [Humane Society of the United States](#)



EUROPEAN ANTI POVERTY NETWORK ES

- **70% of social media time: Facebook**
- People join Facebook to connect with their friends and families, not with companies, so make sure **you communicate like a real person.**
- **Facebook success** isn't about how many friends you have or how many "Likes" you get; it's about actions.
- **You must be relevant, interesting and add value:** Interact, ask for input, and **make sure social media links are on all of your materials:** emails, websites, event registration pages, you name it.
- **Answer absolutely everyone** and answer them in a timely manner.
- Social media is a **great way to show people how their time, money, and efforts are making a difference.** Be sure to close the loop on fundraising and report back to your supporters.

...more tips



EUROPEAN ANTI POVERTY NETWORK ES

- Make your page a safe place to visit with a commenting and privacy policy. **You will inevitably have to deal with negative comments—response strategy**
- **Facebook users love to feel engaged.** Post photos, videos, competitions! Also **beware of autoposting your Twitter feed** onto Facebook. This will make your fans feel less valued.
- People are becoming inundated by corporate, branded Facebook posts. **If you take over your fans' feeds, they'll defriend** you because they'll feel overwhelmed. **On the other hand, if you never use your page, fans will be uninspired** and you'll be missing out on an energize them.
- If your fans wanted to read all about you, they'd go to your website. **Use Facebook to interact and provide personalized responses**, even for FAQ, not to overbearingly push a product and sell, sell, sell
- Remember, **the ultimate goal of Facebook is to connect, connect, connect!** Connect with your fans like one of their friends by making your posts personal, and people will be more inclined to participate.

...From dissemination to relation



EUROPEAN ANTI POVERTY NETWORK ES

facebook 84 2 Busca personas, lugares y cosas EAPN - España Inicio

EAPN - España Mensajes Promocionar página

Juan Diego Escartin Bandeja de entrada Acciones

web-nrma: <http://basiccome2013.eu/ubi/es/>
Video: <http://www.youtube.com/watch?v=rHF17EB5jKg>
Facebook: <https://www.facebook.com/RentaBasicaUniversal>
Artículo: http://www.elconfidencial.com/espana/2013-11-16/renta-basica-de-ciudadania-un-subsidio-publico-para-eliminarlos-todos_55200/

 **Iniciativa ciudadana europea por una renta básica universal - Basic Income European Citizens'...**
basiccome2013.eu
El 14 de enero de 2013, la Comisión Europea admitió a trámite nuestra iniciativa ciudadana europea dando inicio a una campaña de un año que se desarrollará en todos los países de la Unión Europea.

Compartir

 **EAPN - España** 21 de noviembre
Buenos días Juan Diego. Ya estamos apoyando la Campaña, también nuestra organización a nivel europeo. Le daremos toda la difusión posible ya que es una Iniciativa más necesaria que nunca. Un saludo. Jonás Candalija. Comunicación EAPN España

 **Juan Diego Escartin** 21 de noviembre
Gracias y un abrazo!!

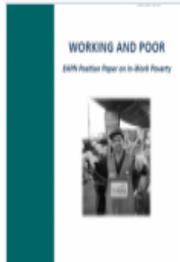
 Responder



EAPN - European Anti Pove... Biografía Reciente

Te gusta

Crear página



WORKING AND POOR: EAPN launches position paper on in-work poverty at the Annual Convention of...

www.eapn.eu

WORKING AND POOR: EAPN launches position paper on in-work poverty at the Annual

Me gusta · Comentar · Compartir 22

A Pirkko Ahonen, Nikos Satsias, Christelle Versluys y 13 personas más les gusta esto.



Escribe un comentario...

EAPN - European Anti Poverty Network compartió un enlace. 27 de noviembre



Exchange of Practice on Minimum Income Schemes - report available!

emin-eu.net

The European Minimum Income Network (EMIN) held a Peer Review in October 2011 between the 5 selected countries in the EMIN project (Belgium,

Me gusta · Comentar · Compartir 3

A Ryszard Szarfenberg, Paulinha Nunes Bastos, Anne-Marie Prieels y 8 personas más les gusta esto.

EAPN - European Anti Poverty Network follow on Twitter: #eminetwork

Me gusta · Comentar · Compartir

A Rob Hanlon y Ramón Peña-Casas les gusta esto.

EAPN - European Anti Poverty Network pour vous inscrire à l'événement FULL SOCIAL JACKET o

http://socialsecurity.fgov.be/.../fullsocial.../ecard-nl.htm

o http://socialsecurity.fgov.be/.../fullsocial.../ecard-fr.htm

o http://socialsecurity.fgov.be/.../fullsocial.../ecard-en.htm



Full Social Jacket socialsecurity.fgov.be

28 de noviembre a la(s) 14:59 · Me gusta · 1



Philippe Paing Ce manteau social aurait-il un intérêt selon vous?

http://revenuebase.info/initiative-citoyenne-europeenne/

Ver traducción



Initiative Citoyenne Européenne pour le revenu de base

revenuebase.info

Une initiative citoyenne européenne (ICE) en faveur du revenu de base inconditionnel est en préparation.

30 de noviembre a la(s) 15:02 · Me gusta



Philippe Paing http://basicincome2013.eu/



European Citizens' Initiative for an Unconditional Basic Income - Basic Income European...

basicincome2013.eu

Stand up for Basic Income as a Human Right! On January 14th 2013, the European C... Ver más

5 Key Rules for Nonprofit Social Media Socializing

(Caryn Stein)



EUROPEAN ANTI POVERTY NETWORK ES

- 1. Don't Be Boring:** Yes, this should be obvious ... unfortunately too many nonprofits slip into jargon mode in their communications. Talk to your supporters like real people: keep it to the point and interesting.
- 2. Don't Come on Too Strong:** Don't overwhelm with too many updates or too much information. This also means don't ask for too much too soon and post fundraising appeals sparingly.
- 3. Be a Good Listener:** Conversations are two-way communications. Don't just give your audience a way to talk back: truly listen to what your fans and donors are saying, and be sure to respond.
- 4. It's Not All about You:** It's true that everyone loves to talk about themselves – that includes your donors. Showcase them as a part of your story, share the impact they have and invite them to chime in with their ideas and testimonials.
- 5. Be Yourself:** Your nonprofit should have a unique personality and point of view. Express this through your social media outreach – it helps your supporters get to know you better, form a connection and sets you apart from other organizations.

Our dashboard



EUROPEAN ANTI POVERTY NETWORK ES

facebook

Busca personas, lugares y cosas



EAPN - España

Inicio



EAPN - España

Administrador de anuncios

Exportar datos

Descripción

Clics en "Me gusta"

Alcance

Visitas

Publicaciones

Personas

Tus fans

Personas a las que has llegado

Personas que interactuaron

Visitas registradas

Personas a las que les gusta tu página

Mujeres

64%

Tus fans

Hombres

32%

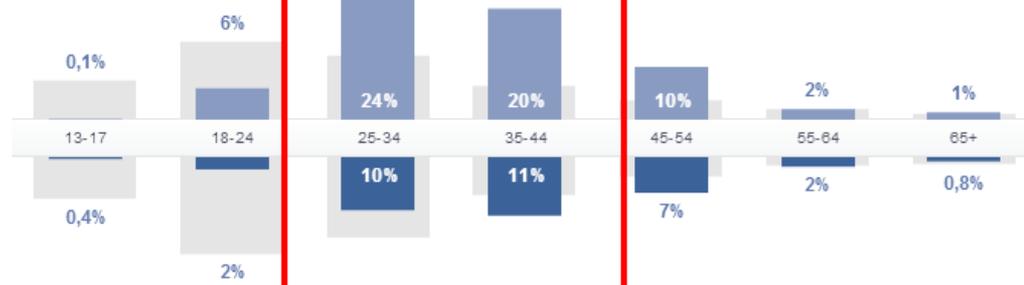
Tus fans

46%

Todo Facebook

54%

Todo Facebook



Pais	Tus fans	Ciudad	Tus fans	Idioma	Tus fans
España	1 199	Madrid, Spain	339	Español (España)	612

Portugal	21	Barcelona, Catalonia, Spain	53	Español	587
Perú	20	Valencia, Comunidad Val...	49	Catalán	46
Argentina	15	Seville, Andalucia, Spain	36	Inglés (Estados Unidos)	36

Focus: 17th October



EUROPEAN ANTI POVERTY NETWORK ES

facebook

Busca personas, lugares y cosas



EAPN - España

Inicio

Descripción

Clics en "Me gusta"

Alcance

Visitas

Publicaciones

Personas

Los datos diarios se registran según la zona horaria del Pacífico

1 S 1 M 1



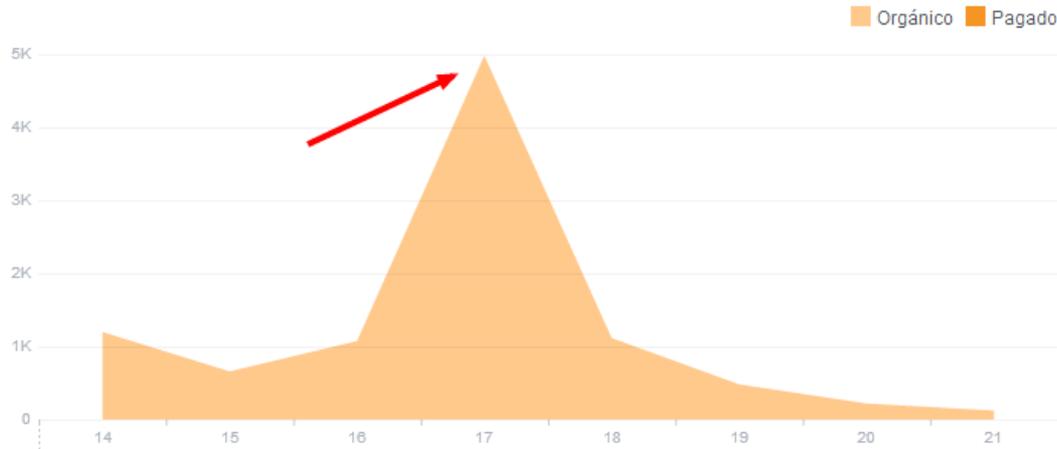
Inicio: 14/10/2013

Finalización

21/10/2013

Alcance de la publicación

Número de personas que vieron tus publicaciones.



PUNTO DE REFERENCIA

Se compara tu rendimiento promedio a lo largo del tiempo.

Orgánico

Pagado



EAPN - España Biografía Reciente

Panel de administración

Promocionar página

Promocionar página

Las estadísticas de la página se trasladaron

Enviar al celular

Paid service



He is EAPN. He talks to you



EAPN - España



A 1397 personas les gusta esta página · 115 personas están hablando sobre esto · 1 was here

Actualizar la información de la página



Ve tu anuncio aquí

El año 2013 ha traído luces y sombras en materia de voluntariado.



El voluntariado crece bajo la amenaza de los recortes

http://www.eapn.es/noticias/283/El_voluntariado_crece_bajo_la_amenaza_de_los_recortes

Difundir publicación

Reciente

Paid

2013

2012

2011

Agrega una categoría

Red Europea de Lucha contra la Pobreza y la Exclusión social en el Estado español



1397



European Elections Campaign in Facebook



Problems to address

- **European elections influence** people's lives
- **Loss of trust** in political leaders (at EU + national levels)
- Economic **governance needs to change** tack – back to social priorities
- Emergency to safeguard **Human rights, democracy, founding principles of the European Union**
- **Media compliance with political speech**

The overall goal: impact on the European elections



EUROPEAN ANTI POVERTY NETWORK ES

- **Every Vote Counts**
- **Poverty is not inevitable** and can be eradicated in the EU and globally
- A Social Pact for a **Social Europe**
- An **effective EU Strategy** to fight Poverty, Social Exclusion and discrimination
- **Strengthened democracy and civil society** participation

Our Fan Page



EUROPEAN ANTI POVERTY NETWORK ES

- EAPN Facebook page EU level + national members' FB pages (linked together) (*not a new page*) - All our existing contacts are potential campaign followers
- **What do you think about?**
- **Why don't we create an event?**



**Why use Twitter for
your nonprofit?**

Twitter: 10 tips for NGOs (powered by tweepy)



EUROPEAN ANTI POVERTY NETWORK ES

- 1. Monitor Discussions & Relevant Updates:** Once you've signed up and chosen the right name for your NGO, start out by doing a search.
- 2. Identify & Follow:** Identify the most influential and interesting Twitter users in your sector and follow them.
- 3. Customize Your Account:** Add a descriptive bio, a related link and customize your page to encourage to follow you.
- 4. Create a Relevant Voice:** Perhaps you want to inspire debate by asking pertinent, open-ended questions or maybe you want to inform about issues.
- 5. Patience, Grasshopper:** what you really want is quality not quantity.

How to tweet effectively



- 6. Engage Your Audience:** Twitter is flooded with millions of tweets per day, make sure that yours count.
- 7. Revisit Your Tweets:** Sometimes you might get so caught up in your tweeting that you will forget to check up on the quality of your tweets.
- 8. Use a Twitter Client:** The easier you make it for yourself, the more likely you will post messages more often.
- 9. Be Creative & Innovative:** As an NGO, the chances are that your followers are actually interested in what you have to say.
- 10. Checkout HashTags:** You'll often see words like #earthday #apprentice and so on, these are known as hashtags which you can include in your tweets to make it easier for others to follow that topic.

How to manage 'Influencers'



- **Who do you admire ?** As a first approximation to find mentors. Think people who you respect and admire for their actions and / or experience. Seek your profile on Twitter
- **Users who follow ... who to follow ?** Take a look at the followings lists of people that you follow to find out who can be an influencer in your sector. Once located, you follow them too.
- **Join the debate:** make him/her be part of your community and see where it leads .
- **Hashtags , hashtags and hashtags:** If you want to get more followers you should include hashtags in your tweets so users will find when doing searches on Twitter
- **Do not lose heart:**. The idea is to get visibility in the eyes of the influencer

Try to get them involve for the cause



EUROPEAN ANTI POVERTY NETWORK ES



Inicio



Conecta



Descubre



Cuenta



Buscar



23



UPF Lund

@upflund



Seguir

Don't miss @LaszloAndorEU who will come and speak 13:15 in Palaestra about the post-crisis European social model:
upflund.se/event/the-euro...

Ver traducción

Responder Retwittear Favorito Más

2

RETWEETS



10:32 AM - 5 dic 13

Responder a @upflund @LaszloAndorEU

Search and monitor your



EUROPEAN ANTI POVERTY NETWORK ES

twik.com/u/jonascandalija

Inicio Conecta Descubre Cuenta #greenprimary 23

- ✓ Todo
- Fotos
- Videos
- Noticias
- Personas
- Búsqueda avanzada
- ✓ Todas las personas
- Personas que sigues
- ✓ En todas partes
- Cerca de ti

- A quién seguir · Refrescar · Ver todos
- Think Big** @ThinkBig_open Seguido por Miriada X y otros
 - ONGD Huanca** @OngdHuanca
 - Sevilla Acoge** @SevillaAcoge

Resultados de #greenprimary

Destacados / Todos Guardar

- Monica Frassoni** @monicafrassoni 8min
Vota en greenprimary.eu #greenprimary
pic.twitter.com/dA8Jv3Uqg8
- European Greens** @europeangreens 2h
TOMORROW: Meet @josebove in the #GreenPrimary hat on facebook.com/EuropeanGreens starting at 6:30 pm CET
Abrir
- Patrick Hennings** @pat_hennings 2h
We are reinventing European democracy!
Vote now at greenprimary.eu
#greenprimary b.me/1PafXtcP6
Abrir
- Grüne Lichtenberg** @Grueene_Lbg 4h
Heute ist um 19 Uhr unsere Weihnachtsfeier im HOLL Hostel in der Wönnichstraße 69! Es gibt Infos zu #GreenPrimary und gutes essen!
Abrir
- European Greens** @europeangreens 4h
It's the #GreenPrimary photo cotest's last week!Lern about it,send ur entry&win a trip to Berlin: goo.gl/3ITW2u
Abrir



Our dashboard 😊



EUROPEAN ANTI POVERTY NETWORK ES

Home @EAPNes

- lainformacion.com** @la_inf... now
El Gobierno ucraniano, dispuesto a dialogar con la oposición.
noticias.lainformacion.com/mundo/el-gobie...
Details
- UGT** @UGT_Comunica now
Ahora estamos atrapados en la crisis y vamos a estar atrapados en las secuelas de la misma en un futuro ugt.es/actualidad/201...
Details
- CCOO Educació retweeted
Isa H. @huga20471 3h
@CCOOeducacio: Què examina PISA?
educacio.ccoo.cat/2013/12/que-ex...
Details
- UGT** @UGT_Comunica 26s
Las alternativas no pasan por seguir profundizando en la política de ajuste y recorte ugt.es/actualidad/201...
Details
- CCOO Educació retweeted
Isa H. @huga20471 4h
@CCOOeducacio: 12 reflexiones sobre PISA. Enrique Bethencourt educacio.ccoo.cat/2013/12/12-ref

Interactions @EAPNes

- SOSTENIBLE** followed you
SOSTENIBLE @SOSTENIBLE2010
Medio
Ambiente, Sostenibilidad, Educación Ambiental, Recursos, salud
- Jo Bothmer** retweeted
EAPN España @EAPNes 5h
¡Súmate está disponible! paper.li/EAPNes/1340867...
Gracias a @CRAlicante
Details
- Matilde Jiménez** followed you
Matilde Jiménez @matjimriv
Arquitecta experta en Habitabilidad Básica.
Demandadora de Derechos Humanos.
- Xarxa EAPN CV** mentioned you
Xarxa EAPN CV @xarxaeapncv 4h
La @xarxaeapncv participa a la TAULA DE POBRESA que @c_compromis celebra dijous dia 12 al @OctubreCCC de València.
@EAPNes @pepa59pepa
Details
- Xarxa EAPN CV** mentioned you
Xarxa EAPN CV @xarxaeapncv 4h
La @xarxaeapncv, present a l'acte commemoratiu del Dia

Messages @EAPNes

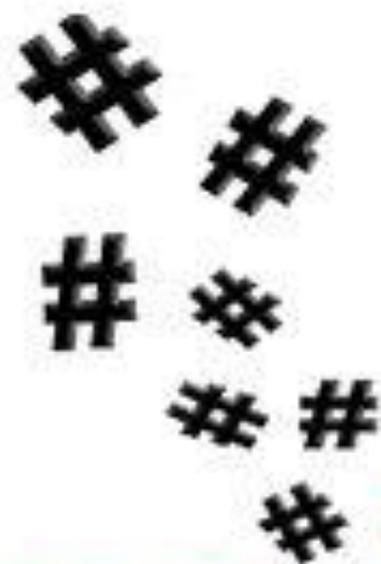
- Plat Voluntariado** @pvolu... 4d
Alberto Senante: asenante@gmail.com Twitter: @asenante Si le contactas, le dices que te di yo el contacto. Es buen amigo ;-)
View messages
- FEAPS Confederación** @... 4d
Tenéis un error en vuestro tweet que menciona a un señor de Sao Paulo @feaps ;-) Jonás
View messages
- AccionContraElHambre** ... 7d
Hola EAPN #elcalvohavuelto Vuelve el espíritu de la #Navidad. Por favor, ¡Compártelo! bit.ly/1fLw4i4 ¡Un abrazo!
View messages
- C. Juventud España** @... 25d
A las 19h queremos que compartas un deseo por nuestros 30 años con #MiDeseoEs pic.twitter.com/KKfwlpzmMY ¿Te animas?
View messages
- Xosé Cuns Traba** @xose... 27d
Mírame lo de las fotos del Seminario 2011, Xosé ;-)
View messages

Redes y entidades @E...

- RAISFundacion** @RAISFund... 10
En #Móstoles seguimos disfrutando del #reCICLOtaller aprendiendo mucho sobre bicis raisfundacion.org/es/informate/n...
pic.twitter.com/YD2C74pLNy
Details
- EAPN Melilla** @EAPNMelilla 38
Ciudadanía activa en #Melilla. wp.me/p1h9Jk-wE vía @eapn Melilla
Details
- EAPN Melilla** @EAPNMelilla 39
Democracia local. La participación social en #Melilla wp.me/p1h9Jk-wU vía @eapn Melilla
Details
- UNAD retweeted
ALUCOD @alucod
Un día para entregar las firmas en la Asamblea de #Extremadura. Difundes?. #SalvemosCasaRoja #PatologiaDual ow.ly/rt6F0
Details

Trending Topic

en



twitter



How to create a Trending Topic: #recortaelfraude /Cut the fraud



EUROPEAN ANTI POVERTY NETWORK ES

- **On the Strategy : STEPS**
 1. Need a **Special date for ACTION** (Plenary Session in the National Parliament debating about National Budget). Robbing Poor was there
 2. An **important backup documentation, data and figures** shared via TITANPAD so everybody has access to 'prepared' tweets and documentary links. Accurate documentation about tax heavens and tax fraud.



EUROPEAN ANTI POVERTY NETWORK ES

3. Coordinate Communications Department of NGO Alliance . We use the hashtag #recortaelfraude for **tweeting all together at the same time** . We must channel traffic at critical times . **RT and Metions** REQUIRED!
4. **Mobilize influencers to gain visibility** . Above all, focusing on large accounts of journalists , NGOs and politicians: @ GLLamazares , @ pedrozero @ rosamariaartal @ NativelPreciado , @ juanlusanchez , @ jordievole @ AnaPastor , @ greenpeace_es @ amnistiaespana. **Make them feel important** . Not asking for a simple RT.
5. **Call Media telling them we ´re going to do ´something´ in front of the Parliament** about Budget reduction in social policies



Which platform do you use?



EUROPEAN ANTI POVERTY NETWORK ES



Why do we blog?



EUROPEAN ANTI POVERTY NETWORK **ES**

- **Fresh air**
- **decentralized communication**
- **The voice of the voiceless**
- **... and you?**

5 Tips before start blogging

powered by The Case Foundation



EUROPEAN ANTI POVERTY NETWORK ES

- 1. Read blogs:** There are lots of theories about what is the best social media tool to first introduce to nonprofits. Look what is being written about your organization and the issues that it represents. Not only will this give you a feel for the different styles of blogs, but it will also provide content for some of your first blog posts.
- 2. The best person to write an organization's blog is the person who is the most excited to write it:** Being an organization's blogger involves not only writing for the blog, but also building relationships with other bloggers by reading them, linking to them, commenting on their blogs, and inviting them to comment on your blog.
- 3. Post consistently.** The most important thing is to be consistent. You don't have to write every day, but once a week is good. The rule of "quality not quantity" still stands.
- 4. Have an RSS feed and comments:** A blog allows interaction through comments, and an RSS feed allows readers to subscribe. For your less tech savvy readers, you should also allow your supporters to subscribe to your blog via email.
- 5. Just start:** Try it for a year and see what happens.



My choice...

Wordpress



EUROPEAN ANTI POVERTY NETWORK ES

● Advantages :

- **It is rapidly indexable** by search engines: google loves wordpress.
- **Intuitive , simple, fast and effective.**
- It **perfectly adapts to every device:** computer, tablet or mobile is viewed .
- **Multi- language.** The system can be installed on the user's language.

- ...
- Include useful and **basic elements for professionals**: contact form, integration with Google maps, embedding multimedia elements such as youtube , flickr ...
- Interaction with **social networks**, etc: Integration with **twitter timeline** (and other social networks) via APIs.
- Use **professional templates** : Professional templates can have very affordable prices and guarantee a reliable technical support and updates.
- Also enables **interactivity** .
- You can promote subscription to a monthly newsletter from the same web .

- **Among the disadvantages:**

- WordPress (along with Joomla and Drupal) are open source. **Spammers and hackers love it** ...constant maintenance and not let abandoned is required.
- Need to **ensure that all elements are updated** to the latest versions.
- Free themes or templates **do not guarantee support**: an unexpected upgrade can dismantle the entire structure.

ELECTING CHAMPIONS FOR A

SOCIAL EUROPE

FREE OF POVERTY, SOCIAL EXCLUSION AND INEQUALITIES

The connections you
need to change the
world are here.

Let us help you find them



Are You Effectively Using LinkedIn at Your Non-Profit?

(powered by Joe Garecht)



EUROPEAN ANTI POVERTY NETWORK ES

- **Establish a Presence:** Non-profits should establish a solid presence on LinkedIn by creating a “Company” page with up to date information on the organization.
- **Start to Network:** After your home base is set up, it’s time to start networking on the site. The first thing to do is to encourage your current supporters, board of directors, staff, volunteers, donors and friends to “connect”.
- **Market Your Page:** As with any social media outlet, you’re non-profit will reap the most benefit from LinkedIn if you actively market your LinkedIn page to people who are interested in your organization.
- **Using Status Updates:** LinkedIn allows your organization to write short, Twitter-like status updates that will appear on your profile and on the update pages of everyone who is connected with you or following your company. This is one of the most powerful features of using LinkedIn for your non-profit.

[Social Media Manager? - More than 10,000 Managers Rely on Sprout Social. Try it Free & Discover Why](#)



EAPN España

50 miembros



Debates

Promociones

Empleos

Buscar

Gestionar



Miembros de este grupo



[Belén de la Banda](#)

Social Media and Celebrity Manager

[Dejar de seguir a Belén](#)

[Ver todos los miembros](#)



Comienza un debate o comparte algo con el grupo



Tu actividad

Populares

Recientes



[Xosé Artur Cuns Traba](#)

Un reto complejo en la comunicación de organizaciones de lucha contra la pobreza y la exclusión social

Tu nivel de contribución en el grupo

Para empezar, haz un comentario en un debate. Las personas que participan en un grupo obtienen 4 veces más visualizaciones de perfil.



Comenzando

Social Media Manager? - More than 10,000 Managers Rely on Sprout Social. Try it Free & Discover Why



EAPN - European Anti Poverty Network

96 seguidores

Siguiendo

[Inicio](#)[Productos](#)[Información](#)

Cómo estás conectado



4 contactos de primer grado

3 contactos de segundo grado

8 empleados en LinkedIn

[Ver todo >](#)

Actualizaciones recientes

EAPN - European Anti Poverty Network Have you seen? WORKING AND POOR: EAPN latest position paper on in-work poverty, launched at the Annual Convention of the European Platform against Poverty and Social Exclusion!



WORKING AND POOR: EAPN launches position paper on in-work poverty at...

eapn.eu · WORKING AND POOR: EAPN launches position

Anuncios que podrían interesarte

Master en Dir. de RRHH
Haz el mejor máster de RRHH y consigue trabajo. ¡Con Prácticas por OBS!

Inversiones muy rentables
Inversiones en espacios de ocio espectaculares, exclusivos y



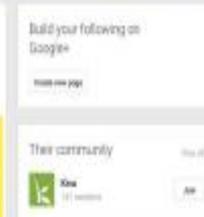
Google



Activate your cause

Google+ is a powerful tool to extend the reach of your organization. Your Google+ page can help deliver your message to the world's online community. Here's how to leverage Google+ tools to reach your audience with dynamic content.

- **Use Visuals.** Posts with images typically have 3x the engagement as posts without images.
- Encourage users to join the conversation by **sharing content** from others. Make posts relevant by adding your own personal message.
- **Post to Google+** at least once a day to keep content fresh. Posts early in the day tend to see the highest amount of engagement.



"Google+ is the perfect platform for us to convey the power of what Kiva is making possible around the world. Through photos and videos, this is the best lender recruitment tool we could ask for." - Kiva team

Tu perfil es apto para tener una URL personalizada

Obtener URL

Más información

Perfil

Ver perfil como: Propietario

Hangouts



Eapn España
17 personas te tienen en círculos

- Sobre mí
- Publicaciones
- Fotos
- YouTube
- +1s
- Reseñas

Personas

En tus círculos

Historia

Eslogan

START A PETITION +

HAPPENING NOW » SHINE A LIGHT ON TIBET [Take Action Now!](#) ◀ 4 of 4 ▶



Before Monsanto uncorks the champagne ▶

AVAAZ
is the campaigning
community bringing
people-powered
politics to decision-
making worldwide ▶

THE AVAAZ MOVEMENT:
31,202,801
members worldwide

JOIN NOW

JOIN THE CONVERSATION

CAMPAIGNS

TAKE ACTION



The European Anti-Poverty Network

Fighting for a social Europe Free of Poverty !

- HOME
- WHO WE ARE
- WHAT WE DO
- NEWS & PUBLICATIONS
- RESOURCES
- WHAT IS POVERTY
- MEMBERS' ROOM

YOU ARE HERE: HOME

TURN THE TIDE ON RISING POVERTY

Social Ministers must press for a genuine social and democratic Semester in 2014 to back a credible EU

Brussels, 09 December 2013 - The European Anti-poverty Network (EAPN), comprising thousands of organizations working in all Member States of the E...

READ MORE:



Ending Poverty is a Political Choice!

2013 European Meeting of People experiencing poverty REPORTS are out!

EAPN takes its Key Messages to the 3rd Annual Convention on Poverty and Social Exclusion!

WORKING AND POOR: EAPN launches position paper on in-work poverty at the Annual Convention of the European Platform against Poverty and Social Exclusion

- SUPPORT EAPN!
- NATIONAL NETWORKS' NEWS



Support EAPN Fund



Row 4 Rights! 2nd edition - 2nd success!

- OUR CAMPAIGNS
- EAPN'S VOICES



EU Money for Poverty Reduction NOW!
2013-11-22



WATER CAMPAIGN: Right2water: First ever European Citizens Initiative to make it!
2013-09-18

- OUR MEMBERS
- OUR ALLIANCES



EU Money for Poverty Reduction NOW!



Nearly 1 in 4 persons is in or at risk of poverty and/or social exclusion in the EU.

Member States must respect their commitments and allocate the necessary funds to the fight against poverty.

ACT NOW - SIGN THE PETITION!

As concerned citizens, we call on Presidents and Prime Ministers of EU Member States to respect the commitment they made when agreeing the EU poverty-reduction target! We urge them to invest EU Money for poverty reduction now by:

- Allocating at least 25% of the Cohesion Policy budget to the European Social Fund (ESF)
- Earmarking at least 20% of the European Social Fund to poverty reduction and social inclusion.



Support 20% allocation of the European Social Fund for social inclusion and poverty reduction!

In 2013, the EU's next 7-year budget, including the ESF's budget, is to be adopted and 26 of our Member States seem ready to reject this proposal, which raises severe questions about their commitment to 23% of the EU population in or at risk of poverty and social exclusion!

We must urgently work to influence our Governments at national and EU levels to back the Commission's proposal!

SIGN THE PETITION!

Projects

Alliances

Issues we focus on

Our campaigns

Thank you for signing for EU Money for Poverty Reduction NOW!

Created by
EAPN European
Anti-Poverty N.
Belgium

This petition was
delivered to:
EU Presidents and
Prime Ministers

SIGN THIS PETITION

This petition has been closed by its creator and is no longer accepting signatures

VICTORY

?

20,000

12,447

What and how we won!

change

.org

The world's platform for change

53,844,960 people taking action. Victories every day.

Start a petition

VICTORY



Bank of England keep woman on English banknotes

After 36,000 signed Caroline's campaign, the Bank of England announced that Jane Austen will appear on the new £10 note from 2017 [More](#)


Caroline Criado-Perez
 London, United Kingdom


36,161
 Supporters


 Featured in
The Guardian



You 

for Nonprofits

Why are you making the video?



TIPS & TRICKS

Planning!
Planning!
Planning!



What are you trying to say? Keep it to one message, one theme.



TIPS & TRICKS

Keep it Simple!



Who is your audience? Choose a primary target audience.

What do you want them to **DO**? You have their attention. Don't waste it.

Now go make your

VIDEO





#ContraLaPobreza



Eapn España · 45 videos

Subscribed

18,800

194 2



Fort Apache - De Stasi a Wikileaks
by HispanTV
Recommended for you



Dani Rovira - Mi vida laboral
by Dani Rovira
3,621 views



Buenafuente 799 - 6 7 (José Antonio Marina + Hasta el Fondo)
by axelkruger
5,033 views



La Traviata Netrebko Villazón Hampson (HD 720p) with Ru and En subtitles
by vovamagdalina
568,941 views



El club de la comedia - Leo Harlem: "Pones en castellano un 'Caralibro' y no
by misextatv
739,033 views



TU PUEDES SANAR TU VIDA louise I hay pelicula completa con audio en español
by institutoatman
77,492 views



Best Moments Of The Voice 2013 Auditions Compilation

vimeo

Categorías / Activismo y actividades sin ánimo de lucro / Sin ánimo de lucro

Videos (1.907)

EXPLORA ESTA CATEGORÍA



Nothing is Good
hace 3 años



Stepping Stones
hace 2 años

Iglesia ▶

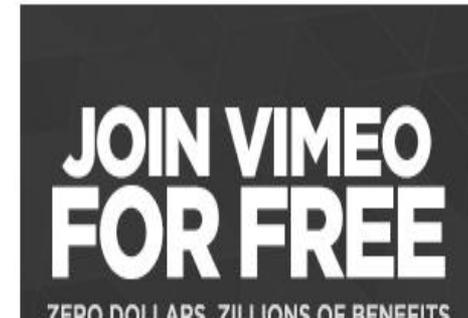
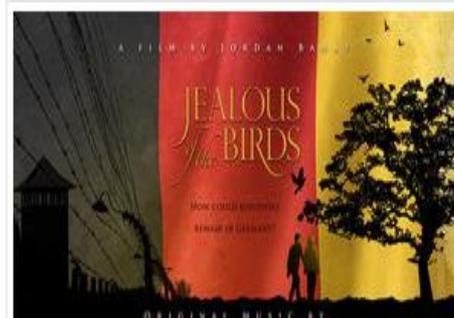
Periodismo ciudadano ▶

Medio ambiente ▶

Humanitario ▶

Sin ánimo de lucro ▶

Protesta ▶





Wiertz - Park

Vautier - Park

Join the human ring against poverty*



Esplanade - Luxembourg

Esplanade - Belliard

Esplanade - Wavre

where? around the European Parliament (Brussels)
when? 19 November 2010 at 12:15

Ending poverty is EVERYBODY'S business

* 84 million people in the EU are living in poverty

2010 BUILDING A EUROPE FOR ALL
www.endpoverty.eu





NADIE

SIN

HOGAR

NI CASA PERDI
DE LA VIDA

COMUNIDAD

LA VIDA ES UN
DERECHO

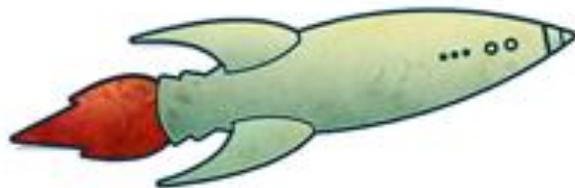




indiegogo

tiny lightbulbs 

KICKSTARTER



RocketHub



How to Crowdfund for Your Nonprofit



EUROPEAN ANTI POVERTY NETWORK ES

- **Step 1. Choose An Obtainable Goal:** One of the biggest mistakes: setting an unrealistic fundraising goal.
- **Step 2. Create a Fundraising Video:** Video content is the most shared content online.
- **Step 3. Secure Your Guarantees:** One of the most difficult parts of crowdfunding is getting off zero.
- **Step 4. Do Your Homework Before It's Due:** Fundraising success is made in the weeks before you launch when you're doing all of your due diligence.
- **Step 5. Follow Up, Update, Thank, Repeat:** You can't expect the campaign to run itself after your first promotional push.

