

A blog for EAPN campaign on the 2014 European Elections

The blog proposal was made in the proposed strategy for EAPN's campaign on the 2014 European Parliament's Elections.

The **overarching goal** of our campaign is to ***get an impact on the European elections by:*** EAPN gets the **support** and **commitment** of candidates **numerous enough to make a change, pressuring for a shift back** to a European Union based on the respect of Human rights and social rights, giving priority to fighting poverty, social exclusion and inequalities, restoring balance between economic and Human needs, and restoring democracy.

Our **communications challenges** are linked to our **audiences**:

- Reaching the candidates and political groups
- Reaching the voters/general public
- Reaching the media
- Timing
- Coherence of actions + alliances makes us stronger, not weaker

Our main goals:

- 1) **Get the support and commitment** of **CANDIDATES** (at least 1/3 Parliament and at least 1 candidate/country) and **hold MEPs accountable** for their commitments
- 2) Contribute to a **better reporting on poverty/exclusion/inequalities** in the European and national **MEDIA**
- 3) **Build/strengthen ALLIANCES** with other stakeholders who share our arguments
- 4) **EAPN supports its national members'** participation in the campaign
- 5) **National networks** raise people's awareness at grassroots level and encourage **more people to vote**

ELECTING CHAMPIONS FOR A SOCIAL EUROPE

FREE OF POVERTY, SOCIAL EXCLUSION AND INEQUALITIES

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Candidates
committed!

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EAPN Spain meets with candidate xxx

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Reply

Martin Schwartz says

.....
.....

Dolores Soza says

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[Share on Facebook / Twitter / ...](#)

EAPN Malta organizes a Hearing on ...

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XXX, candidate to the elections, has committed!

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CATEGORIES

- Candidates
- Campaign
- Issues
 - The crisis
 - Poverty
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The campaign

Electing Champions for a Social Europe is a pan-European campaign carried out by the European Anti-Poverty Network (EAPN) and its members (29 national networks and 18 European organisations) representing hundreds of organisations on the ground working with thousands of European citizens as well as other partners supporting a social Europe.

We want

- ✓ A Social Pact for a Social Europe
- ✓ An effective EU Strategy to fight poverty, social exclusion, inequalities and discrimination
- ✓ Strengthened democracy and civil-society participation
- ✓ An annual Hearing with People experiencing poverty in the European

EAPN's Manifesto

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What is the European Parliament ?

What influence the European Parliament has in our daily lives?

The European Institutions altogether

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These candidates to the European Elections have committed to...

"If elected, I commit myself to make the fight against poverty, social exclusion and inequality a priority item on the Parliament and EU agenda by defending the development of an explicit European anti-poverty strategy and of an annual hearing of people experiencing poverty to monitor its implementation and progress."

XXX has committed!

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XXX has committed!

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Press releases

XXX

Photo stock

(event description with hyperlink to Picasa album webpage.

Some albums can group types of photos (e.g. "candidates have committed" could be a folder with all the MEPs that have committed, signing the postcard)

Videos

Interviews, campaign videos, etc

Background documents

Latest Eurostat statistics, explainers, personal experiences/stories...

For press contact : contact details

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The European Anti-Poverty Network (EAPN) is the largest European network of national, regional and local networks, involving anti-poverty NGOs and grassroots groups as well as European Organisations, active in the fight against poverty and social exclusion. It was established in 1990.

www.eapn.eu -  [@EAPNEurope](https://twitter.com/EAPNEurope)  [EAPN on Facebook](#)

EAPN national networks

Here list of all NN with direct links to their websites and/or campaign website if any. All extra information should be there and not on this blog.

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[Why a blog?](#)

- Website devoted exclusively to the campaign
- Crowd-sourcing tool: As opposed to a website, a blog is a dynamic tool that allows for interaction: Several people can fuel it and easily. More than that even, this blog will

only be a useful tool if you, as EAPN members, are active on it! (*detailsto give on user profile*).

- several people can fuel it easily (≠ website, again for technical reasons)
- Important! Short and accessible information, no jargon on a blog that aims notably at general public ≠ long EC reports, nor academic type of documentation. Think of your audiences: not academics and specialists but for voters/candidates/media!

Objectives

How does the blog contribute to responding to the campaign's goals?

- **Get the support and commitment of CANDIDATES** (at least 1/3 Parliament and at least 1 candidate/country) and **hold MEPs accountable** for their commitments
 - ⇒ *Publish the commitment of the candidates on the blog*
- Contribute to a **better reporting on poverty/exclusion/inequalities** in the European and national **MEDIA**
 - ⇒ *Space dedicated to Press and media, with list of useful tools*
- **Build/strengthen ALLIANCES** with other stakeholders who share our arguments
 - ⇒ *Alliances, including of course EO members supporting EAPN's campaign, listed on the "about" page (+ homepage where all news).*
- **EAPN supports its national members'** participation in the campaign
 - ⇒ *This blog is designed by EAPN Secretariat to give visibility to all EAPN national networks' campaign activities at national level.*
- **National networks** raise people's awareness at grassroots level and encourage **more people to vote**
 - ⇒ *About and Why Vote? sections*
 - ⇒ *Encourage people to vote and raise awareness through!*
 - *messages such as (only examples!) "no vote, no voice", "I am poor, I am European, I vote!", "If I want the European Parliament to represent my ideas, I vote!"*
 - *Short, clear and easy to grasp information on the role of the European Parliament, how it works,*
 - *Relevant information (contacts with MEPS, what they defend, NGOs lobbying work, etc)*
 - ⇒ *Note that this requires easy and snappy language, short messages to ensure traffic from general public / Voters.*

If you look at the specific objectives under each main goal, you will see that this blog also meets them, amongst others it raises EAPN's profile as a campaigning NGO, which is also one of EAPN strategic objectives.

Languages?

Each national network can post articles in its own language, although we encourage you to post in English and put links to your national websites. Concretely: imagine that you have only posts in other languages that readers don't speak – we lose those readers. You'll say, same with English for non-English readers. But the double disadvantage is that the more languages, the more you lose your readers. And we logically cannot post information such as how the EP works (etc) in several languages.

What we can do though, is provide links to website where that information is available in other languages. E.g.: how the EP works (text in English) français español Deutsch ...

[\(I investigate on the Google bar possibility on Wordpress blogs\)](#)

Audiences

- General public (= external communication tool, we want to reach an outside audience)
- EAPN national networks and other partners to exchange data
- More?

Content

NOTE: note that **journalists** can't be a direct audience, but the blog can be useful for us all when we approach the media (press releases), to have **fresh stories and figures**, which are the two things they seek most.

A few tips to help in your reflection

This blog, briefly...

A blog is basically a **webpage**, as opposed to a website, and easy to use.

This blog is made of 3 pages:

HOME – on which all articles or 'posts' are published

ABOUT – description of EAPN, the campaign, what we want (key messages) and link to the manifesto document + list of ALLIANCES and their similar campaigns. Objective is to strengthen each other's campaign, and avoid the opposite, duplication of same actions.

Would be interesting to work together with these alliances on the common content we have, such as on the why vote section!

WHY VOTE – raise awareness in very simple and clear terms what the EP is, its role, its impact on our daily lives, why voting is important, and then briefly what the EU institutions are and how they work, with the Council linking to national-level as made of Member States highest representatives.

CANDIDATES COMMITTED – There, we would have the list of candidates who have committed, with photo taken if possible.

PRESS AND MEDIA CORNER – apart from the press releases, journalists are interested in key statistics and personal stories. BUT we must make it easy to use, ie short, with links to more detailed info, in a way that they don't have to look for the information but feel that we've done that job for them. *Help from policy people(Secretariat and NN) needed for the content of this section!*

CONTACT – contact details of EAPN, and of EAPN national networks.

The blog hasn't been created yet online.

[Question: \(Shall we add a disclaimer page?\)](#)

How can I use this blog?

Blogs are rather easy to use and intuitive:

Here is the control one can have on a blog, from highest to lowest level of control:

- **ADMINISTRATING:** Only administrators can edit the content of a page and the blog in general. This is similar to an administrator on a website, ie a webmaster.

Who can be administrator?

Communications officer of EAPN's Secretariat; another comms officer from a national network can request to be an administrator as well!)

- **POSTING: Articles are known as 'posts'. Only people registered on the blog can publish posts.**

For this, you have to log in, i.e. enter the internal part of the blog, with login and password. So every network will have a login and password.

For every post you write: link it to a category and a parent category

Who can be author?

National Networks of EAPN - and possibly other supporters, to be discussed with the interested parties

- **COMMENTING:** On any page or post, everyone can comment (you and external people who do not have an internal access to the blog).

Who can comment?

Anyone – but the blog allows to have a control over what is published, requiring the administrator's approval. This to avoid 'inappropriate' content.

So, in brief...

- Only registered people can publish articles, ie 'posts', which are published on the 'home' page – these are called authors.
- Everyone can publish a comment
- Only **administrators** can edit the **content of a page** other than 'home' page, and the blog in general.

Categories?

This notion is very important.

When you write an article, ie a 'post', you tick **which category/ies** it falls in. categories work as keywords: They allow to sort all the information automatically. For every post,

you can chose several categories; this way, the information is easy to find! Categories appear on the right hand-side column of the blog.

On the categories and subcategories to define, I have made a proposal

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Extra Tips to make a blog to look like a website (which we may or may not apply:

1. disable comments in each article.
2. create pages with passwords to make a members' room