

# Social media kit





## What is the European Citizens' Initiative?

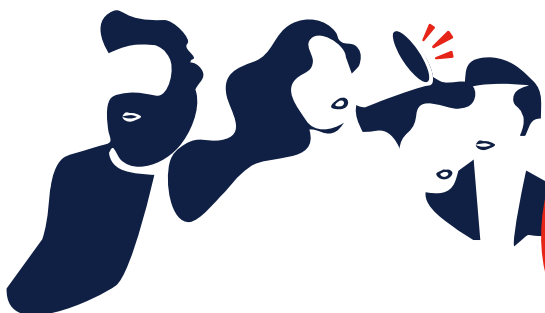
The European Citizens' Initiative is a unique way for citizens to help shape the EU by calling on the European Commission to propose new laws. European citizens' initiative organisers have one year to collect 1 million signatures across the EU, meeting national thresholds in at least 7 Member States. Once an initiative has reached the required number of signatures, the Commission will decide on what action to take.

## Help us spread the word!

To increase the number of citizens' initiatives and the level of participation and engagement of citizens, the European Citizens' Initiative needs to be known to all Europeans. To this end, the European Commission encourages interested actors to get involved and bring the European Citizens' Initiative to light. You can get involved in spreading the word on the European Citizens' Initiative by using your voice to promote the tool among your network.

The influence of social media nowadays is undeniable and it can really help raise awareness about the European Citizens' Initiative. Below are some handy tips on how to best promote the European Citizens' Initiative through your social media channels.

## Where?



Campaign material available

Hashtags

**#EUTakeTheInitiative**

Key account to mention

@EuropeanCommission



**Other relevant accounts**

European Commission Representation	Facebook	Twitter	Instagram
Austria	@ekosterreich	@EUKommWien	@eukomission_at
Belgium	@EU4BE	@EU4BE	@EU4BE
Bulgaria	@ECinBulgaria	@ECinBulgaria	NA
Croatia	@europska.komisija.zagreb	@HK_Hrvatska	@ekhrvatska
Cyprus	@ec.cyprus	@EUCyprus	NA
Czechia	@EvropskacomisevCR	@ZEK_Praha	@Evropa.cz
Denmark	@EUiDK	@EUidanmark	@EUidanmark
Estonia	@euroopakomisjon	@EuroopaKomisjon	@euroopakomisjon
Finland	@europankomissiosuomessa	@EUKomissio	@eukomissio
France	@UEenFrance	@EUFrance	@uefrance
Germany	@eu.kommission	@EUinDE	@eukomission
Greece	@EURepresentationGreece	@EEAthina	@ee_athina
Hungary	@EuropaiBizottsag	@EC_Budapest	@europai_bizottsag
Ireland	@EUireland	@euireland	@euireland
Italy	@europainitalia	@europainitalia	@europainitalia
Latvia	@EiropasKomisija	@EiropasKomisija	@eiropaskomisija
Lithuania	@Europos	NA	@europoskoisija
Luxembourg	@UEauLuxembourg	@UE_Luxembourg	@ue_luxembourg
Malta	@KummissjoniEwropea	@ECRepMalta	@EUinMalta
The Netherlands	@EUinNL	@EUinNL	@euinnl
Poland	@komisjaeuropejska	@EUinPL	@komisjaeuropejska
Portugal	@RepresentacaoComissaoEuropeia	@CE_PTrep	@comissao_europeia_pt
Romania	@comisia.europeana.in.romania	@RCERomania	@comisiaeuropeana
Slovakia	@zekvsr	@ZEKvSR	@europa.sk
Slovenia	@evropska.komisija	@EKvSloveniji	@evropska_komisija
Spain	@comisioneuropea	@ComisionEuropea	@comisioneuropea
Sweden	@EUKommissionen	@EC_StockholmRep	@eukommissionen



## Key messages

- The European Citizens' Initiative is a unique and innovative participatory democracy tool enabling EU citizens to have a greater say in policies that affect their lives.
- Citizens across Member States can rally around an issue close to their heart, foster debate around it and "push the start button" of the EU agenda.
- The ECI allows for fresh perspectives and new ideas from all over the EU to be brought to the attention of decision makers.
- Any EU citizens can take part in the organisation of an initiative or simply sign for initiatives that are open for support.

## Social media posts for inspiration

- 👉 You have the power to shape the EU agenda!  
Learn more about the European Citizens' Initiative here → <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 The European Citizens' Initiative is your way to shape the EU agenda!  
It gives you the power to suggest change on issues you care about.  
Find out more here → <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 How much power do you have? You have the power to shape EU policies! The European Citizens' Initiative allows European citizens to get together and propose concrete legal changes on a common cause. Join a group of organisers to launch an initiative, or lend your support to existing ones!  
→ <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 To launch a European citizens' initiative, it takes 7 EU citizens, living in at least 7 different Member States who are old enough to vote. 1 million signatures will "push the start button" on EU policy-making. Take the Initiative! → <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 1 million EU citizens can promote change in EU policies with the European Citizens' Initiative  
→ <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 Make your voice heard - launch or support a European citizens' initiative!  
→ <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 Want to shape EU policy? Use the European Citizens' Initiative  
→ <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative
- 👉 Calling all EU citizens! The European Citizens' Initiative can make your voice heard  
→ <https://europa.eu/!fR46GD>  
#EUTakeTheInitiative





## Content

- 👉 Link to the ECI guide: [https://europa.eu/citizens-initiative/guide\\_en](https://europa.eu/citizens-initiative/guide_en)
- 👉 Videos, GIFs and static visuals on the European Citizens' Initiative: [https://europa.eu/citizens-initiative/communication-material\\_en](https://europa.eu/citizens-initiative/communication-material_en)
- 👉 Link to the European Citizens' Initiative website with more information on the tool and the ongoing initiatives: [https://europa.eu/citizens-initiative/\\_en](https://europa.eu/citizens-initiative/_en)
- 👉 Link to the ECI Forum and its blog: [https://europa.eu/citizens-initiative-forum/home\\_en](https://europa.eu/citizens-initiative-forum/home_en)



European  
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