You & EU
Campaign, Outcomes & Recommendations
Context Analysis

Rising power of the EU and European Parliament
- Increasing impact on people's lives

Falling voter turnout for European Parliamentary elections
(1979-2014)
- Particularly among younger voters
Context Analysis

Voter turnout in the European Parliament elections

Election year


Voter turnout (%)
Context Analysis

Rising power of the EU and European Parliament
- Increasing impact on people's lives

Falling voter turnout for European Parliamentary elections (1979-2014)
- Particularly among younger voters

Contributing to democratic deficit
- Reduced representativeness, legitimacy, and accountability.
Social Media & Elections

Social Media:
- A significant force in democratic processes
- Cost-effective, fast-spreading, far-reaching

Risks to elections:
- Manipulative advertising
- Disinformation (‘fake news’)
- Interference from foreign governments

European population:
- 60% use Facebook
- 30% use Instagram
You&EU: Our Campaign

The EU impacts your life #haveasayinhow
DINNER WITHOUT EU
Campaign Results:

- **Expenses**: EUR3,599,50
- **People Reached**: 389,477
- **Cost Per Reach**: EUR0,01
- **Blog Posts**: 22
- **Videos Produced**: 5
- **Video Views**: 34,663
1. VOTING INFORMATION

EUROPEAN PARLIAMENT VS. YOU&EU

HOW TO VOTE IN THE UNITED
1. VOTING INFORMATION

CHALLENGE
Voting information was not widely available or accessible

RECOMMENDATION:
A. Clear presentation of voter information on European Parliament website
B. Cross EU-survey, identifying best practice

CHANGE IMPLEMENTER:
Marie-Hélène Boulanger
Co-Head of Union Citizenship Rights and Free Movement & Chair of Expert Group on Electoral Matters
2. CAMPAIGNERS’ SUMMIT
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**CHALLENGE**

Multiple disjointed efforts but difficulty in collaborating and scaling

**RECOMMENDATION:**

A. We recommend the Commission supports and facilitates a ‘Campaigners’ Summit’

B. To develop a sustainable network

**CHANGE IMPLEMENTER:**

Irena Moozova
Director for Equality and Union Citizenship & Chair of European Cooperation Network on Elections
3. SOCIAL MEDIA CONTENT
3. SOCIAL MEDIA CONTENT

CHALLENGE
EP use of social media is limited to broad and emotive values rather than concrete, informative messaging.

RECOMMENDATION:
A. Focus on demystifying the EU for the average citizen
B. Tailor content to younger audience, including those below voting age

CHANGE IMPLEMENTER:
Dana Manescu
Head of Social Media and Visual Communication Team
4. REGULATING POLITICAL ADS
4. REGULATING POLITICAL ADS

CHALLENGE
Reliance on self-regulation by social media companies has resulted in policies that inhibit a 'digital single market' and impede transnational campaigns.

RECOMMENDATION:
A. Consultation with media companies & development of clearer guidelines
B. Mandatory regulations to replace voluntary action

CHANGE IMPLEMENTER:
Paolo Cesarini
Head of Media Convergence and Social Media
Conclusions

A. Voting Information
B. Campaigners' Summit
C. Social Media Content
D. Regulating Political Ads

Taken together we argue these initiatives will yield greater accountability, legitimacy and representativeness.
THANK YOU FOR YOUR ATTENTION.

ANY QUESTIONS?