

#EP2014SMC

EUROPEAN
ELECTIONS
22-25 MAY 2014
WWW.ELECTIONS2014.EU
#EP2014

ACT.
REACT.
IMPACT.

Mr Othmar KARAS

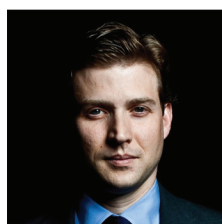
Vice-President for Information and Communication

Mr Alexander ALVARO

Vice-President for the European Parliament Research Service

HASH # TAGS AND POLITICS: SOCIAL MEDIA AND THE 2014 EUROPEAN ELECTIONS

KEYNOTE SPEECH



ALEC ROSS

FORMER SENIOR ADVISOR FOR INNOVATION TO SECRETARY OF STATE
HILLARY CLINTON, U.S. STATE DEPARTMENT

HOW DO YOU GET YOUR AUDIENCE INTERESTED AND ENGAGED ON SOCIAL MEDIA?

Do social media networks engage citizens and public opinion beyond a “like” or a “retweet”?
How do you really turn “likes” and “tweets” into a two-way conversation with your audience?



Xavier DAMMAN
CO-FOUNDER AND CEO
@STORIFY



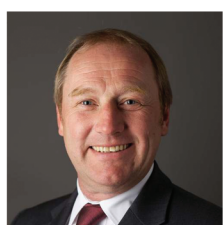
Andrew KEEN
AUTHOR OF CULT OF THE AMATEUR:
HOW TODAY'S INTERNET IS KILLING OUR CULTURE,
ENTREPRENEUR, WEB SKEPTIC



Laura OLIVER
SOCIAL AND COMMUNITY EDITOR
THE GUARDIAN

HOW DO YOU USE SOCIAL MEDIA FOR POLITICAL CAMPAIGNS?

Find out the specifics of social media campaigning for elections; the differences between audiences, supporters and constituents; and the specific needs and the tools required for energising a campaign online.



Matthias LÜFKENS
SOCIAL MEDIA ARCHITECT
@B_M, AUTHOR



Heather SMITH
EXECUTIVE DIRECTOR,
ROCK THE VOTE



Joe TRIPPI
POLITICAL STRATEGIST,
AUTHOR OF THE REVOLUTION
WILL NOT BE TELEVISED

@ The European Parliament, Brussels 2 April 2014 - 09:30 – 13:00, Altiero Spinelli building 5G-3