EU4Health webinar

How to communicate about and disseminate project results under the EU4Health programme

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HaDEA Communication
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Welcome

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HaDEA

European Commission

Agenda and housekeeping

- What are your communication obligations?
- How do we communicate at HaDEA?
- Which social media platforms should you use and how?
- Q&A

Please keep your microphones and cameras **off**

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Communication and dissemination

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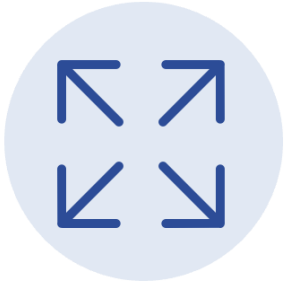
Communication: an obligation

All recipients of EU funding have a **general obligation** to acknowledge the origin and ensure the visibility of any EU funding received. this.

Every EU programme implements the **EU's political priorities**.



It is important that you link back to these priorities in your communication activities, so that you show the citizens the big picture and how your project contributes to this.

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The use of the EU emblem

- **The EU emblem** (flag) is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

- The EU emblem, together with the funding statement, must be **correctly** and **prominently featured on all communication material**.
- More info: Communicating and raising EU visibility (europa.eu)

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Communication: an opportunity

Demonstrate the development of your project

Prove results are visible “on the ground”

Attract and inspire other projects for potential collaboration

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Communication, dissemination, visibility

Grant Agreement Articles 17.1, 17.2, 17.3 and Annex 5

- Promote the action and its results to multiple audiences via multiple tools and activities
- Inform us before any big activity that could result in media attention
- Use the EU emblem, (co-)funding statement and disclaimer as required

"(Co-)Funded by the European Union. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them."

Communication at HaDEA

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Communication and dissemination channels

- Focus on digital communication
- Main platforms: HaDEA's website and social media
- Other channels: EUHPP, EU Funding and Tenders Portal, Newsletter to NFPs

EU4Health on the HaDEA website

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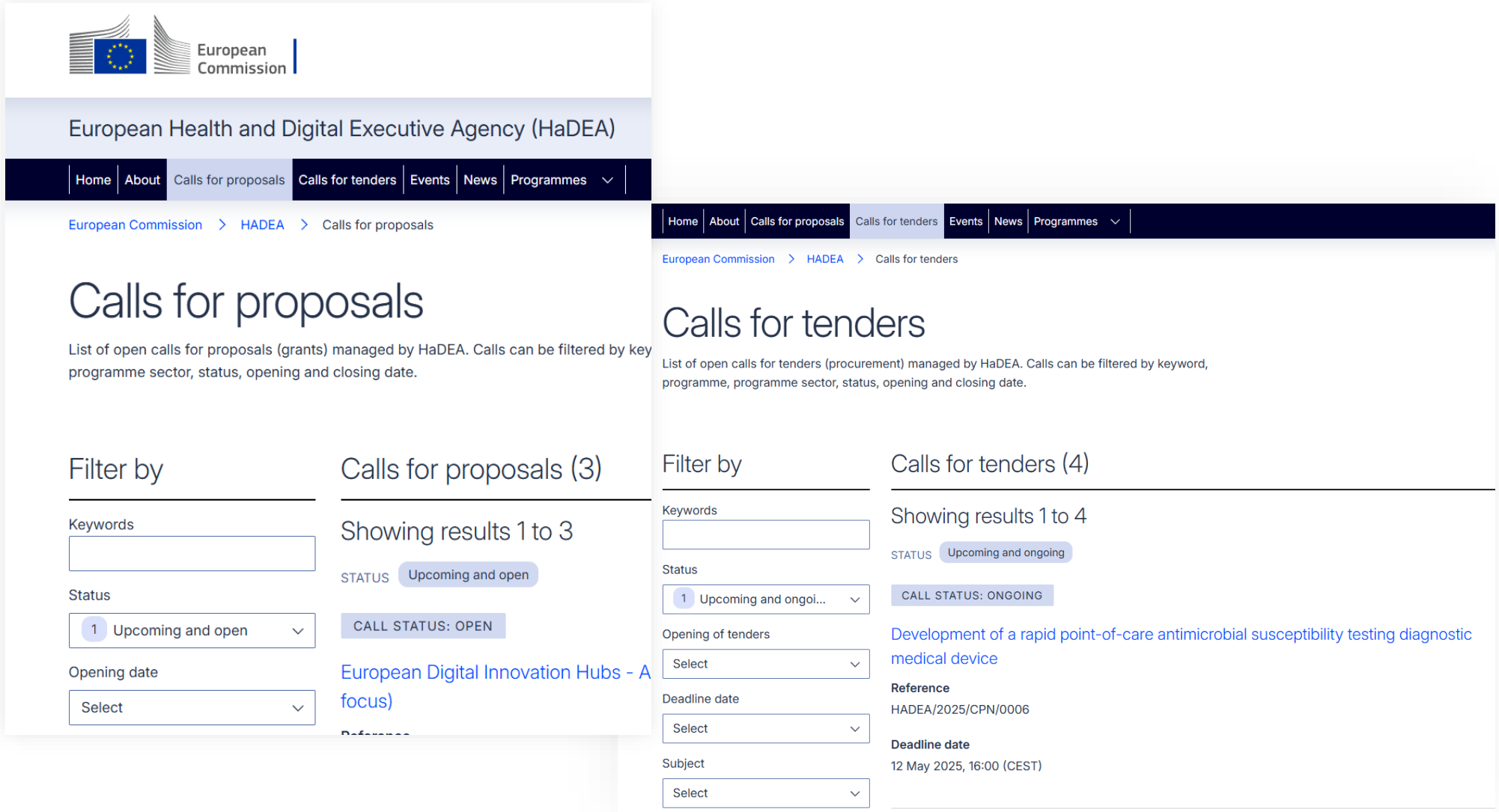
Calls for proposals and calls for tenders



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News about EU4Health funding

News

Filter by

Keywords

News type

1 News announcement

Programme

1 EU4Health

Programme Sector

Select

Tags

Select

Search | Clear filters

News (45)

RSS

Showing results 1 to 20

NEWS TYPE News announcement

PROGRAMME EU4Health

News announcement | 14 April 2025

Pre-recorded info session: EU4Health call for tenders to develop point-of-care diagnostic medical devices for antimicrobial susceptibility testing

HaDEA and HERA have recorded an info session for the EU4Health call for tenders to develop point-of-care diagnostic medical devices for antimicrobial susceptibility testing.

1 min read

News announcement | 25 March 2025

EU4Health call for tenders on legal support services for compliance assessment of national transposing measures

HaDEA has published the EU4Health call for tenders HADEA/2025/OP/0012 - Multiple framework contracts in cascade for legal support services for the compliance assessment

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News about EU4Health projects

News

Filter by

Keywords

News type

1 News article

Programme

1 EU4Health

Programme Sector

Select

Tags

Select

Search | Clear filters

News (155)

RSS

Showing results 1 to 20

NEWS TYPE News article

PROGRAMME EU4Health

News article | 28 April 2025

European Immunisation Week 2025: EU4Health and Horizon Europe projects protecting the health of people of all ages

HaDEA manages many EU-funded projects and initiatives related to immunisation and vaccines, as well as aimed at overcoming vaccine hesitancy, promoting good vaccination practices and improving vaccine uptake.

4 min read

News article | 16 April 2025

Towards more resilient health systems in the EU: New EU4Health contracts signed

HaDEA has signed two new framework contracts under the EU4Health programme in the areas of pharmaceutical legislation and data-driven policy for medical products, as well as

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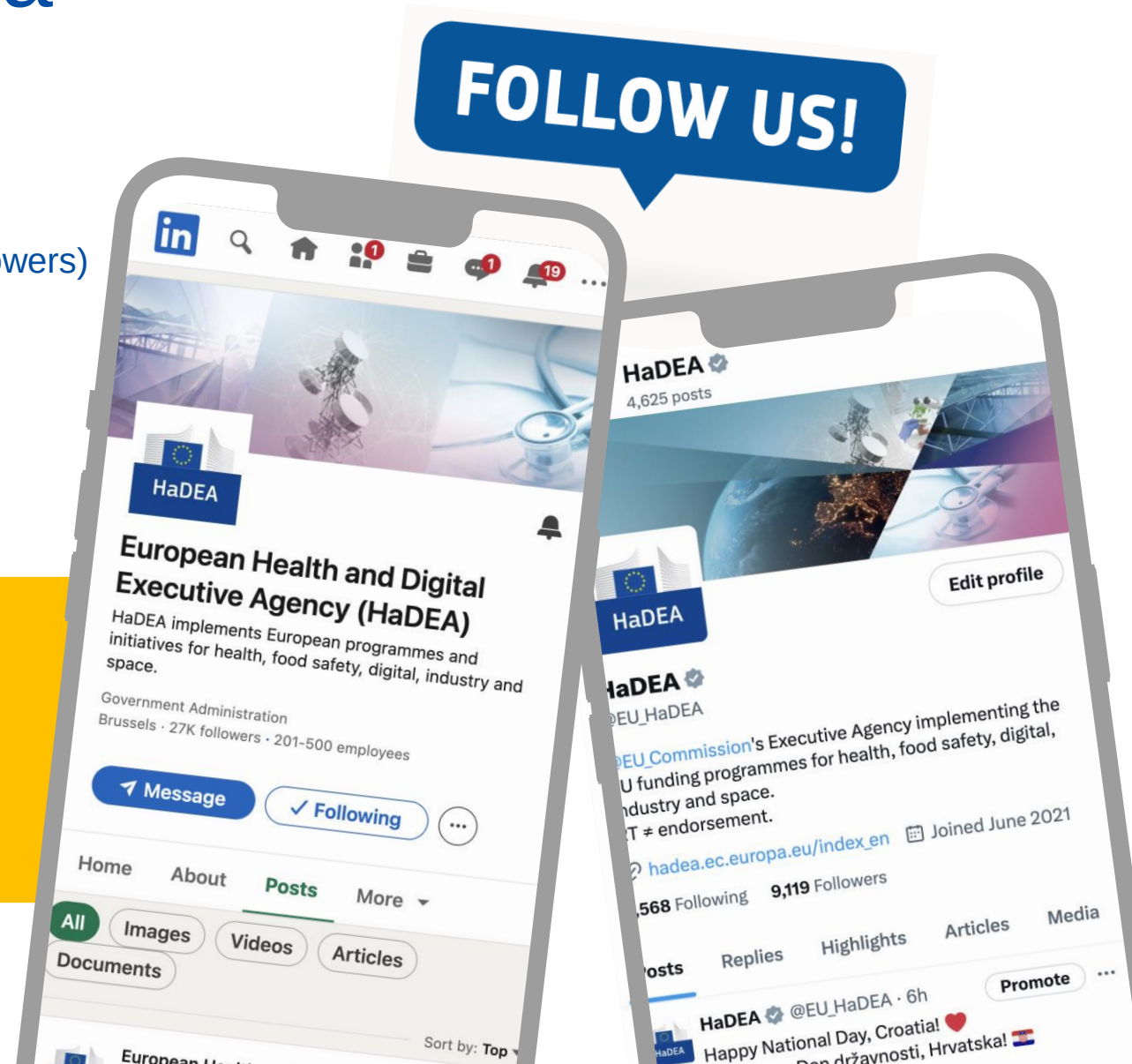
HaDEA on social media

[European Health and Digital Executive Agency](#) (+36k followers)

[@EU_HaDEA](#) (+9k followers)

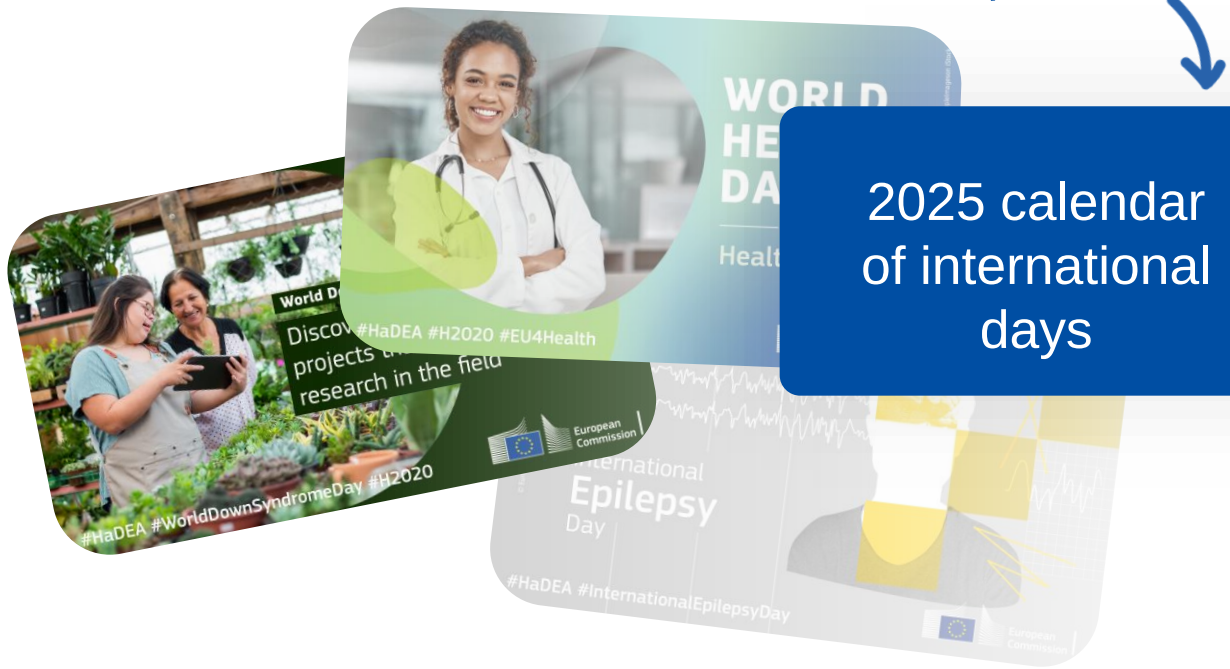
One account for the whole Agency on both channels



HaDEA Communication: when, what & how

- International days
- Campaigns
- Events
- Your posts

Available upon request



Web articles and/or
social media posts featuring
project results/successes

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HaDEA Communication: when, what & how

- International days
- Campaigns
- Events
- Your posts

Participation in broader online discussions and thematic European campaigns.

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HaDEA Communication: when, what & how

- International days
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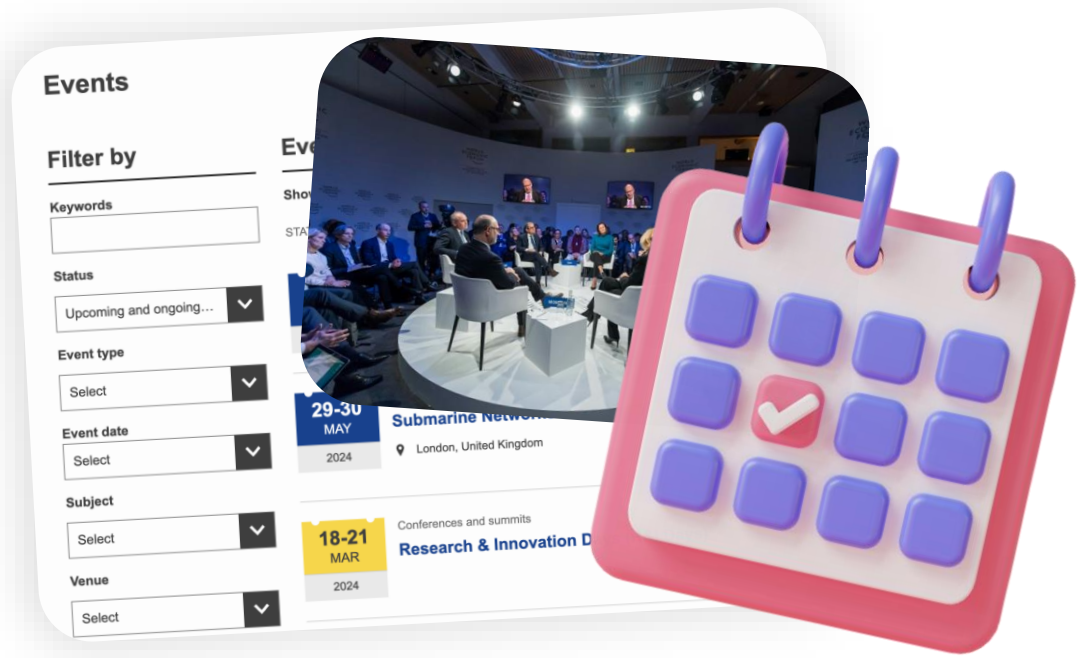
- **Events**
- Your posts



Event entries on the HaDEA website
HaDEA participation in key events

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HaDEA Communication: when, what & how

- International days
- Campaigns
- Events
- **Your posts**

Reposts, quote tweets, likes (scientific breakthroughs, awards, media mentions, key deliverables, events)

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Project stories: HaDEA

Project Profiles

- Longer articles based on a written interview (<1000 words);
- Answers provided by the project representative;
- Edited and reviewed by HaDEA team.

Project Briefs

- Short videos (<1 minute);
- Self-recorded by the project representative;
- Edited and adapted to the format by HaDEA team.

Project stories: HaDEA

Project Profiles

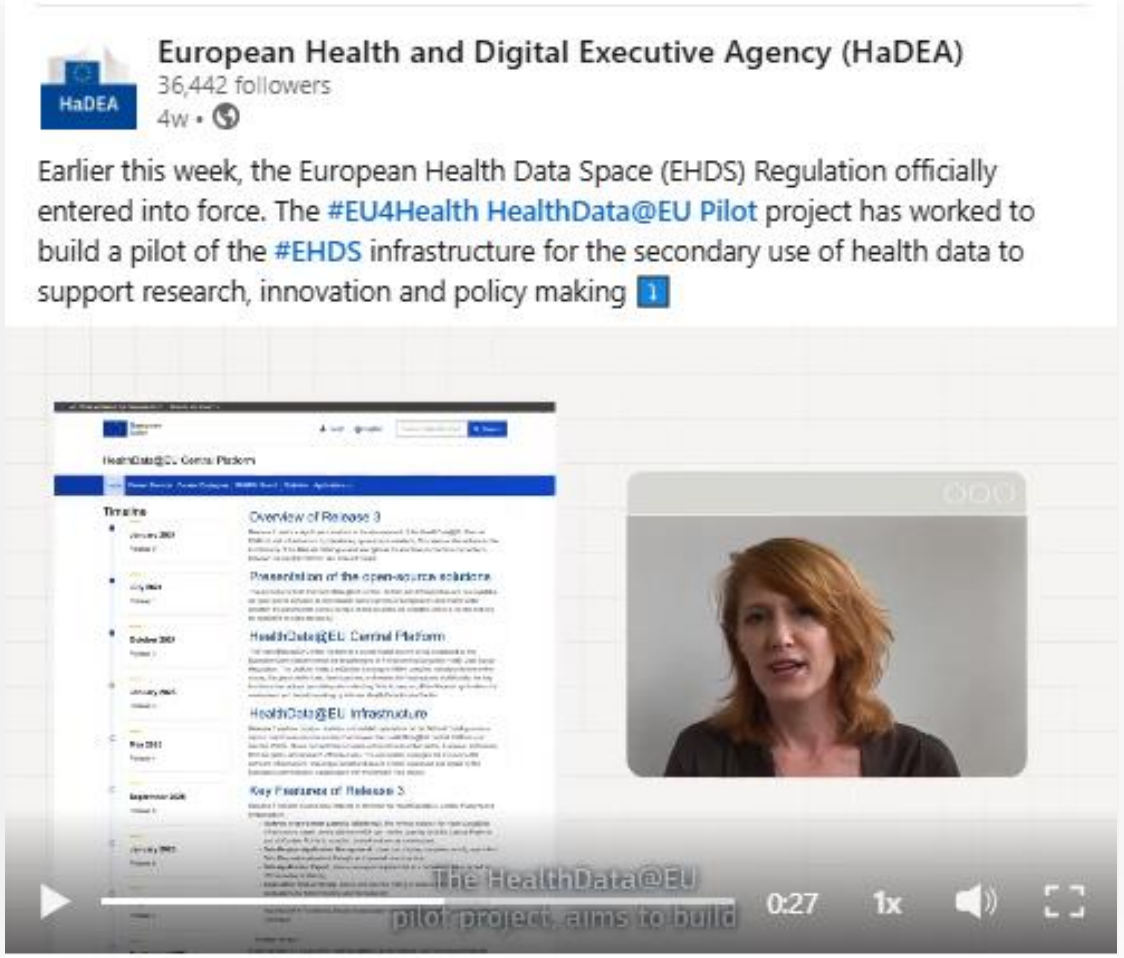
EU cancer networks are key to sharing knowledge within the European oncology community and to support the health of people in the EU in a highly coordinated fashion.

Funded under EU4Health, the Joint Actions JANE and CraNE worked on the establishment of cancer networks:

- JANE conceptualised seven new Networks of Expertise (NoEs) focusing on personalised primary/secondary prevention, survivorship, palliative care, omic technologies, hi-tech medical resources, complex & poor-prognosis cancers and adolescents and young adults with cancer;
- CraNE prepared the necessary preconditions for the creation of Networks of Comprehensive Cancer Centres (CCCs) in all EU countries and to develop an EU network to connect these.

Given their successful implementation and to follow up on their developments, both Joint Actions will continue under EU4Health as JANE-2 and EUnetCCC, which launched on 1 November 2024 and 1 October 2024, respectively. Joint Actions are collaborative projects involving several EU and associated countries to address key EU health policy priorities.

Project Briefs



Overview of main social media platforms

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How to choose the platform

Think about

- Audience
- Messages
- Purpose
- Format

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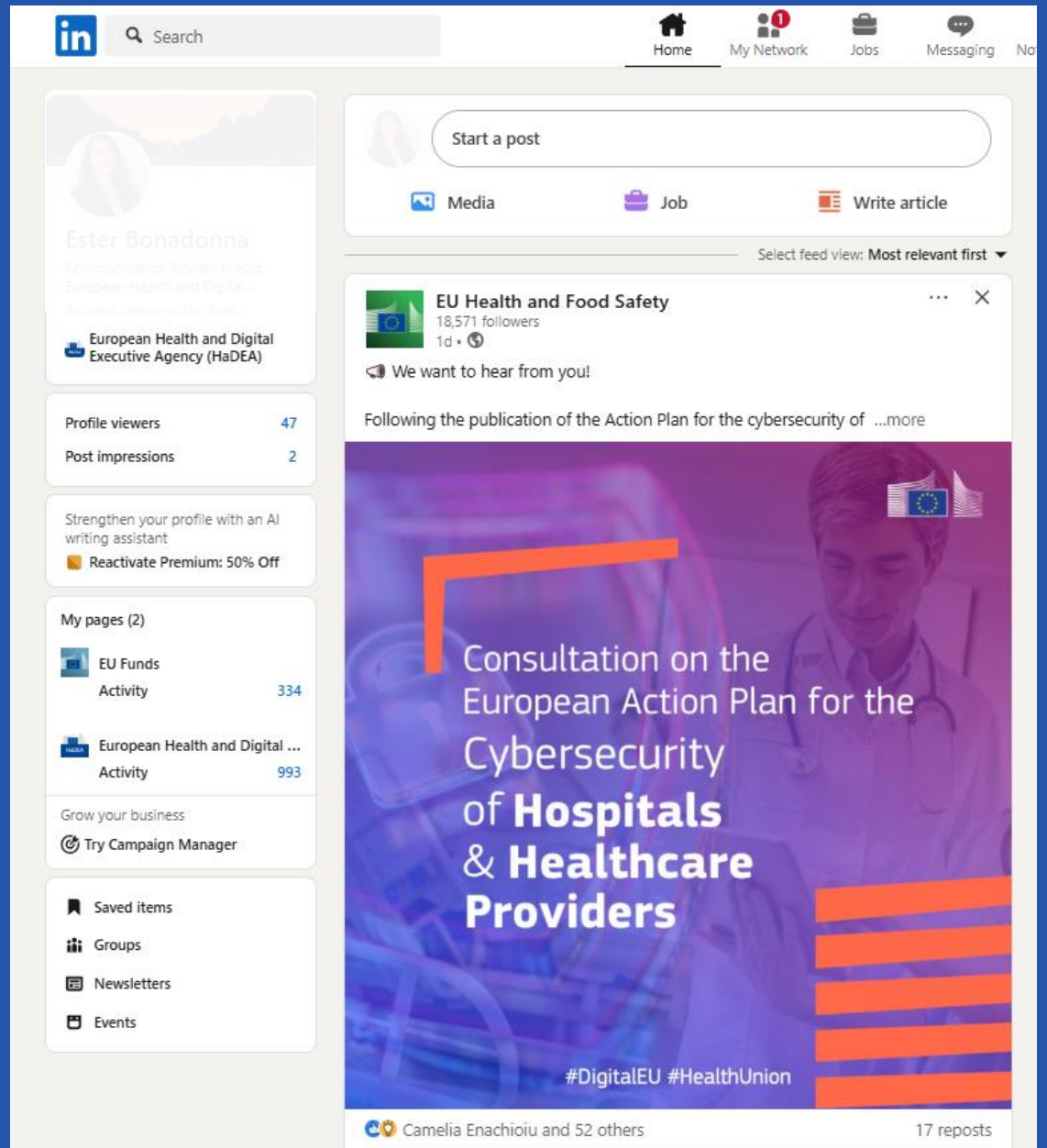

LinkedIn

- **Overview**: professional networking platform focused on B2B connections, career-related content and industry news.
- **Audience**: professionals, organisations, policymakers, academics and B2B stakeholders.
- **Features**: profiles, company pages, posts (text, multimedia, documents), polls, newsletters, articles, events promotion and livestreaming, job vacancies.
- **Examples of use**: share project milestones, reports and success stories; publish thought leadership content; promote webinars and events.

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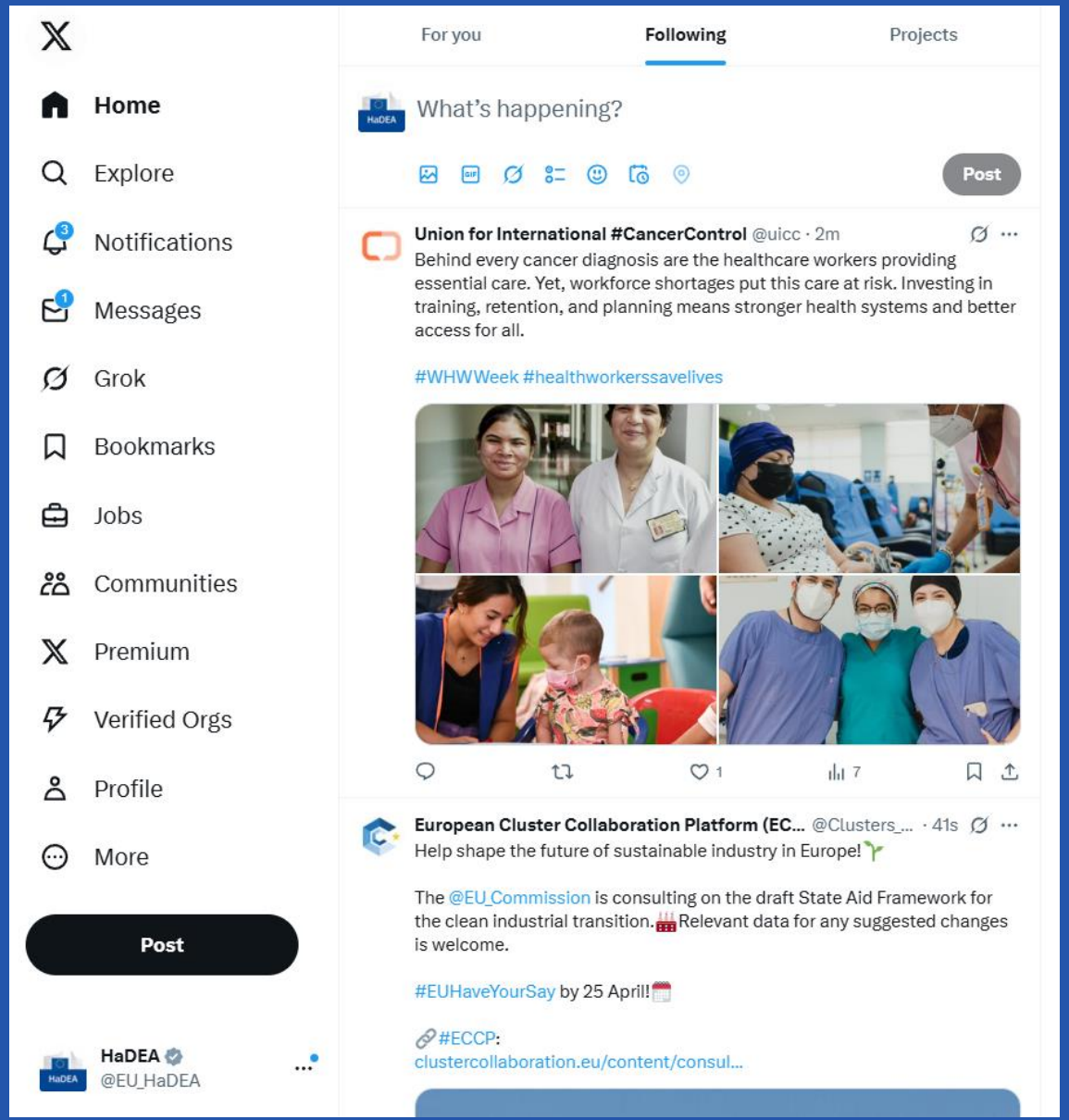

X (or alternatives)

- **Overview**: fast-paced platform, ideal for real-time updates (news-driven).
- **Audience**: media, policymakers, organisations, activists, academics, tech-savvy users.
- **Features**: character-limited posts, threads, trending topics (#), mentions, reposts and quote posts.
- **Examples of use**: live-coverage of events, engage in relevant conversations via hashtags, share press releases or news announcements.

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Facebook & Instagram (Meta)

- **Overview**: general-purpose social network with wide reach, used for building communities and staying connected.
- **Audience**: general public (including older generations), community groups, organisations, local stakeholders.
- **Features**: individual profiles, company pages, posts (longer format), groups, events, live videos, stories.
- **Examples of use**: build a community around your project: creating groups, sharing photos and updates, hosting live videos and spark discussions.

- **Overview**: visual-first platform, focused on photo and video storytelling.
- **Audience**: younger demographics, creatives, organisations, and lifestyle-focused users.
- **Features**: posts (single and carousels), Reels, stories.
- **Examples of use**: showcase behind-the-scenes work; share videos from events; post short video explainers on Reels.

Tips on the use of social media

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Plan your content

- Be ready when you have information to communicate
- Post regularly

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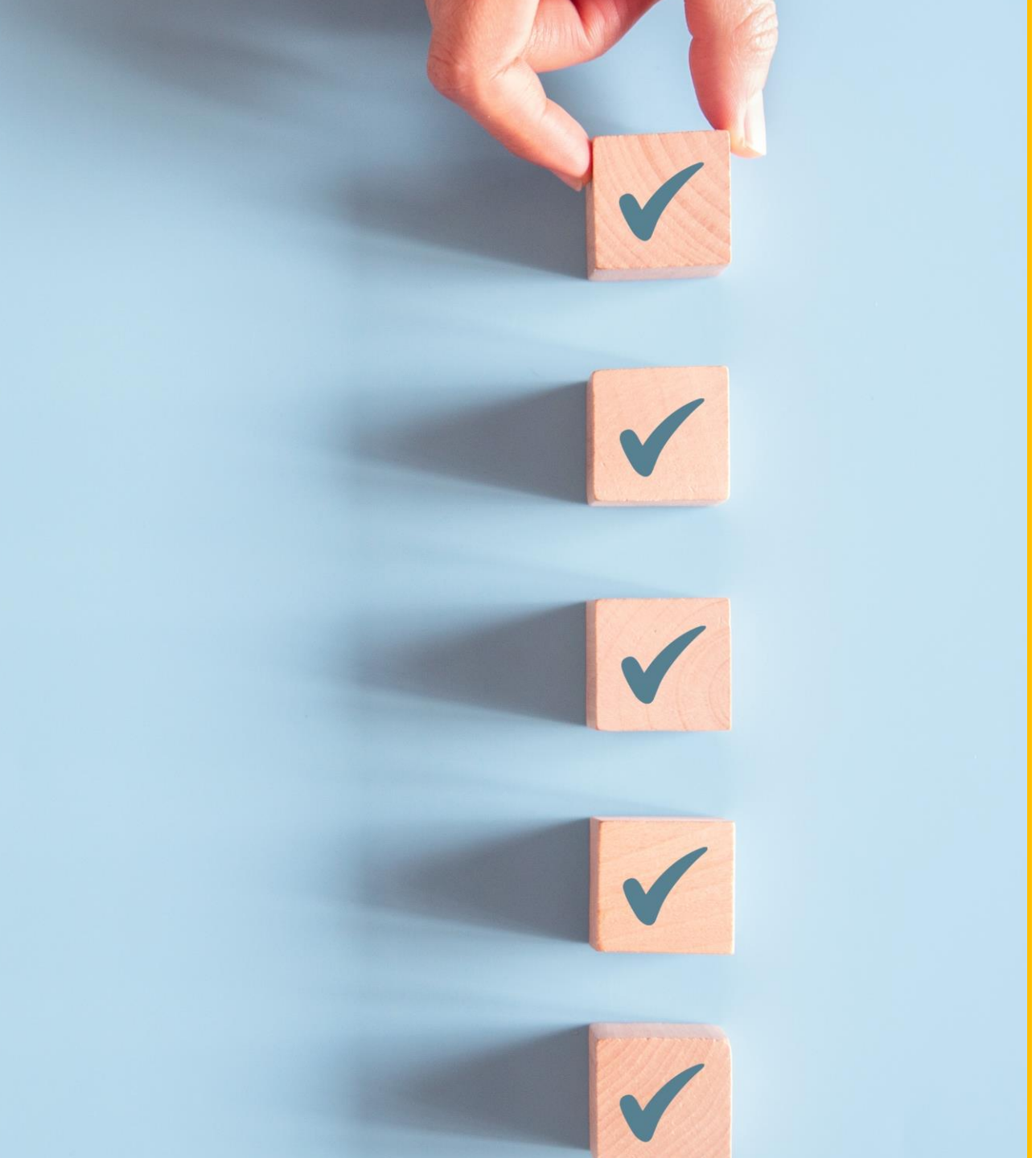

What makes a good post?

- A good **copy**
- A good **visual**

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Write a clear, engaging copy

- Write with purpose: define your **message**
- Include an impactful, short **first line** to grab your readers' attention
- Include a **call to action**
- Keep your **text concise** and divide it into paragraphs
- **Avoid technical terms**

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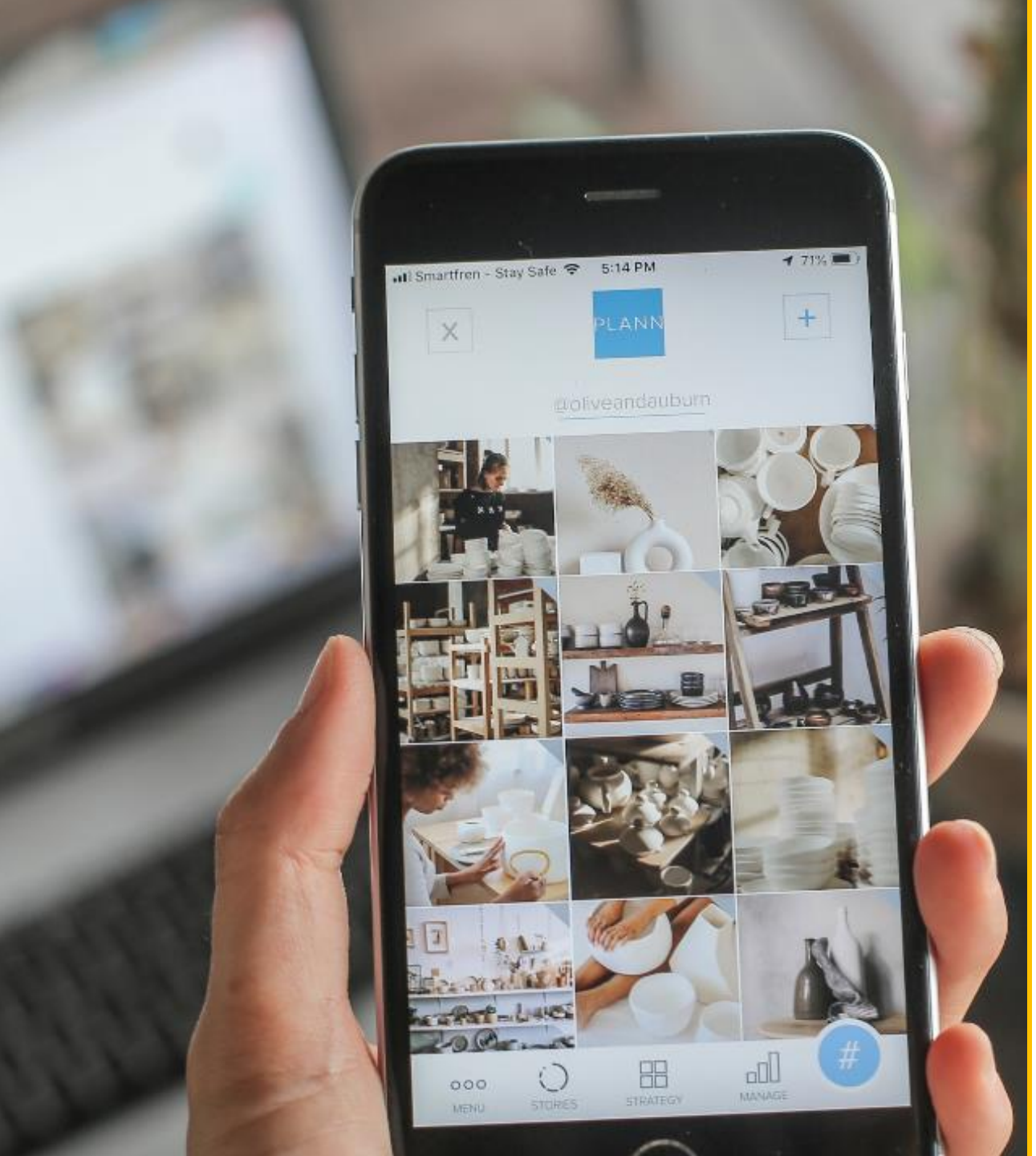

Make your post visually attractive

- **Add hashtags** in the copy (as used by DGs)
- Consider **using emojis**
- Use **photos/visuals, videos, gifs** (respect copyright and people's privacy)
- **Reduce the length** of the text on the visual

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Don’t forget to engage with your audience

- **Follow** the accounts of:
  - HaDEA and the Commission
  - Other EU-funded projects working in the field
  - Stakeholders active in the field
- **Like**, **share** and **comment** on their interesting posts
- **Reply** to comments under your posts
- Tag accounts in your posts

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Follow these channels

HaDEA

- hadea.ec.europa.eu
- @EU_HaDEA
- European Health and Digital Executive Agency

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- @EU_Commission
- European Commission
- europeancommission
- EUTube
- EuropeanCommission

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Follow these channels

Directorate-General for Health and Food Safety (**DG SANTE**)

- @EU_Health
- EU Health and Food Safety

Health Emergency Preparedness and Response Authority (**DG HERA**)

- @EC_HERA

Directorate-General for Research and Innovation (**DG RTD**)

- @EUScienceInnov
- @Horizon_EU

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Example (LinkedIn)

- Engaging first line
- Paragraphs
- Relevant hashtags
- Call to action
- Tags

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Example (X)

- Engaging first line
- Paragraphs
- Relevant hashtags
- Call to action
- Emojis

Questions and answers

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Thank you

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