



Council of the European Union
General Secretariat

Brussels, 03 February 2020

WK 1261/2020 INIT

LIMITE

API

INF

WORKING PAPER

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MEETING DOCUMENT

From:	General Secretariat of the Council
To:	Delegations
Subject:	Presentation by the Croatian Presidency of the Council of the EU - Presidency's priorities and communication activities

Delegations will find attached copy of the presentation by the Croatian Presidency concerning point 3.a of the agenda of the WPI meeting of 31 January 2020.

Croatian Presidency of the Council of the European Union

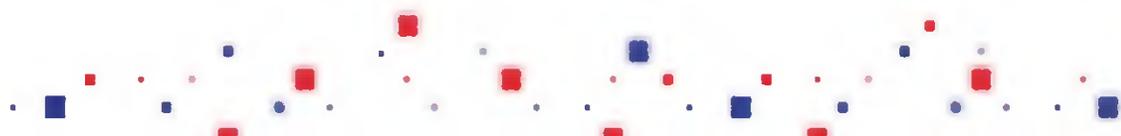
Communication Team





Hrvatsko predsjedanje
Croatian Presidency of the
Vijećem Europske unije
Council of the European Union

A strong Europe in a world of challenges



EU2020HR PRIORITIES

1. A EUROPE THAT DEVELOPS

Balanced and sustainable development of the Union and its Member States

2. A EUROPE THAT CONNECTS

Networked economy and used potentials

3. A EUROPE THAT PROTECTS

A safer Union and its citizens

4. AN INFLUENTIAL EUROPE

Global leader and strong partner to neighbours

TARGET AUDIENCE

- **MEDIA:** *Direct target audience and multiplier of messages; press releases; interviews, press conferences; social media, press strips, off-the-record briefings and other confidence-building measures*
- **YOUTH:** *building awareness of the importance of EU membership and concrete initiatives dedicated to youth (Erasmus+, European volunteer service)*
- **ACADEMIA/CIVIL SOCIETY:** *Opinion makers and shakers; influencers on state and local level; strengthening inter-antional connections and exchange of know how*
- **PRIVATE COMPANIES/ENTREPRENEURS:** *Developing business cooperation with EU Member States*
- **GENERAL PUBLIC:** *Building knowledge on the organisation and functioning of the EU, encourage interest in EU topics*

MEDIA LITERACY

EU2020HR will also place emphasis on the issues of **media literacy**, one of the key competences in modern society. Through a proposal for Council conclusions, the Presidency will consider the role of traditional media in the development of media literacy, as well as their specific position in the digital world and the fight against disinformation.

Event: “**Media literacy in ever-changing world: Integrate. Gather. Empower**” – will take place in Zagreb on 31 March and 1 April

HRCommunication Team

- **Zagreb** – 10 team members
 - 1 spokesperson
 - 3 media relations
 - 3 web team and accreditation
 - 3 social media

- **Brussels** – 5 team members
 - 3 spokespersons
 - 1 press officer
 - 1 audio-visual expert

Communications Team

Permanent Representation of Croatia to the EU



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Main venue in Zagreb: National and University Library



EU2020HR webpage



News Events ▾ Programme and priorities ▾ Presidency and Croatia ▾ Media ▾ Contacts ▾ EN ▾   



Vlada Republike Hrvatske
2.5K subscribers

Watch later Share



Hrvatsko predsjedanje
Croatian Presidency of the
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Council of the European Union

Latest news

MORE →



30/01/2020 | 18:00



29/01/2020 | 13:00



28/01/2020 | 20:00

EU2020HR webpage

Summary

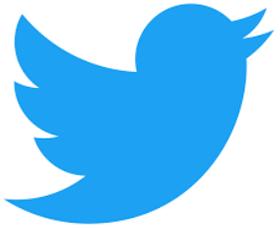
Reported period	Month Jan 2020				
First visit	01 Jan 2020 - 00:03				
Last visit	30 Jan 2020 - 17:29				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	36,792	79,653 (2.16 visits/visitor)	743,607 (9.33 Pages/Visit)	4,000,157 (50.21 Hits/Visit)	268.97 GB (3540.81 KB/Visit)
Not viewed traffic *			221,672	302,525	8.37 GB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Countries (Top 10) - Full list

Countries	Pages	Hits	Bandwidth
 Croatia hr 351,290 1,543,784 104.88 GB			
 United States us 103,037 636,228 48.45 GB			
 Belgium be 71,203 560,620 33.45 GB			
 Germany de 26,224 161,272 10.98 GB			
 Unknown unknown 17,682 36,002 2.46 GB			
 France fr 16,137 102,171 6.32 GB			
 Great Britain gb 13,135 92,627 5.61 GB			
 Netherlands nl 11,043 77,430 4.32 GB			
 Austria at 9,329 62,740 3.68 GB			
 Italy it 8,429 54,943 3.49 GB			
Others 116098 672340 45.33 GB			

TWITTER



Account home

EU2020HR @EU2020HR

28 day summary with change over previous period

Tweets

94 ↑ 161.1%



Tweet impressions

732K ↑ 128.5%



Profile visits

15.1K ↑ 13.5%



Mentions

2,491 ↑ 244.1%



Followers

5,597 ↑ 1,951



Jan 2020 - 29 days so far...

SEP 2019 SUMMARY

Tweets

16

Tweet impressions

18.1K

Profile visits

1,303

Mentions

22

New followers*

81

OCT 2019 SUMMARY

Tweets

42

Tweet impressions

94.4K

Profile visits

2,777

Mentions

79

New followers

319

NOV 2019 SUMMARY

Tweets

38

Tweet impressions

106K

Profile visits

3,293

Mentions

128

New followers

386

DEC 2019 SUMMARY

Tweets

56

Tweet impressions

328K

Profile visits

11.2K

Mentions

791

New followers

1,847



Croatian Presidency of the Council of the European Union

1 January - 28 January

Last 28 days



Posts ? SEE MORE

50+ posts published in the last 28 days.

- 76% response rate, 1 day response time
Respond faster to turn on the badge
- 2,979 follows
- 9 were here +12 this week
- See Pages Feed
Posts from Pages that you've liked as your Page
- 10,054 post reach this week
- 1,366 video views this week
- 2,778 people like this and 2,979 people follow this

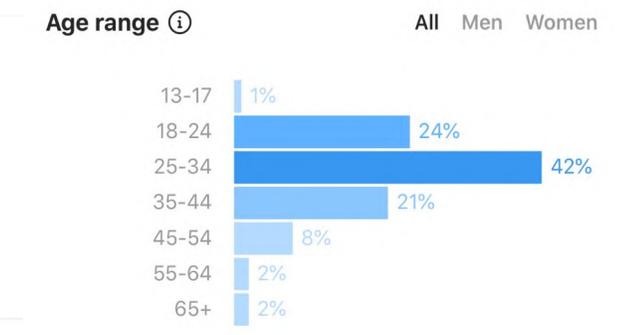
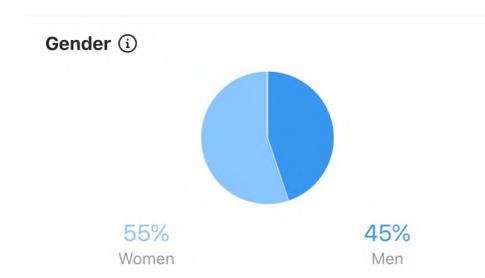
- Community** See all
- 2,778 people like this
 - 2,979 people follow this
 - 9 check-ins

FACEBOOK & INSTAGRAM

eu2020hr

103 Posts 1.488 Followers 102 Following

EU2020HR
Public & Government Service
Official account of the Croatian Presidency of the @eucouncil in 2020 🇨🇷 🇪🇺
eu2020.hr/



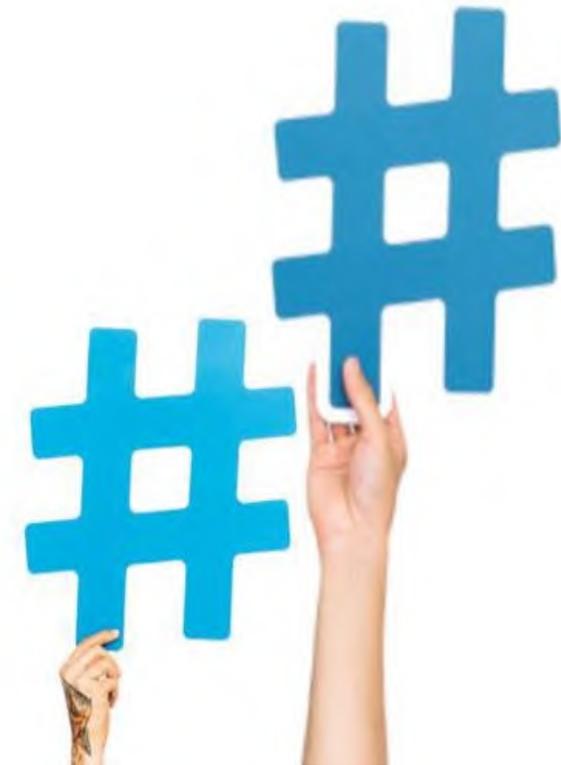
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Instagram

flickr



Hashtag #EU2020HR

Working Party on Information

TENTATIVE CALENDAR WP on Information

(1 January 2020 - 30 June 2020)

- 31 January 2020 (Friday)
- 22 June 2020 (Monday)



Croatian
Presidency
of the Council
of the
European
Union



Hrvatsko
predsjedanje
Vijećem
Europske
unije



Présidence
croate
du Conseil
de l'Union
européenne



E U
2 0
H R



Kroatischer
Vorsitz
im Rat der
Europäischen
Union

