



**Minutes of the Working Group Communication
on 08.06.2022
of the European Forum in Berlin**

Participants:

Vanessa Gieseke, DGUV

Isabelle Leleu, EUROGIP

Vinka Longin Pes, HZZO

Sari-Leena Lund, TVK

Michael Maltrovsky, AUVA

Theresa Müller, DGUV

Nikolaus Schaden-Kajoui, AUVA

Jutta Sieger, DGUV

Anne Weber, AAA

Guests:

Fernando Goncalves, Portugal



Joana Pausch, Portugal

Topics

Social Media:

Two Social Media Options for the European Forum: Twitter and LinkedIn

- Presentation and discussion about differences of the platforms/networks and their purposes

 PROFESSIONAL NETWORK NR 1	 NETWORK OF NEWS
In common: <ul style="list-style-type: none"> • Text + photo / video + # + human aspects first + telling a story • Attracting subscribers and building a community • Giving visibility to the Forum • Generating shares and likes, encouraging other professionals by reacting to our publications • Publishing regularly even if not often 	
post/article = email substantive content	tweet = sms (280 signs max.) instantaneous message
Professionals come to “sit”, read, inform themselves by taking time to view their wall and share what interests them	Professionals are looking for instant news, which does not necessarily last over time
<ul style="list-style-type: none"> • Knowing who's who and who does what? • Creating professional contacts and expanding professional network • Encouraging other professionals to contact us 	<ul style="list-style-type: none"> • Improving our brand image • Informing our community easily • Looking at the activity of our “competitors”

- Goals:
 - create and improve visibility,
 - expand and strengthen the network,
 - share information,
 - gain professional contacts,
 - improve brand image(s) and
 - first - because most important - create traffic.
- EF already has a Twitter account. Twice a week should be tweeted.
 - Account: EuropeanForum.org
[@EuropeanForum_](https://twitter.com/EuropeanForum_)
 - Isabelle LELEU - EUROGIP leleu@eurogip.fr is in charge of the account
- Content on twitter:
 - Once a Week
 - Promote publications of the European Forum e.g. link articles from LinkedIn or other platforms / websites / networks;

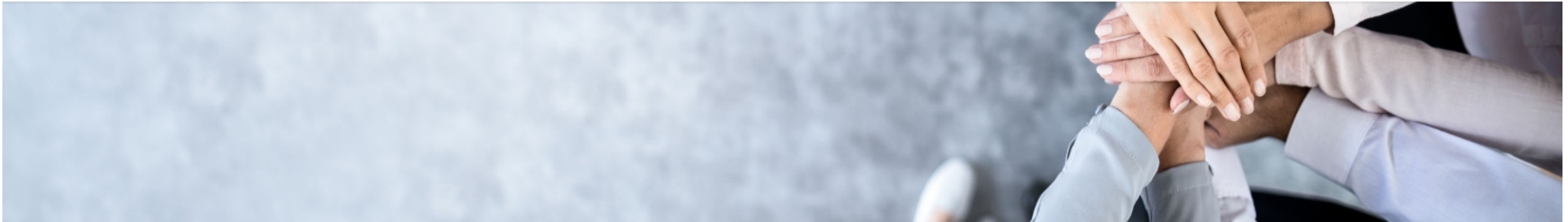


- No opinions of individuals!
 - Content approved by your institution before publication.
 - “Save The Date” conference
 - News from the Members
 - Newsletter (Short Abstracts that refer to the articles)
- The group decides to create a LinkedIn account.
 - ➔ The account will be created by AUVA.
 - ➔ info@europeanforum.org
 - The Members have accounts on international networks and are encouraged to link the EF. So can the EF accounts.
 - The EF offers to link Members Organisations.

The EF Website

- Website funding:

Funding for the website is secured up to and including 2026. AUVA, EUROGIP and DGUV share the costs, with each institution paying for the costs every three years, starting with DGUV in 2021, followed in 2022 und 2023 by AUVA and EUROGIP respectively. The same order applies for the years 2024 to 2026.
- It is a modern and qualitatively high-class website. But it should get more members registrations / activity in the members area.
- Please register now on the website europeanforum.org
- Under “General Topic” click on subscribe (see red square below) to get informed if other users are interacting with you or posting a topic



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Topic	Voices	Posts	Last Post
Andrea Tardiola is the new Director General of Inail Started by: EF_ADMIN	1	1	2 months, 3 weeks ago EF_ADMIN
STATUTES of the European Forum Started by: EF_ADMIN	1	1	3 months, 3 weeks ago EF_ADMIN
European Declaration on Digital Rights and Principles for the Digital Decade Started by: EF_ADMIN	1	1	4 months, 1 week ago EF_ADMIN

Viewing 3 topics - 1 through 3 (of 3 total)

Create New Topic in "General Topics"

Topic Title (Maximum Length: 80):



- The working groups will use the members area to communicate (on low level) with each other.
- In the EF newsletter the link to the registration to the Members area should always be mentioned.
- There should be an information campaign towards all members about the options and benefits of the website and the members area (promote events, publish articles, communication etc.).
- The Members list must be updated to reach all potential users.
- Promote opportunities/advantages of being a member:
 - share information informally,
 - discuss topics faster than via e-mail,
 - WGs could post the minutes of the meeting on the platform right after the sessions.
 - Editorial Group Forum News: Collect Topics for Forum News in Members area

Forum News

- Information about the upcoming Edition 56:
 - Eight articles already finished.
 - Isabelle Leleu from EUROGIP wrote the editorial.
 - Contribution from Germany/DGUV: Short summary about conference with 5 or 6 pictures. (Within 10 days or for the next Edition, tbd.)
- Topics for the Edition 57:
 - Mr. Schaden-Kajoui asks to send ideas and articles until the beginning of October via E-Mail: Nikolaus.Schaden-Kajoui@auva.at
 - Announced contribution from Finland: Editorial about next year's conference

Miscellaneous

- Future Meetings
 - There will be an online meeting in October for winter issues of the Forum News.
 - There will be an online meeting in April for summer issues of Forum News and the upcoming Conference.

To Do:

- Link the EF via Twitter: [EuropeanForum_](#)
- Create a LinkedIn account -> AUVA
- Please register now on the website europeanforum.org
- Articles for Edition 57 beginning of October to Nikolaus.Schaden-Kajoui@auva.at
- Online Meeting in October and April planned