

Market Surveillance Project TYRES 2015 (MSTyr15)

Deliverable 6.6: Social Media Presence

Market Surveillance Project TYRES 2015 has an official Twitter account:
<https://twitter.com/MSTyr15>

This account will be updated weekly with brief information about the stage of the project and its results and will also promote the official website where more elaborated articles will be available for the public.

The Twitter account will also be synchronized with the website, meaning that each new content added will be shared through Social Media.

As part of our Social Media Strategy, we will try to inspire online discussions around the project using the hashtag #mstyr15 and interact with our followers in order to increase awareness.

In the first instance we will try to gather a relevant community which is actively interested about the Market Surveillance Project TYRES 2015. Every 3 months, we will analyse the impact of our presence on Twitter using the information offered by the Tweet activity dashboard. There we can find metrics for every Tweet (numbers of retweets, likes and replies and also how many times a Tweet has been seen by the public) and this will help us understand more the public.



MSTyr15 (@MSTyr15) | Twitter

Twitter, Inc. [US] https://twitter.com/MSTyr15

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PROSAFE

Joint Actions
Best Practice

TWEETS 5 FOLLOWING 68 FOLLOWERS 10 LIKES 4 Edit profile

MSTyr15
 @MSTyr15
 Market Surveillance Project TYRES 2015 (MSTyr15) is focusing on the economic and environment benefits of the labelling of class C1 tyres
 EU
 prosafe.org
 Joined June 2016

Tweets Tweets & replies Media

MSTyr15 @MSTyr15 · Jun 28
 Tyres have an impact on fuel consumption and CO2 emissions. Read the labels and select the right tyres. #mstyr15

Who to follow · Refresh · View all

- EUobserver @euobs Follow
- European Parliament @eu... Follow
- EU External Action @eu... Follow

MSTyr15
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Tweets | Tweets & replies | Media

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Who to follow · Refresh · View all

- EUobserver @euobs Follow
- European Parliament @... Follow
- EU External Action @eu... Follow

Trends · Change

- #POLPOR 932K Tweets
- #WALBEL 14.8K Tweets
- #lekkereBV



Twitter / Notifications x

Twitter, Inc. [US] https://twitter.com/i/notifications

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Notifications

Mentions

Trends - Change

- #CécileInFrance
SCOOOREI sent Cécile De Gemier to France to support our national team
Promoted by SCOOOREI
- #POLPOR
932K Tweets
- #WALBEL
14.8K Tweets
- #lekkereBV
- #GrowingUpShy
377K Tweets
- #AustrianGP
25.4K Tweets
- #CongratulationsHarry
48.2K Tweets
- #Autriche
3,002 Tweets
- #foute128
- #Blanckenberge
- #investEU
@EUenergysavings and @EU_Commission

Notifications
 All / People you follow

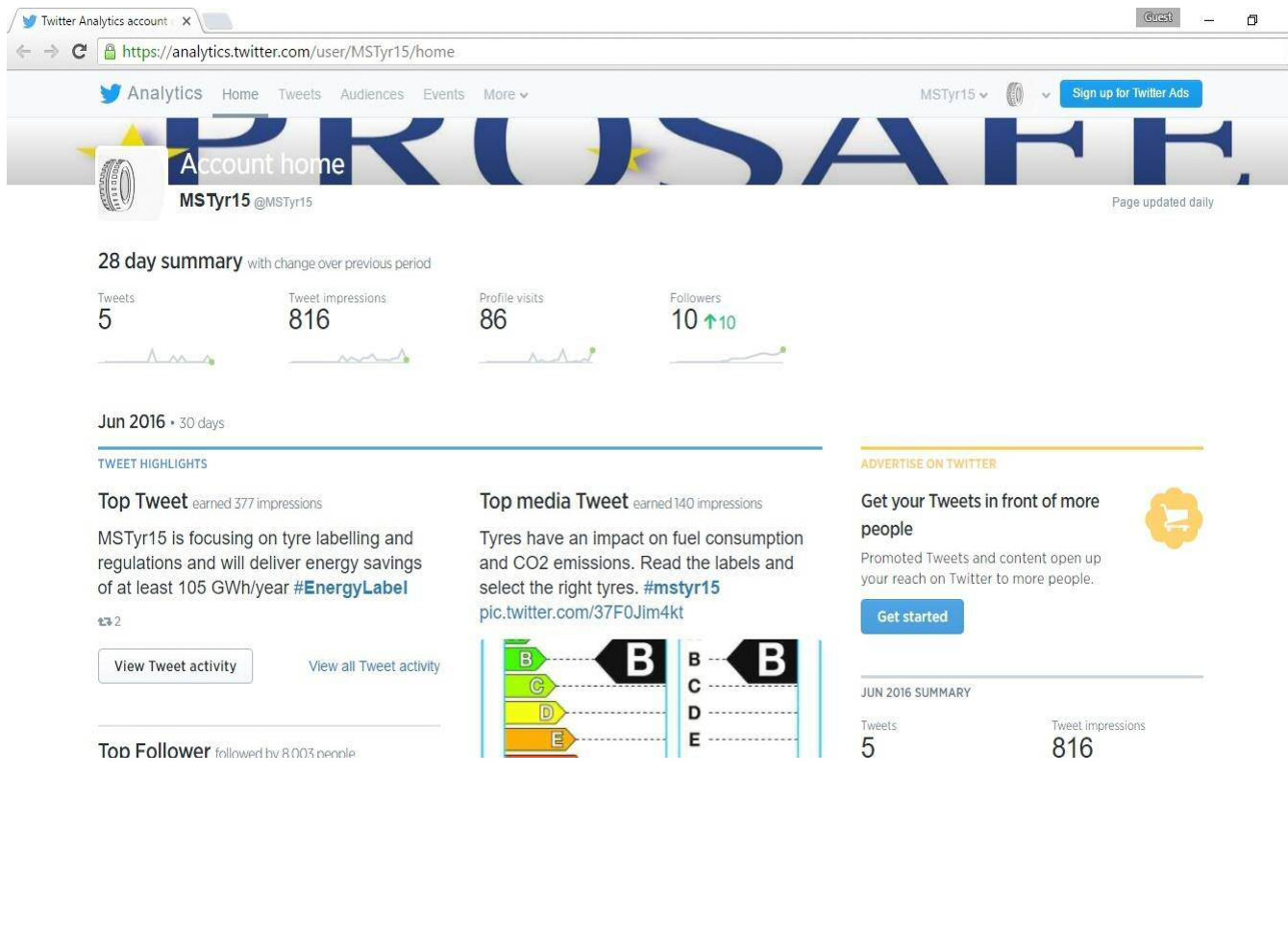
- Jan Mynařík** and 3 others liked your Tweet
 Jun 29
 Jun 28: Tyres have an impact on fuel consumption and CO2 emissions. Read the labels and select the right tyres. #mstyr15
 pic.twitter.com/37F0Jim4kt
- Jan Mynařík** and 3 others Retweeted you
 Jun 29
 Jun 28: Tyres have an impact on fuel consumption and CO2 emissions. Read the labels and select the right tyres. #mstyr15
 pic.twitter.com/37F0Jim4kt
- Bex Morrison** and 3 others followed you
 Jun 29
- Pedro Barroso** and 5 others followed you
 Jun 27
- energylabel_MVE** and **EEPLIANT** Retweeted you
 Jun 17
 Jun 15: MSTyr15 is focusing on tyre labelling and regulations and will deliver energy savings of at least 105 GWh/year #EnergyLabel

Who to follow · Refresh · View all

- Johanna Kardel** @JohannaK...
Followed by EEPLIANT and ...
Follow
- Coolproducts.eu** @Coolprod...
Followed by EEPLIANT and ...
Follow
- EJobsobserver** @euobs
Follow

Find friends

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 Developers





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by the European Union

Disclaimer

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