



ERASMUS+

en Fédération Wallonie-Bruxelles

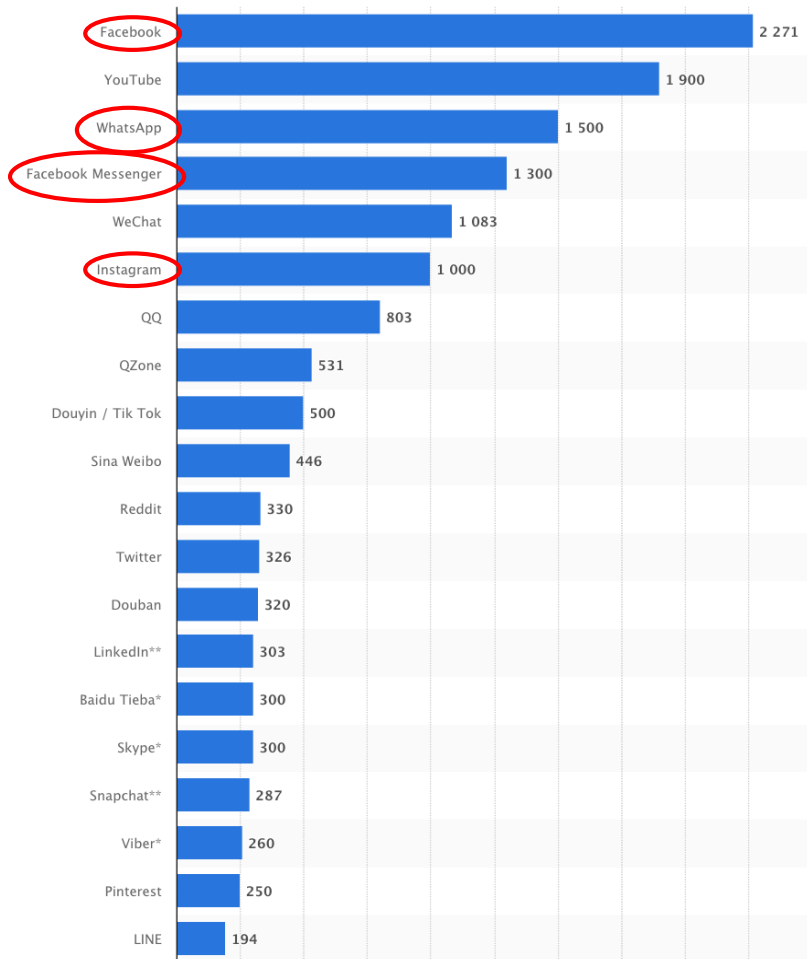
www.erasmusplus-fr.be



A woman with long dark hair, wearing a white long-sleeved shirt and a small hoop earring, is seen from the side, writing on a whiteboard with a blue marker. She is in a meeting room with several other people sitting around a table in the background. A laptop is open on the table in front of her. The background is slightly blurred, showing a diverse group of people in a professional setting.

The use of social media





Number of active users in millions



1. 2.271 million



3. 1.500 million



4. 1.300 million



6. 1.000 million

Why you should be on social media

- **Website traffic**
- **Customer care**
- **Brand building**
- **Community building**
- **Online Reputation Management**
- **Crisis communication**

Content



CONTENT

CREATION

ADS



CONTENT CREATION

"We don't have any content."

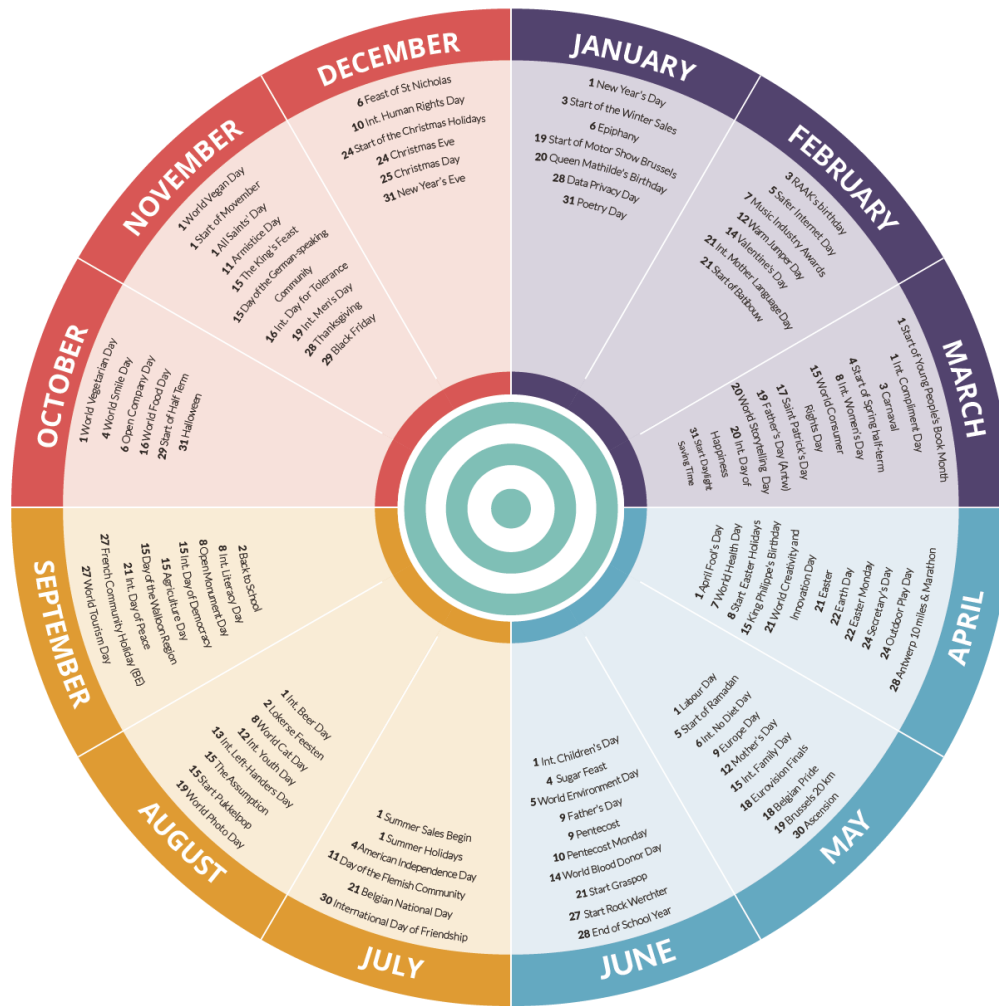
"We can't make posts every single week?!"

"Great idea! But how do I start?"

You're standing on a mountain of content.

Content?

- TOP TOPICAL
- CONTENT PLAN
- VIDEO
- KISS



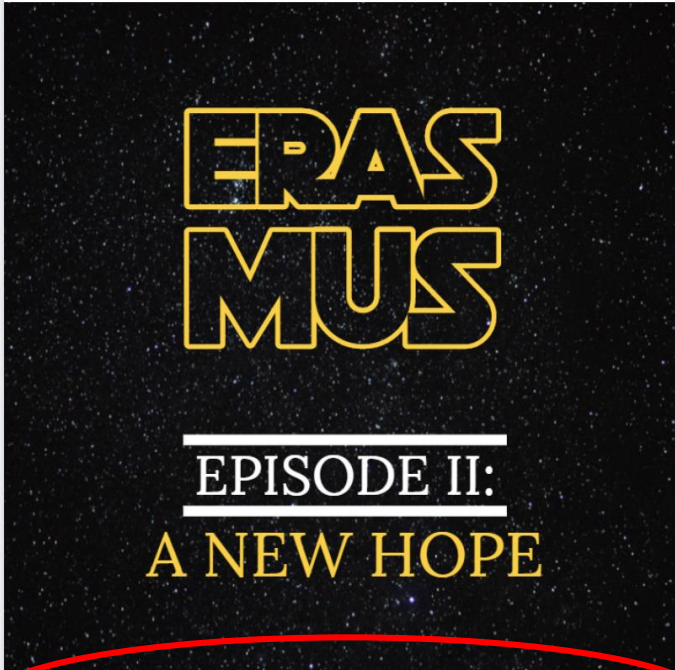


Erasmus+

Gisteren om 08:45 · 🌐

When you find out you can go on Erasmus more than once*
#MayTheFourthBeWithYou 🌙 📺 🍷

.... Meer weergeven



👍❤️👏 618

36 opmerkingen 99 keer gedeeld



May 4th - Star Wars Day

Meest relevant ▾



Schrijf een opmerking...



Erasmus+ ✓



Leuk · Beantwoorden · 1 d



Erasmus+ ✓ Happy #StarWarsDay

Leuk · Beantwoorden · 1 d



Paulina Majek Basia Lewicka Przemek Witek 🤪

Leuk · Beantwoorden · 2u



Nog 11 opmerkingen weergeven

April 23th - World Book Day

Erasmus+
23 april om 17:00 · 🌐

#WorldBookDay2019 - our #ErasmusPlus experiences are etched into our lives through words and stories 📖🌍



"Throw your dreams into space
like a kite, and you do not know
what it will bring back, a new
life, a new friend, a new love,
a new country"
- Anais Nin

WORLD BOOK & COPYRIGHT DAY: 23 APRIL

Erasmus+

👍👍👍 66 2 opmerkingen 12 keer gedeeld

👍 Leuk 💬 Opmerking ➦ Delen 🌐

Meest relevant ▾

Schrijf een opmerking...

Erasmus+ ✓ Hundreds of EU-funded Erasmus+ projects have brought people together around themes of literacy, reading and story-telling. Read about some of them here 📖🇪🇺 <https://ec.europa.eu/programmes/erasmus-plus/projects/...>



EC.EUROPA.EU
Erasmus+ Project Results

Leuk · Beantwoorden · 1 w



Erasmus+

22 april om 08:00 · 🌐



#EarthDay2019 🌍 Our earth is precious.

Hundreds of EU-funded #ErasmusPlus projects have united people across borders, countries, cultures around environmental issues. Read about some of them here 📖

<https://ec.europa.eu/programmes/erasmus-plus/projects/...>



👍❤️ 77

38 keer gedeeld

👍 Leuk

💬 Opmerking

➦ Delen



Schrijf een opmerking...



April 22th - Earth Day

April 6th - Carbonara Day



Silly?



Trello

BZ_BMW Motorrad Content Calendar

BlueZoo Free Privé Partager

Suivre Calendrier Afficher le menu

Facebook - 11/12 > 11/01

02/01 - Winter Snow
2 janv. 2019 2

04/01 - GS poussière
4 janv. 2019 1

05/01 - Scooter futur
5 janv. 2019 1

<https://www.facebook.com/126944527336327/posts/2233943346636424/>

Casque

+ Ajouter une autre carte

Instagram - 11/12 > 11/01

02/01 - Unique et Authentique
2 janv. 2019 1

04/01 - Winter Snow
4 janv. 2019 2

08/01 - Pipeburn
8 janv. 2019 1

+ Ajouter une autre carte

Linkedin - 11/12 > 11/01

05/01 - Scooter futur
5 janv. 2019 1

+ Ajouter une autre carte

SPACE HOLDER

SPACE HOLDER
1

+ Ajouter une autre carte

ARCHIVES - 11/11 > 11/12

29/12 - R 1250 GS
29 déc. 6

29/12 - TFT Screen
29 déc. 2

27/12 - Teaser BMW Motorrad Day 2019
27 déc. 4 1

+ Ajouter une autre carte

SPACE HOLDER

SPACE HOLDER
1

+ Ajouter une autre carte

Borden

BZ_BMW Motorrad Content Calend

Vandaag

ma. di.

#ModelFocus
Facebook approved
27/11—S1000RR-IN
FOCUS-2/4

#ModelFocus
Instagram approved
27/11—G310R-G

3 1 kaart

#ModelFocus
Facebook approved
03/12—S1000RR-IN
FOCUS-3/4

4 1 kaart

#ModelFocus
Instagram approved
04/12—Ready-t

10 2 kaarten

#ModelFocus
Instagram approved
11/12—Eiema-throwback
—which-one-is-your

11 1 kaart

#DidYouKnow
Facebook ready_for_approval approved
11/12—GPS-fall

17

18 2 kaarten

#ModelFocus
Instagram approved
18/12—Custom

24 2 kaarten

#ModelFocus
Facebook approved
24/12—Christmas

#ModelFocus

Week Maand

za. zo.

#ModelFocus
Instagram approved
29/11—David-Martin
MieheIn

750GS

9

16 2 kaarten


#ModelFocus
Instagram approved
16/12—1250-GT

23 1 kaart

#ModelFocus
Instagram approved
23/12—TBT-R80

30

250-GS



11/12 - GPS fall

in lijst ARCHIVES - 11/11 > 11/12

LABELS

#DidYouKnow Facebook ready_for_approval approved +

VERVALDATUM

✓ 11 dec. 2018 om 12:00

Omschrijving Bewerken


FR POST

Avec BMW Motorrad Connectivity, profitez de chaque chemin, chaque route à chaque instant.
<https://www.bmw-motorrad.be/fr/accessories-and-parts/accessories/navigation-and-communication.html>

NL POST

Met BMW Motorrad Connectivity geniet je van elke trip en elk avontuur op elk moment!
<https://www.facebook.com/BMWMotorrad/photos/a.395102643466/10156648901578467/?type=3&theater>

Bijlagen

46495569_10156648901583467_639374365263134
7200_o.jpg 
Toegevoegd op 28 nov. 2018 om 17:24 - [Opmerking](#) -
[Verwijder](#) - [Bewerken](#)

TOEVOEGEN AAN KAART

- Leden
- Labels
- Checklist
- Vervaldatum
- Bijlage

POWER-UPS

- Power-Ups ontvangen

ACTIES

- Verplaats
- Kopiëren
- Volgen
- Stem
- Archiveren
- Delen

Borden Trello

BZ_BMW Motorrad Content Calendar Privéteam Privé AH EM 12 Kalender Laat menu zien

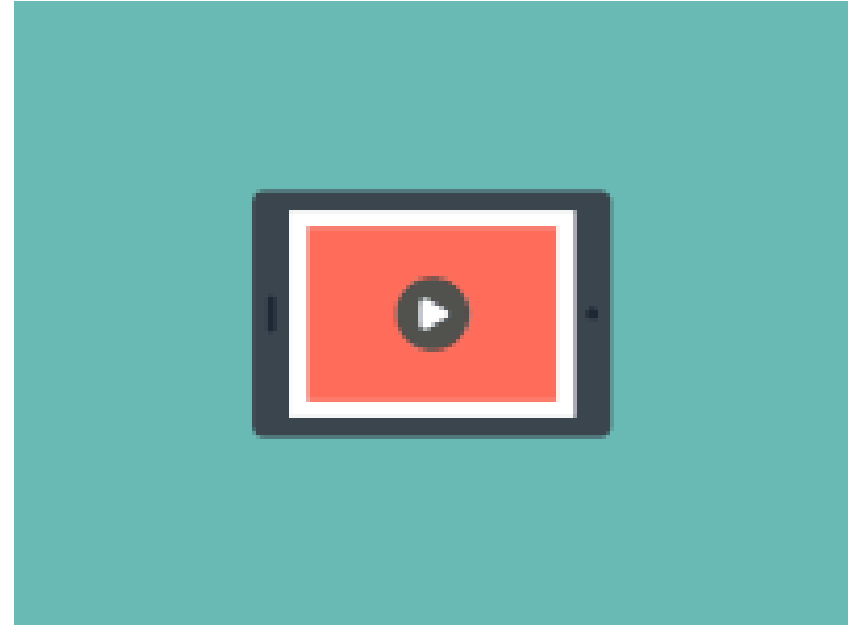
Vandaag Week Maand

ma.	di.	wo.	do.	vr.	za.	zo.
19/11 — S1000RR-IN FOCUS 1/4	20/11 — Like Campaigne Girls/young	F850 GS-Adventure Slovenia	S1000R-Design #ModelFocus		23/11 — Girls	
26 1 kaart #ModelFocus Facebook approved 27/11 — S1000RR-IN FOCUS 2/4	27 1 kaart #ModelFocus Instagram approved 27/11 — G310R-Girls	28 1 kaart #Events Facebook approved 28/11 — David-Martin Michelin	29 2 kaarten #ModelFocus Instagram approved 29/11 — Wake-me-up	30 nov. 1 kaart #ModelFocus Facebook approved 30/11 — Go F850GS/F750GS	1 dec. 1 kaart #ModelFocus Instagram Facebook approved 01/12 — Go F850GS/F750GS	2 1 kaart #Events LinkedIn approved 29/11 — David-Martin Michelin
3 1 kaart #ModelFocus Facebook approved 03/12 — S1000RR-IN FOCUS 3/4	4 1 kaart #ModelFocus Instagram approved 04/12 — Ready-to-go-fast	5	6 2 kaarten #ModelFocus Instagram approved 06/12 — Fall	7 1 kaart #ModelFocus Facebook approved 07/12 — First-Date	8 2 kaarten #ModelFocus Instagram approved 08/12 — R120rs	9
10 2 kaarten #ModelFocus Instagram approved 11/12 — Eicema-throwback — which one is your	11 1 kaart #DidYouKnow Facebook ready_for_approval approved 11/12 — GPS-fall	12	13 3 kaarten #ModelFocus Instagram approved 13/12 — CUSTOM WORKS ZON	14 1 kaart #ModelFocus Facebook approved 14/12 — R nine-T video	15	16 2 kaarten #ModelFocus Instagram approved 16/12 — 1250-GT
17	18 2 kaarten #ModelFocus Instagram approved 18/12 — Custom-R-nine-T	19 1 kaart #ModelFocus Facebook approved 19/12 — Selfie/Girls	20 1 kaart #ModelFocus Facebook approved 20/12 — TBT-R80	21	22 2 kaarten #ModelFocus Instagram approved 22/12 — Who-follows?	23 1 kaart #ModelFocus Instagram approved 23/12 — TBT-R80
24 2 kaarten #ModelFocus	25	26 1 kaart #Events Facebook	27 4 kaarten #Events LinkedIn	28	29 2 kaarten #ModelFocus	30

The golden child: VIDEO

You remember:

- **80% of what you see**
- 20% of what you read
- 10% of what you hear





Subtitles are your
sweetheart.



Infrabel

14 februari om 17:42 · 🌐



Vanaf eind 2020 zullen er elektrische treinen kunnen rijden tussen Mol en Hamont! Tot dan kunnen de buurtbewoners hinder ondervinden van onze werken, maar daarna alleen maar voordelen:

✅ milieuvriendelijker



👍❤️ Jij en 137 anderen

20 opmerkingen 33 keer gedeeld

36 d. weergaven





Tasty

3 uur · 🌐



Who knew being vegan could be so delicious?



Bekijk deze video met je vrienden.

Starten

👍❤️👏 524

503 opmerkingen 🗨️

📲 App gebruiken



Squares are great.



Rectangles are
mind-blowing!



**Very nice, but what
about my content?**

- What lives within the community?
- What road does your target audience follow?
- Create a tutorial or guide
- Lists always work:
5 tips, 3 must-haves, 10 reasons to..., etc.
- Relevant and current events: “Our opinion on...”

- Interview participants, influencers, experts...
- Create an infographic, possibly an introduction to your company
- Invite a guest blogger
- Start a series: ex. a flower shop> Flower Friday, a flower-themed video every Friday, introduce a type of flower...
- ...




KISS

Keep It Simple & Stupid

SPENDS HOURS WRITING POST

GETS 0 LIKES

 #AnalyticsFirst

**Senator,
we run ads.**





CONTENT

CREATION

ADS

CONTENT ADS

"We're already using ads, but they're not helping."

"There are no results."

"Ads are too expensive."



FACEBOOK PAGE LIKES

A 3D animated character of Elsa from the movie Frozen. She is shown from the waist up, wearing her signature teal dress with a purple cape. Her white hair is styled in an intricate braid. She is looking to her right with a slight smile, and her right hand is raised, releasing a stream of glowing blue ice particles that float upwards and to the right. The background is a dark, deep blue.

LET IT GO



Reach

Impressions

Engagement

Cost per click

Cost per view

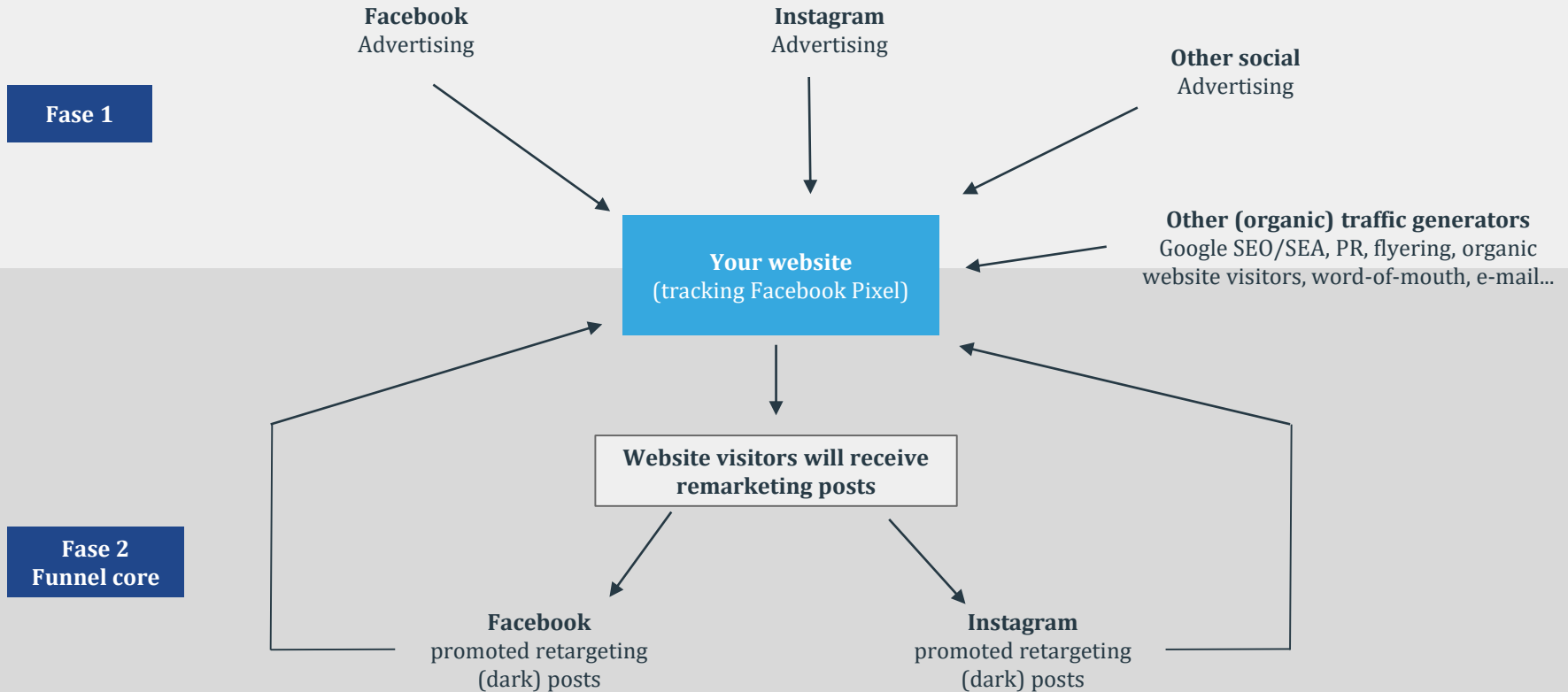
Cost per lead

<https://www.facebook.com/business/tools/ads-manager>



Facebook Pixel

Retargeting



The power of retargeting.

Advertentiennaam	Budget Advertentieset	Besteed bedrag	Eindigt op	Relevant	Weergaven	CPM (kosten per 1000)	Klikken op links	CPC (kosten per klik)	CTR (doorklikratio voor klikken)
 05/03_Retargeting NL_Verkeer	€ 50,00 Looptijd	€ 13,64	31 Mrt 2019	9	1.984	€ 6,88	229	€ 0,06	11,54%

Spent budget €13,64

Amount of clicks 229

CPC €0,06

CTR 11,54%

Community management



Golden Rules

- NEVER delete a reaction. If necessary, hide the reaction
- React at least 1 time online
- Negativity → take the conversation offline, asap
- “Haters” → stop the conversation after 2 responses
- *I don't know* → doesn't exist
- Always be honest



What do you remember?

1. You're standing on a mountain of content. You don't have to look too far.
2. Plan in advance. Trello #yolo.
3. Subtitles are your sweetheart.
4. Squares are great. Rectangles are mind-blowing.
5. Aimed advertising. Even more clever with Facebook Pixel.

Thanks!

Laura@bluezoo.be
Laurien@bluezoo.be

BLUE ZOO
Social Media Performance Agency

