

The background of the slide features a European Union flag, which is a blue field with twelve yellow stars arranged in a circle. The flag is shown waving, and a semi-transparent teal rectangle is overlaid on the center, containing the title text.

WRITING IN THE EU BUBBLE

ridens
public affairs

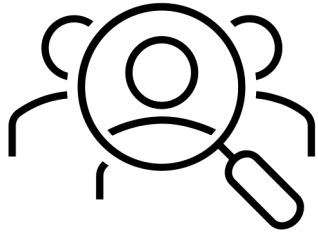
This briefing note will
provide tips on how to
improve your writing skills
when engaging an audience of
the EU bubble.

FORMAL WRITING TIPS

- Simple words
- Short sentences
- Active verbs
- Present tense
- Few superlatives
- Double check prepositions
- No acronyms
- No shortforms
- No parenthesis
- Overdo with hashtags
- Use jargon or buzzwords

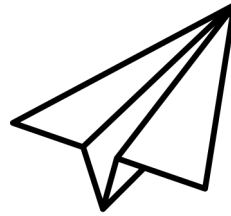


SOCIAL MEDIA WRITING TIPS



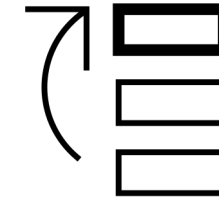
WHO IS THE AUDIENCE?

- Policymakers
- General audience
- Youth



WHAT MESSAGE

- Conversational and direct tone
- Engagement
- Flexible structure



IMPORTANT THINGS FIRST

- 2 seconds to catch the reader
- Why should people care of your message? What is really important?
- Tip: start with a punchy statement or a question

SOCIAL MEDIA POST EXAMPLE

GETTING TO THE POINT

Yesterday's event on sustainability in critical raw materials at DG GROW brought together stakeholders, consumers and the industry to address circularity and contribute to the next generation industry.



The future of raw materials is #circular. Stakeholders, consumers & industry gathered at @EU_Growth yesterday to talk about how circular business models can shape a thriving & sustainable critical raw materials industry



CALL TO ACTION

- Check this blog
- Watch this video
- Sign this petition
- Vote on policy
- Contribute with your opinion
- Comment (if the post end with a question)

USE ATTRACTIVE ASSETS

- Catchy visuals
- Interactive tools
- Ride the wave of recent news/events
- On websites mission statement must be read in less than 30s

GRAMMARLY

- Grammar checker and writing app
- Detects tone, complex grammar, subject-verbs interactions and punctuation
- Drawbacks: often it lacks the ingenuity and make sentences less fluid



HEMINGWAY APP

- Allow to increase the smoothness of any text
- Readability checks
- Drawbacks: less precise on the grammar aspect





FOR MORE INFORMATION

www.ridenspa.com