

“FACEBOOK” AND “TWITTER” NEW SERVICES DEDICATED TO THE “ACTIVITIES OF THE ABRUZZO REGION IN EUROPE”

On Saturday 4 May 2013, **the Directorate for Presidency Affairs - Liaison Activities with the E.U. of Brussels** created, for the « **Open Doors Day** », new promotional, information and transparency tools supporting the Region and its Territory.

Those are the “**Facebook**” and “**Twitter**” new accounts, which are completely dedicated to the “**Activities of the Abruzzo region in Europe**”.

The initiative grew out of the last November meeting organized by the permanent Representation of Italy to the European Union in order to support the institutions to communicate through social media. Besides, that will lead to the promotion of “**abruZZelles**” web page that features the “**Activities of the Abruzzo region in Europe**” for some time now.

Those new services will be available in **English** and added to the traditional information channels (**multilingual website IT/EN/FR “Abruzzo-Europa”**) in order to give the Abruzzo region the chance to make it better know, increasing **the cooperation and institutional partnership opportunities** far beyond national borders.

The initiative was launched to contribute to the strengthening of the relationships with the other **European regions**. The aim is then to build networks of collaboration and real alliances in order to increase the participation of the Abruzzo region in the European decision-making processes.

However, as those public services do not depend directly on policy makers, nor on their institutional representatives, but on a functional administrative structure, their use will completely be regulated by the **Code of Conduct adopted by the European Commission for European Officials**, who already use social media to conduct their work in the offices and institutions.

Facebook new channel :

<http://www.facebook.com/abruZZelles>

Twitter new channel :

<http://www.twitter.com/abruZZelles>

Code of Conduct for European Officials :

http://ec.europa.eu/ipg/docs/guidelines_social_media_en.pdf

Previous news about the participation in the “Open Doors” :

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia385&tom=385](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia385&tom=385)

**Previous news about “F.A.Q - Answers to frequently asked questions”
service of Brussels**

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia377&tom=377](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia377&tom=377)

**Previous news about the presentation of the new versions (French-
English) of the “Abruzzo-Europa” web site :**

<http://www.regione.abruzzo.it/xEuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia246&tom=246](http://www.regione.abruzzo.it/xEuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia246&tom=246)

**Previous news about the presentation of the new information
products of the Liaison Activities with the E.U :**

<http://www.regione.abruzzo.it/xeuropa/index.asp?>

[modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia60&tom=60](http://www.regione.abruzzo.it/xeuropa/index.asp?modello=notizieSing&servizio=LE&stileDiv=sequence&b=notizia60&tom=60)

(Directorate for Presidency Affairs-Liaison activities with E.U. - 03/05/2013)