



A EUROPEAN PERSPECTIVE

SOCIAL MEDIA EXPERTS WORKSHOP

25.11.2022

AGENDA

Friday 25 November

10.00-11.30

Zoom Link: <https://ebu-ch.zoom.us/meeting/register/tJ0pdegspz8pGdx3y5qfLy91d3altxl860S7>

10.00 WELCOME & INTRODUCTION

- Tour de table

10.15 A EUROPEAN PERSPECTIVE SOCIAL MEDIA STRATEGY DIVE-IN

- The win-win approach, commitments, and feedback

10.50 HOW DO WE TRANSPOSE A EUROPEAN PERSPECTIVE VALUES TO TIKTOK?

- Challenges and opportunities

11.00 SOCIAL MEDIA WORKFLOW PROPOSAL

- Suggested workflows for contribution, publication and interaction.

11.15 LOOKING FORWARD: NEXT STEPS

11.25 CONCLUSION

11.30 ENDS