



Social Media and the Fight Against Fraud

What is in it for your communication?

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European Commission

OAF CN – Rome, 23 April 2013

Basic assumptions

Social media is there to stay

Social media is part of the solution

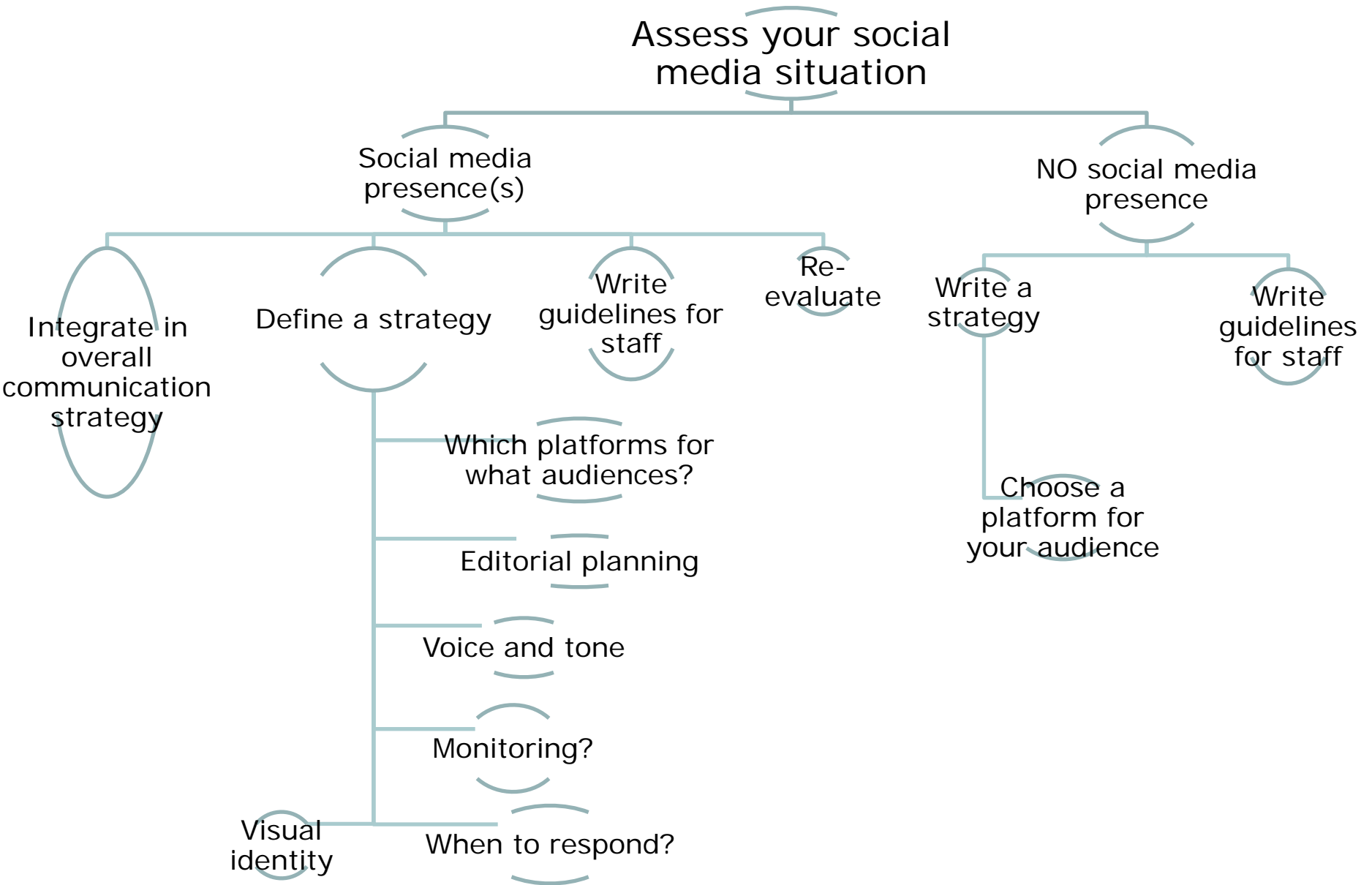






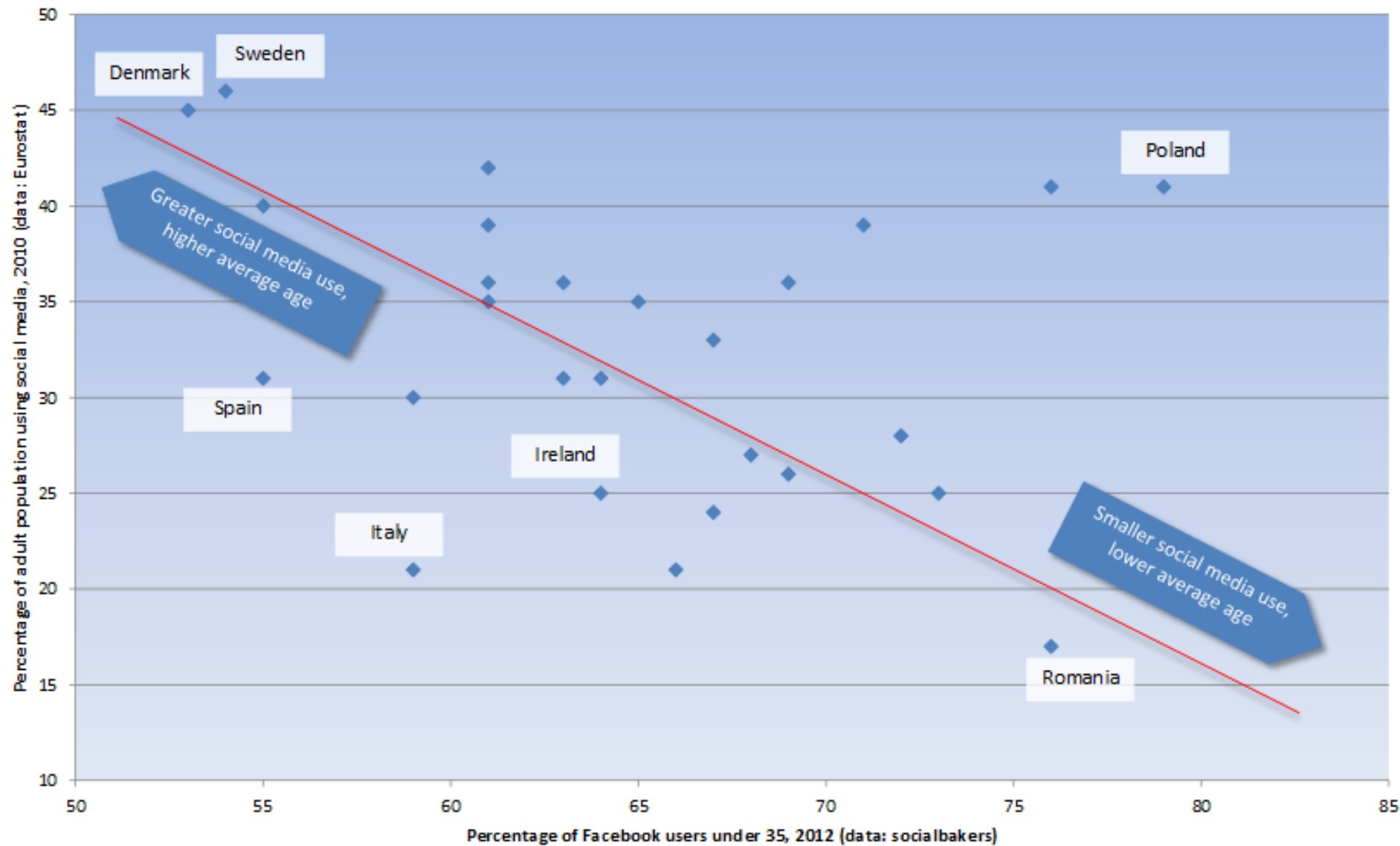


You are at exactly the right spot to...



Back to the basic assumptions

Young people dominate less mature social media markets, EU Member States





Why should you use social media?

A good channel

- Be there where the people are
- Inform them quickly
- Raise awareness (stakeholder and campaign communication)
- Respond – and change the story (rebuttal and crisis management <-- credibility)



Boston Police Dept. ✓

@Boston_Police



Follow

CAPTURED!!! The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

Reply Retweet Favorite More

143,940
RETWEETS

48,234
FAVORITES



2:58 AM - 20 Apr 13

Reply to @Boston_Police



Lissette Gonzalez @LissetteCBS4

20 Apr

@Boston_Police good job!

Details



Barack Obama ✓

@BarackObama

This seat's taken. [OFA.BO/c2gbfi](https://www.Obama.BO/c2gbfi),
pic.twitter.com/jgGZTbo2

← Reply ↻ Retweet ★ Favorite



Powered by Photobucket

51,413
RETWEETS

20,406
FAVORITES



Boston Police Dept. ✓

@Boston_Police

Despite reports to the contrary there has not been an arrest in the Marathon attack.

← Reply ↻ Retweet ★ Favorite ⋮ More

11,002
RETWEETS

370
FAVORITES



8:33 PM - 17 Apr 13

Why should you use social media?

A tool that can help you improve

- Interact and listen: monitor conversations on main topics of interest, help people with practical info (**customer support**)
- Experiment and learn
- Network
- Ask for help (crowdsourcing)



Herman Van Rompuy ✓

@euHvR



Following

I have decided to put tax evasion on agenda of next #EUCO 22 May. We must seize this political momentum. ow.ly/kocc4 #euro

← Reply ↻ Retweet ★ Favorite ⋮ More

72
RETWEETS

13
FAVORITES



3:43 PM - 12 Apr 13

Reply to @euHvR



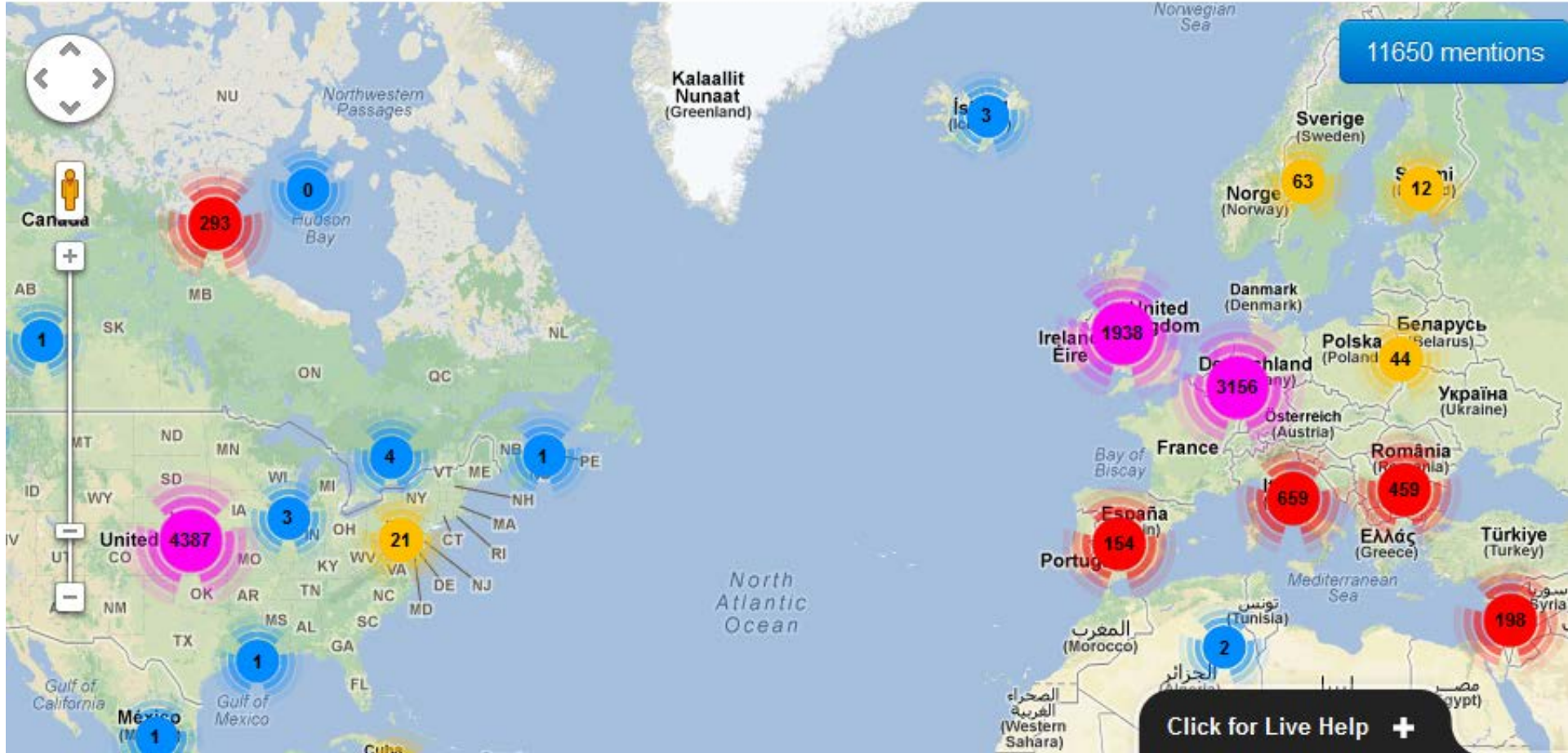
Pekka Sauri @pekkasauri

12 Apr

@euHvR Good thing, but as long as there are tax havens within the EU, any other efforts remain marginal.

Details

11650 mentions

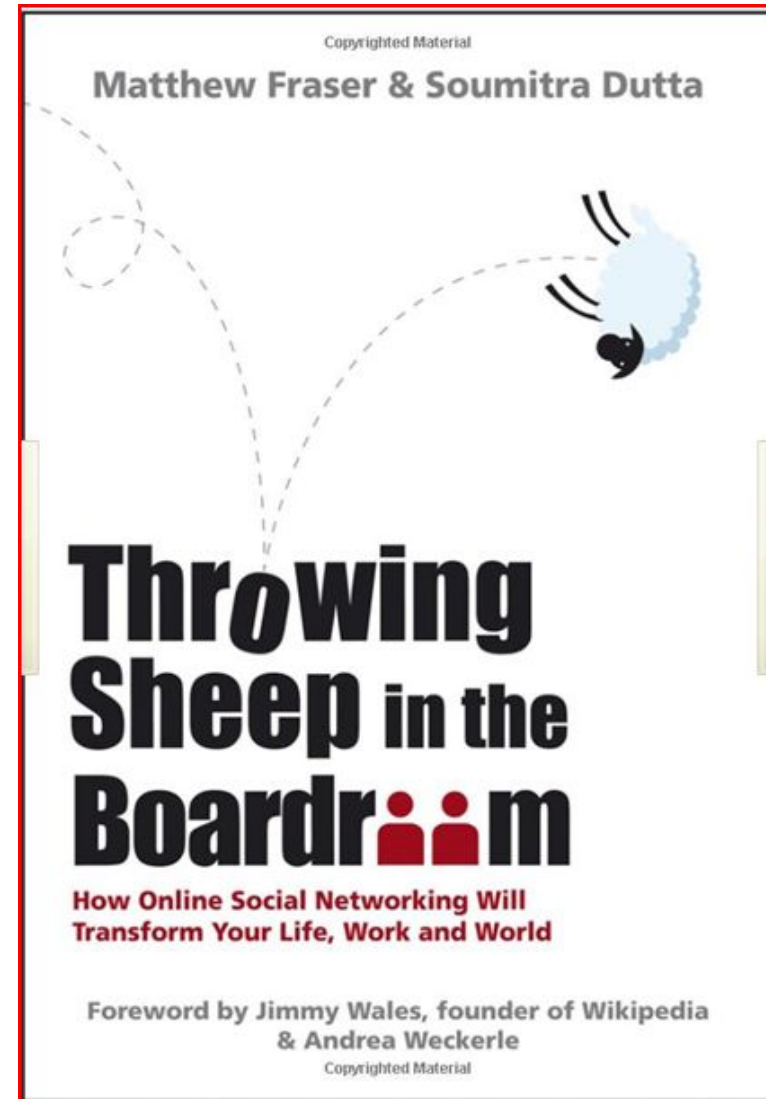


Click for Live Help +

Why should you use social media?

Social media has the potential to

- *enrich,*
- *invigorate or even*
- *transform your organisational culture and civic life at local, national and European levels.*



A few reminders

Good content: be fast, open, human, interactive, local.

Sustained activity (weekly editorial calendars).

Credible commitment.





Enterprise&Industry @EU_enterprise

19 Apr

Counterfeiting activities account for over €200 billion in losses for the world economy ow.ly/i/1Vqcu @AntonioTajaniEU

#eustopfakes

 Hide photo  Reply  Retweet  Favorite  More



Reaching the right balance...

...Between *information, insight and a real face*

The image shows a screenshot of a Twitter post from the account 'Solihull Police' (@SolihullPolice). The post text reads: '48 cans of Red Bull stolen from the BP Garage, Chester Rd – how do these people sleep at night...'. The post has 7,992 retweets and 1,024 favorites. Below the post, there is a reply from a user named 'Rue @oddrt' dated '31 Jan', which says: 'Whoever is responsible for @SolihullPolice Twitter account should be promoted forthwith ...'. The interface includes a profile picture of Solihull Police, a 'Follow' button, and icons for replying, retweeting, favoriting, and more options. A row of profile pictures of users who interacted with the post is also visible.

 **Solihull Police** @SolihullPolice 

48 cans of Red Bull stolen from the BP Garage, Chester Rd – how do these people sleep at night...

 Reply  Retweet  Favorite  More

7,992 RETWEETS **1,024** FAVORITES 

10:08 PM - 30 Jan 13

Reply to @SolihullPolice

 **Rue** @oddrt 31 Jan
Whoever is responsible for @SolihullPolice Twitter account should be promoted forthwith ...
[Details](#)



Solihull Police @SolihullPolice January 6, 2013, 4:16 pm via web  3,840

Not a scam: If you've committed a burglary in the Solihull area within the last week - come to our police station & claim a FREE iPad.



Solihull Police @SolihullPolice January 21, 2013, 2:36 pm via web  2,629

There is very little we can do about attacks on snowmen or thefts of carrot noses. We've had many calls like this in the last 24hrs.



Solihull Police @SolihullPolice April 2, 2013, 9:20 pm via web  2,517

Arrested a 28yr old man today for stealing a Twilight Saga DVD box set, store owner suggested making him watch it as punishment.



Solihull Police @SolihullPolice December 20, 2012, 10:18 pm via web ↻ 1,619

If you become aware of a social media account containing child abuse content, do not RT or post, report here support.twitter.com/groups/33-repo...

Social media gives you the ability to

- **Reach and inform**

Social media allows you to reach both general and targeted audiences where they are with useful information and important messages.

- **Listen and respond**

Social media is a conversation – it gives you a platform to ask questions, gather feedback, and adapt, as well as to quickly respond to concerns or new developments.

- **Build a network**

Social media is a way to connect with stakeholders and influencers, to help develop and spread your message.

Social media means you need the ability to

- **Be there and be open**

Social media demands time to create good content and to respond. It also means that you have to be prepared to answer questions and deal with negative reactions. You are trading control for influence.