



Seminar: Campaigning on Social Media

VILNIUS/11-12 October 2018

ABOUT THE EVENT

The aim of the seminar is to equip young liberals with hands on tools and advice for campaigning on social media platforms such as Twitter, Instagram and Facebook and provide insights to how social media is successfully integrated into a broader elections campaign with the goal of engaging more young people in elections in general, but in particular the 2019 European Parliament Elections.

EVENT SCHEDULE

THURSDAY 11 OCTOBER

Seimas, The Parliament of Lithuania

- 15:00 Excursion in Seimas, The Parliament of Lithuania
- 16:00 Opening of the Seminar
Edgaras Mascinskas, Vice President and **Danica Vihinen**, Secretary General, LYMEC
- 16:10 The Basics: Using Social Media for Campaigns
Edgaras Mascinskas, Vice President, LYMEC
- 17:00 How to activate the network: the role of ELF within the Liberal family and the plans for 2019
Giorgia Bozzini, Communications Officer, European Liberal Forum
- 18:30 END OF THE FIRST DAY
- 19:00 DINNER

FRIDAY 12 OCTOBER

Kablys, Vilnius

- 09:30 Campaigning and Gamification
Florian Ott, Former Press Officer of JuLis



11:00 COFFEE BREAK

11:15 New Communication Narratives in Europe post-truth
Agne Belickaite, Integrity PR

12:30 Closing of the seminar
Svenja Hahn, Vice President, LYMEC

13:00 FAREWELL LUNCH
END OF THE EVENT

With the support of:



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