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|  |  ECC SG(13)013  |
| 33rd Meeting ECC SG |  |
| Maisons Alfort, 27-28th May 2013 |  |
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| Date issued:  | 23rd May 2013 |
| Source:  | ECO |
| Subject:  | ECC Communications Activity – Update on Monthly Bulletins and Twitter |
| NPassword protection required? (Y/N)  |
|  |
| Summary:  |
| This paper informs of the introduction of the Monthly Bulletins, and of the progress towards the introduction of an ECC Twitter presence. |
| Proposal:  |
| * The ECC Steering Group is asked to comment as necessary, on the Office's implementation of the new monthly news bulletins.
* The ECC SG is also asked to comment on the Office’s current plans for the launch of Twitter, as agreed by the previous meeting.
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| Background:  |
| The Office provides a communications function to the ECC, which is supervised by the ECC SG.The February 2013 meeting of the Steering Group agreed the initiatives to launch a monthly bulletin and to create an ECC presence on the social networking internet site ‘Twitter’. The ECC plenary offered further comment, and a request for feedback to the two following meetings. |

 **Monthly bulletin**

The Office has launched its monthly bulletin with editions posted on the website covering activities in the Working Groups and Project Teams through [March](http://www.cept.org/files/1051/ECC/ECC%20monthly%20report/ECC%20Monthly%20News%20Bulletin%20March%202013published2.htm) and [April](http://www.cept.org/files/1051/ECC/ECC%20monthly%20report/ECC%20Monthly%20News%20Bulletin%20April%202013vfinal.htm).

These are early editions and the format, balance of content and method of assembling will be refined over time in the light of experience, including feedback from the Steering Group. There has been little opportunity so far to gain feedback, although we have received one unsolicited message of appreciation from an external stakeholder.

We have identified that the physical presentation of the bulletin might incorporate more of the ECC’s visual identity elements in future.

As anticipated, the bulletin’s content is drawn from the contributions of the Office’s experts attending (or having remote responsibility for) the various meetings. This is then edited within the Office, a process which we hope to streamline in the coming months.

**Use of Twitter**

The Office has made further steps towards a launch of Twitter in June. Other work priorities for the Office and the anticipated (and agreed) cautious approach to the question of control and professional presentation have made the launch date closer to this next ECC meeting than the previous one.

An ECC Twitter account managed by the Office has been set up, also one for the ECO Director. An ECC-specific account for the Chairman is an outstanding action. The graphics for these accounts are in hand but not complete at time of writing.

The process of identifying tweets to prepare will be based on:

1. Identifying them within the Communications planning grid prepared by the Communications Adviser (Julie Symes);
2. A weekly review of the following week’s meetings, made by a member of ECO administrative staff;
3. At the suggestion of ECO experts and meeting Chairmen (it will take longer to establish this as an embedded habit).

Ms. Symes has prepared some proposed tweets for June. These, plus any proposals from ECO experts, will be edited as necessary and approved by the ECO Director or Deputy Director, but set a tone and style which the Office will seek to carry through the quieter periods of July and August, while we gain more experience. The first few tweets will be available but largely unnoticed, and are for the purpose of rehearsing the procedure and the techniques.

Then we expect to include on the ECC website signposting and other relevant information about the Twitter presence, including the public Twitter Policy shown to the SG at the last meeting, which should condition expectations. If this goes well, then we would make a Press Release, preferably before or during the ECC – but only if we are confident that the process is working fluently by that time.

A fall-back contingency would be to launch the service fully (after less visible trials) in August, as our stakeholders return from the (ever-shorter) summer vacation period and the pace of meeting activity increases again.

**Proposed ECC trial tweets for June 2013:**

**Electronic Communications Committee** @CEPT\_ECC (3 June)

Across the ECC this week: we've a busy week ahead - check out our meeting schedule [link to schedule]; [list meetings if space]

**Electronic Communications Committee** @CEPT\_ECC (3 June)

Calling all spectrum engineers. The ECC's SEAMCAT (spectrum analysis online tool) workshop is coming up on 11 & 12 June. Book now. [link]

**Electronic Communications Committee** @CEPT\_ECC (10 June)

Across the ECC this week: we're discussing ..... Find out more [link to schedule]

**Electronic Communications Committee** @CEPT\_ECC (xx June)

The ECC has been discussing [list few topics]. Catch up on our news: [link to monthly report]

**Electronic Communications Committee** @CEPT\_ECC (11 June)

The ECC SEAMCAT workshop takes place today and tomorrow in Copenhagen. Take a look at the agenda. [link to agenda] [include picture]

**Electronic Communications Committee** @CEPT\_ECC (17 June)

Across the ECC this week: we're discussing ..... Find out more [link to schedule]

**Electronic Communications Committee** @CEPT\_ECC (18 June, or depending on agenda)

The ECC is meeting in Toulouse, France, today for key discussion on 700MHz. Details to follow next week. [could include pic of Toulouse]

**Electronic Communications Committee** @CEPT\_ECC (24 June)

Key study set up on 700MHz at the ECC meeting in Toulouse last week. You can find out more here [link to website note & create separate tweet if news release published]

**Electronic Communications Committee** @CEPT\_ECC (25 June)

Speaking about spectrum inventory at the Spectrum Management Conference today #specmam Thomas Weber of ECO ........

**Electronic Communications Committee** @CEPT\_ECC (28 June)

The ECC's central office, the ECO, has published its 2012 Annual Report. You can view it here [link]

**Electronic Communications Committee** @CEPT\_ECC (28 June)

RT @CEPT\_ECC\_EricFournier [message from Chairman on ECO annual report]

**Electronic Communications Committee** @CEPT\_ECC (xx June)

[Possibility for external views - appropriate? example: ECC Forum: discussing UHF long term vision this week. Join the debate [link to website]

EF & MT should launch over this period with their own accounts; preferably with scene-setting initial tweets .