



The platform envisioned by the European Union Delegation to India for a dynamic discourse on “**Digital and Social Media in Democratic Societies**” between India and the EU experts was titled ‘#DIGILOGUE2015’. The European Union Delegation (EUD) to India invited the government officials, academicians, researchers and business community as well as representatives of EU member states in India to share experiences and insights on this subject. The event enabled the European and Indian speakers to share common challenges faced by them and the best practices for handling them.



Social media played a key role in the communications outreach of this event to a worldwide audience. Comprehensive digital coverage of #DIGILOGUE2015 including live webcasting and a live tweet wall at the venue was planned. Detailed planning for the online outreach of the event was done in parallel with the offline preparations for the event on the ground.



### SOCIAL MEDIA PRESENCE



The event was streamed live on YouTube and the videos were published on the event's YouTube channel.



YOUTUBE CHANNEL NAME :- #DIGILOGUE2015



VIDEO 1



VIDEO 2



Mr. Osama Manzar,  
Founder,  
Digital Empowerment Foundation



Mr. David J Tunney,  
Head of Social Media  
for the European External  
Action Service (EEAS)  
Brussels



Joint Secretary,  
Ministry of Information  
and Broadcasting,  
Government of India



## OUR PANELISTS



Osama Manzar



Nikhil Pahwa



David Tunney



Chinmayi Arun



Pranjal Sharma



Volker Pabst

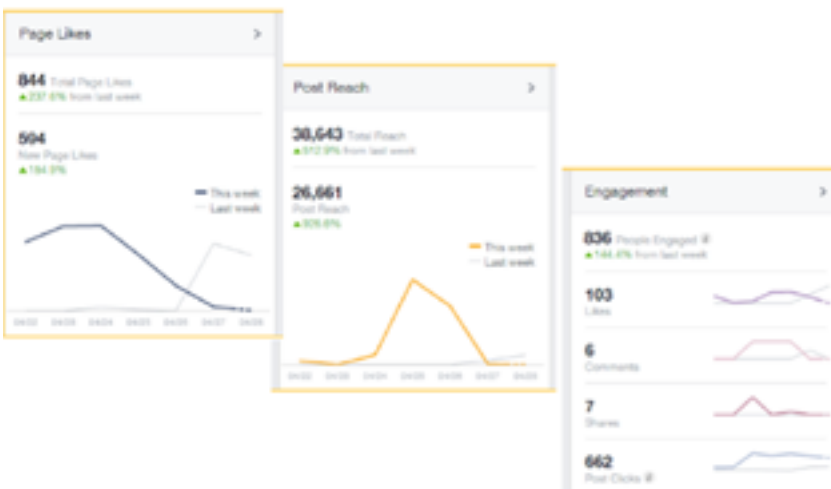
## ANALYTICS

To reach to our audience online we created presence online with Facebook, and Twitter.

On Facebook our posts reached 8296 viewers and received 844 likes for our page.

On Twitter our page was followed by 28 followers and we made 77 tweets. This platform was used more as the panelists as well as the audience were also using it to share their views on the subject.

### FACEBOOK ANALYTICS



### TWITTER ANALYTICS

