



## Common mistakes in digital communication, and how to fix them

**REGIO Communication Matrix Training**  
**24 September 2020, online**

**CET**

**Thursday, 24 September 2020**

**13.45 – 14.00**

Login and test connection

**14.00 – 14.05**

### **Introduction**

*Slaven Klicek, moderator, European Commission*  
*Nebojsa Nikolic, trainer, Interact programme*

**14.05 – 14.30**

### **Training, part 1**

- Overview of the mistakes and live poll
- Targeting “general public”
- Chasing “Likes” on Facebook
- Invisible on Twitter

**14.30 – 14.40**

**Q&A part 1**

**14.40 – 15.00**

### **Training, part 2**

- Outdated websites
- Using LinkedIn just for job search
- Poor quality emails and e-newsletter
- Overlooking Instagram

**15.00 – 15.10**

**Break**

**15.10 – 15.20**

**Q&A part 2**

**15.20 – 15.50**

### **Training, part 3**

- Blocking internet trolls
- Fear of analytics
- Bureaucratic language
- Long and boring online events

**15.50 – 16.00**

**Q&A part 3, closing poll**

