




# Your Europe Business – Social Media Planning

January 2018

## Twitter


<b>Date</b>	January 2018
<b>Section</b>	Start and grow
<b>Link</b>	<a href="http://europa.eu/youreurope/business/start-grow/start-ups/index_en.htm">http://europa.eu/youreurope/business/start-grow/start-ups/index_en.htm</a>
<b>Topic</b>	Start-ups
<b>Post</b>	<p>Starting a business in 2018? <a href="#">Perhaps you want to</a> expand <a href="#">your current business</a> cross-border <a href="#">to another EU country</a>? For information on doing business in Europe, <a href="#">visit</a> Your Europe Business:</p> <p><a href="http://goo.gl/zdqTGr">goo.gl/zdqTGr</a></p> <p><a href="#">_#YEB_EU</a> <a href="#">#startups</a> <a href="#">#expandyourbusiness</a></p>
<b>Visual</b>	
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<b>Date</b>	January 2018
<b>Section</b>	Eco-design
<b>Link</b>	<a href="https://europa.eu/youreurope/business/environment/eco-design/index_en.htm">https://europa.eu/youreurope/business/environment/eco-design/index_en.htm</a>
<b>Topic</b>	Eco design requirements (possible occasion: 83rd International Green Week in Berlin (January 19 <sup>th</sup> – 28 <sup>th</sup> ))
<b>Post</b>	<p><a href="#">This week is international green week! Have you thought</a> about how to reduce your environmental footprint? Find out if your product <a href="#">needs to</a> comply with <a href="#">EU</a> eco-design requirements:</p> <p><a href="http://goo.gl/yw2B9o">goo.gl/yw2B9o</a></p> <p>#Green_week #YEB_EU</p>
<b>Visual</b>	 <p>A photograph showing a person's hand, wearing a dark blue suit sleeve, holding a small amount of dark brown soil. A small green seedling with two leaves is growing out of the soil. The background is plain white.</p>
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<b>Date</b>	January 2018
<b>Section</b>	EU funding programmes
<b>Link</b>	<a href="http://europa.eu/youreurope/business/funding-grants/eu-programmes/index_en.htm">http://europa.eu/youreurope/business/funding-grants/eu-programmes/index_en.htm</a>
<b>Topic</b>	EU funding programmes
<b>Post</b>	<p>Do you have a great business idea but don't know how to finance it? There are many EU funding opportunities available <a href="#">for businesses</a>. Find out how to apply:</p> <p><a href="http://goo.gl/wajVgr">goo.gl/wajVgr</a></p> <p>#YEB_EU #growyourbusiness #businessfunding</p>
<b>Visual</b>	
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<b>Date</b>	January 2018
<b>Section</b>	Staff
<b>Link</b>	<a href="http://europa.eu/youreurope/business/staff/working-hours/index_en.htm">http://europa.eu/youreurope/business/staff/working-hours/index_en.htm</a>
<b>Topic</b>	Working hours
<b>Tweet</b>	Do you know how many hours your staff <a href="#">are allowed to</a> work? <a href="#">Find out</a> how EU rules protect your employees:  <a href="http://goo.gl/EDmTUd">goo.gl/EDmTUd</a>  #YEB_EU
<b>Visual</b>	
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## Facebook/LinkedIn


<b>Date</b>	January 2018
<b>Section</b>	The whole YEB portal
<b>Link</b>	<a href="https://youtu.be/WqTLqnhu8Lo">https://youtu.be/WqTLqnhu8Lo</a>
<b>Topic</b>	New year, general information on YEB
<b>Post</b>	<p>Your Europe Business wishes you a happy new year! To kick off the new year, watch our video and access our business portal for useful and jargon-free information on doing business in Europe.</p> <p><a href="https://youtu.be/WqTLqnhu8Lo">https://youtu.be/WqTLqnhu8Lo</a></p> <p>#YEB_EU</p>
<b>Visual</b>	
©	<i>Your Europe Business promotional video</i>

<b>Date</b>	January 2018
<b>Section</b>	Consumer guarantees
<b>Link</b>	<a href="https://europa.eu/youreurope/business/sell-abroad/client-guarantee-redress/index_en.htm">https://europa.eu/youreurope/business/sell-abroad/client-guarantee-redress/index_en.htm</a>
<b>Topic</b>	Guarantees and returns
<b>Post</b>	Not sure how to prepare for post-holiday returns? Consumers have 14 days to return unwanted goods <a href="#">ordered online</a> . Check Your Europe Business for more information:  <a href="http://goo.gl/VQHSgQ">http://goo.gl/VQHSgQ</a>
<b>Visual</b>	
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<b>Date</b>	January 2018
<b>Section</b>	VAT & customs
<b>Link</b>	<a href="http://europa.eu/youreurope/business/vat-customs/refund/index_en.htm">http://europa.eu/youreurope/business/vat-customs/refund/index_en.htm</a>
<b>Topic</b>	VAT Refunds
<b>Post</b>	Are you offering goods or services in another EU country? You may be entitled to a VAT refund:  <a href="http://goo.gl/U5QLIf">goo.gl/U5QLIf</a>  #YEB_EU
<b>Visual</b>	
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<b>Date</b>	January 2018
<b>Section</b>	Selling abroad
<b>Link</b>	<a href="http://europa.eu/youreurope/business/sell-abroad/service-providers/index_en.htm">http://europa.eu/youreurope/business/sell-abroad/service-providers/index_en.htm</a>
<b>Topic</b>	Providing services abroad
<b>Post</b>	<p>Did you know that you can provide services in another EU country without setting up a new branch? That way you can test the market before expanding your company or offering a service abroad.</p> <p>Find out how:</p> <p><a href="http://goo.gl/xNUdtK">goo.gl/xNUdtK</a></p>
<b>Visual</b>	
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<b>Date</b>	January 2018
<b>Section</b>	E-commerce, distance and off-premises selling
<b>Link</b>	<a href="https://europa.eu/youreurope/business/sell-abroad/on-line/index_en.htm">https://europa.eu/youreurope/business/sell-abroad/on-line/index_en.htm</a>
<b>Topic</b>	Distance selling
<b>Post</b>	<p>Do you want to get involved in e-commerce <a href="#">or</a> other <a href="#">types</a> of distance or off-premises sales? There are regulations that control sales when you don't meet customers face-to-face. Learn more and make the most of these opportunities:</p> <p><a href="https://goo.gl/Ff4TME">goo.gl/Ff4TME</a></p>
<b>Visual</b>	
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