

USERCENTRICITIES AWARD 2023

SOCIAL MEDIA KIT

BACKGROUND

To raise awareness and recognise the efforts made by European cities and regions in meeting the objectives of the Tallinn Declaration and developing user-centric services in their territories, UserCentriCities has created the annual UserCentriCities Award.

The aim of the award is to reward outstanding digital public services developed by European local authorities with user-centricity at its core and to encourage the operationalisation of the Tallinn Declaration at the local level.

The winner will receive the award for “**Best user-centric service in European cities and regions**”, acknowledging the crucial role played by cities and regions in putting citizens’ needs at the heart of public services design and delivery.

ABOUT THIS SOCIAL MEDIA KIT

This social media kit contains ready-to-use assets for you to use on your social media channels to spread the word about the UserCentriCities Award and promote your user-centric services competing for the award.

UserCentriCities does not have social media channels, so we need your support. You can support the dissemination by:

- Adding the suggested posts below to your social media channels
- Adding #UserCentriCities to your tweet copy
- Re-sharing #UserCentriCities content posted by the consortium partners

If you have any questions or need extra information, please contact Mayra García-Blásquez, UserCentriCities project coordinator at mayra.garcia-blasquez@eurocities.eu

KEY ASSETS

- Ready-to-use social media cards can be downloaded here: [UCC Award visuals](#)
- The landing page for the 2023 UserCentriCities Award is here: <https://bit.ly/UCCaward23>

KEY PROFILES TO TAG

The most important aspect is to use the **#UserCentriCities** hashtag across all channels, but you can also tag the following accounts:

- On Twitter you can tag @Eurocities, @lisboncouncil and @VTTFinland
- On LinkedIn you can tag @Eurocities, @thelisboncouncil and @VTT
- On Instagram you can tag @eurocities.eu and @vttfinland
- On Facebook you can tag @Eurocities, @thelisboncouncil and @VTTFinland



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SUGGESTED MESSAGES

TWITTER / LINKEDIN

💡 Is your city striving to put people first when creating digital public services? How does user-centricity look in practice? Apply now to the #UserCentriCities Award 2023.

Find out more 🖱️ <https://bit.ly/UCCaward23>

Deadline for submissions 21 April.

💡 User-centricity is more than a buzzword. How do user-centric public services look in practice? Showcase your city's examples by applying to the #UserCentriCities Award 2023 and become part of a leading community striving to put people's needs first.

Call for submissions open until 21 April. Find out more 🖱️ <https://bit.ly/UCCaward23>

💡 European cities and regions are paving the way in delivering user-centric digital services but how does this look in practice? Showcase how your city is leading in driving digital transformation by applying to the #UserCentriCities Award 2023

Deadline for applications is 21 April. Find out more 🖱️ <https://bit.ly/UCCaward23>

🚨 CALL OPEN: #UserCentriCities Award 2023

What makes digital services user-centric? How is your city putting people's needs at the heart of design and delivery?

Submit your user-centric services before 21 April and showcase why your city is leading in digital government delivery

Find out more 🖱️ <https://bit.ly/UCCaward23>

-Insert city/region name- is glad to be part of the #UserCentriCities project, a 3-year effort of European cities to drive user-centricity in our digital public services.

🚨 We call on all cities and regions to apply for the #UserCentriCities Awards 2023 and help highlight the importance of putting people's needs first

Apply at 🖱️ <https://bit.ly/UCCaward23> Deadline for submissions is 21 April.

🚨 LAST DAYS TO PARTICIPATE

The #UserCentriCities Award 2023 aim to recognize user-centricity where it matters the most. At the local level. Don't miss the chance to showcase how your city or region is putting user-centricity at the heart of digital public services.

Deadline for applications is 21 April. Find out more 🖱️ <https://bit.ly/UCCaward23>