

# Digital communications & campaigns

Public Affairs Council

7 July 2022



brussels\_affirmations

Contacter



403 publications

13.6K abonnés

9 abonnements

Brussels Affirmations

✨LIVE ✨LOVE ✨LAUGH ✨BRUSSELS ✨

Contribute anonymously to Brussels Affirmations Transparency Register for salaries below

[docs.google.com/forms/d/e/1FAIpQLSecZxa91E\\_1LGzJR6cEcD\\_EoDKQfiltz2X8...](https://docs.google.com/forms/d/e/1FAIpQLSecZxa91E_1LGzJR6cEcD_EoDKQfiltz2X8...)

Abonnés : alirojosantos, sof.mich, v\_bklv et 28 autres



Your stories



BATR



✨BELGIT...



✨BXL MA...



✨LIVE W...



✨WORK ...

PUBLICATIONS

VIDÉOS

IDENTIFIÉ(E)

1800 eur salary will be enough to cover my expenses and I'm sure I will get a raise soon



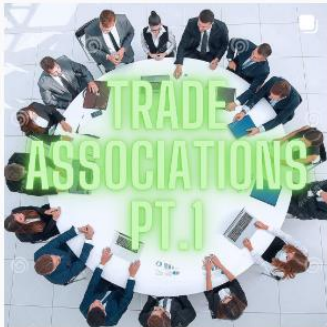
Cheque repas is a fair addition to compensation for my hard work and it's a great benefit to have a pension plan when you're in your 20s - I'm sure I will benefit from it when I'm older



I understand why I don't get days off in first year of work



Employment conditions in Brussels are not that bad at all



# Instagram

## @brussels\_affirmations

- **Campaign** “Brussels Affirmations Transparency Register”
- **Strengths** grassroot, well targeted audience, community-led, word of mouth comms performing without a #
- **What’s in it for me** think community

# Instagram, Twitter, Facebook

## #WomenInSpace

- **Campaign** Highlight visibility of women working in the space sector and inspire youth
- **Strengths** organic, community-oriented, EU-wide, topic of interest, good timing (between two special days)
- **Challenges** think beyond the EU bubble and reach the youth, coordination on testimonials
- **What's in it for me** extra thoughts in the strategy, think beyond the bubble, multipliers



#WomenInSpace 🌌🚀

@aingejo negotiates with ministries of developing countries on geospatial needs, and goes into technical capacity building.

She has two brothers but is the only one working in **#science**: drop the stereotype. Space needs a more balanced representation.



Inge Jonckheere and 9 others

9:08 AM · Mar 2, 2021 · Twitter Web App

# thank you

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