



10 tips for using social media the right way

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What is social media for?

engagement
inspiration
education
community-building

Who are we talking to?

travelers / citizens
traders / businesses

1

Speak their language



A day in the life of a customs sniffer dog

1,204,605 views · May 6, 2018

👍 571 💬 92 ➦ SHARE 📌 SAVE ...



2

join other conversations

EU Tax & Customs @EU_Taxud

Happy #InternationalCustomsDay! 🐕📄

1:01 1.5M views

9:14 AM · Jan 26, 2019 · Twitter Media Studio

View Tweet activity

66 Retweets 183 Likes

EU Tax & Customs @EU_Taxud

Today the global customs community celebrates International Customs Day 2019.

Customs authorities work hard to protect the EU from unfair and illegal trade while supporting legitimate business activity.

#InternationalCustomsDay

9:02 AM · Jan 26, 2019 · Twitter Media Studio

View Tweet activity

22 Retweets 30 Likes

2

join other conversations



EU Tax & Customs  
@EU_Taxud

For everyone celebrating [#InternationalBeerDay](#), did you know how much beer can you bring in the EU tax-free?



3

ask questions / play a game



Now that 150+ of you have tried being a customs officer, it's time to reveal the correct answer...

... and it is: 500g of cheese!

Travellers are not allowed to bring in milk or their products.
1kg of honey is allowed.

Learn more: europa.eu/!Qp39PK







Let's play a (customs) game.

You are a customs officer in the EU and you stop a person traveling from Australia and coming to the EU who does not declare anything to customs and you find these items in their luggage.

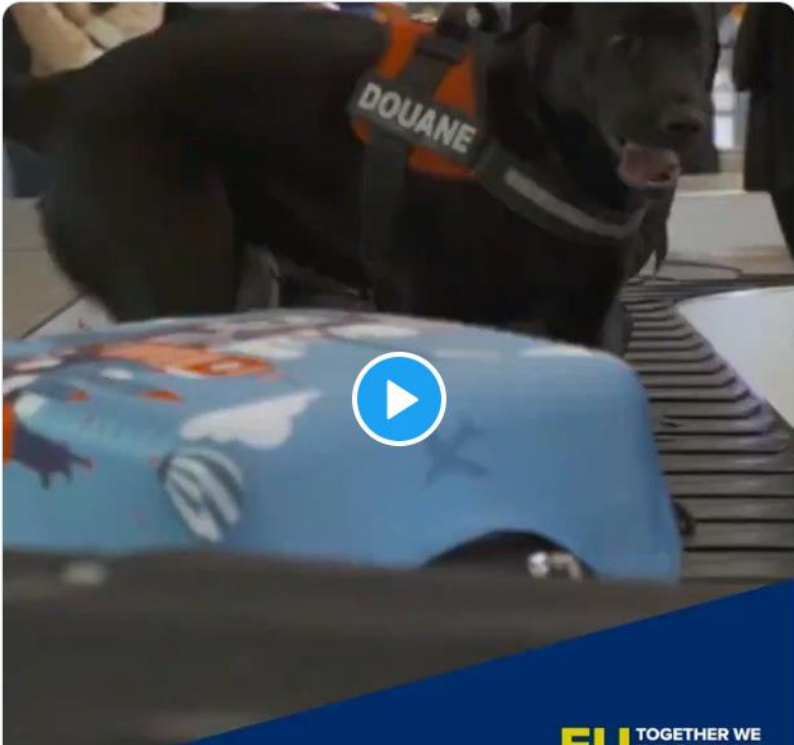
4

re-use materials

 **EU Tax & Customs** 
@EU_Taxud

  Meet the ordinary heroes, customs sniffer dogs, who detect illegal drugs, suspicious food, explosives or even large amounts of cash.

[#EUProtects](#) [#CustomsUnion](#)



0:09 36.9K views

EU TOGETHER WE PROTECT

5

use good visuals



6

diversify your content

The screenshot shows a Twitter post from the account 'EU Tax & Customs' (@EU_Taxud). The tweet text reads: 'A day in the life of a customs sniffer dog. 🐕🇪🇺'. Below the text are the hashtags '#CustomsUnion' and '#EUProtects'. The main content is a video of a black dog sitting on a white surface, looking intently to the left. A blue play button is overlaid on the video. At the bottom of the video frame, the text 'Oh...hang on... I think I smell something!' is displayed. The video's duration is '1:01' and it has '1.5M views'. To the left of the video, there is a partial view of another tweet from 'EU Tax & Customs' with the text 'Protection f priority acti the EU, acc' and 'Full report f #CustomsU'. To the right, there is a partial view of another tweet with the text 'can travel er without'.

7

be helpful

 **EU Tax & Customs** 
@EU_Taxud

Prepare your company for [#Brexit](#) with our guide for businesses.

[#Prepare4Brexit](#) ec.europa.eu/brexit-traders



 Stephen Quest and 4 others

9:02 AM · Feb 21, 2019 · [Twitter Web Client](#)

 View Tweet activity

355 Retweets **716** Likes

8

be informative

 **EU Tax & Customs**  
@EU_Taxud

  Customs Cooperation Agreement has entered into force today on 1 May 2018.

europa.eu/!dd79px

[#Customs](#) [#TradeFacilitation](#)

Agreement between the EU and New Zealand
on Cooperation and Mutual Administrative
Assistance in Customs Matters

1 May 2018

9:05 AM · May 1, 2018 · [Twitter Media Studio](#)

 View Tweet activity

134 Retweets **144** Likes

9 be personal

 **EU Tax & Customs** 
@EU_Taxud

  Meet Perttu and Sälli from Finland.

They work together to prevent illegal drugs from entering the EU.

[#CustomsUnion](#) [#EUProtects](#)



EU TOGETHER WE PROTECT

8:55 AM · Sep 18, 2019 · [Twitter Media Studio](#)

 [View Tweet activity](#)

10 Retweets **27** Likes

 **EU Tax & Customs** 
@EU_Taxud

Meet Sophie.  

She works for French Customs [@Douane_France](#) and tests imported toys and other products to ensure they're safe to use.

[#CustomsUnion](#) [#EUProtects](#)



EU TOGETHER WE PROTECT

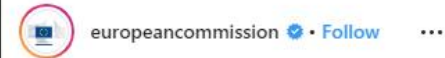
2:05 PM · Aug 12, 2019 · [Twitter Web App](#)



 [View Tweet activity](#)

7 Retweets **21** Likes

10

be emotional



europeancommission 
#dogoftheday: Meet Newton, Mismo and Ula-la 🐶.
They train very hard every day to become the best customs sniffer dogs Europe has ever seen. Our dogs have a very cool job. They detect all sorts of illegal products and they help keep the EU safe.
And on their free time, they  love posing for photos. 😊 #Didyouknow?
The eu Customs Unions turns 50 in 2018!
The EU Customs Union means:
🚫 No customs duties at internal borders between the EU Member States
🚫 Common customs duties on imports from outside the EU
🚫 Common rules of origin for



2,724 likes

JUNE 9, 2018

Log in to like or comment.

- 1 | **speak their language**
- 2 | **join other conversations**
- 3 | **ask questions / play a game**
- 4 | **re-use materials**
- 5 | **use good visuals**
- 6 | **diversity your content**
- 7 | **be helpful**
- 8 | **be informative**
- 9 | **be personal**
- 10 | **be emotional**

 @EU_Taxud

 **EU Tax & Customs**  
9,055 Tweets



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EU Tax & Customs  
@EU_Taxud

We are the [@EU_Commission](#) department for Taxation and Customs Union. See also [@pierremoscovici](#). RT = not endorsement [#FairTaxation](#) [#CustomsUnion](#)

 Brussels, Belgium  ec.europa.eu/taxation_custo...  Joined November 2012

1,659 Following 15.9K Followers